

Focus



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The shopping crowd was thin on Black Friday at City Creek Center in downtown Salt Lake City. While the National Retail Federation is projecting overall holiday sales to grow between 3.6 percent and 5.2 percent over last year's figure, it also has said that the average shopper likely will spend about \$50 less than a year ago, or just short of \$1,000.

Economist: Utahns still have 'healthy appetite' for spending

Brice Wallace
The Enterprise

While holiday spending may slip a bit this season, it remains "a critical time" for many small businesses.

That's the forecast by Robert Spendlove, economist at Zions Bank, who used a pre-Thanksgiving news conference to cite research by the National Retail Federation showing shoppers expect to spend an average of about \$1,000 on gifts, food, decorations and other holiday-related purchases this holiday season. That's about \$50 less

than last year's average.

In response to the COVID-19 pandemic, many retailers are discouraging crowds by spreading out sales and promotions over several weeks, he noted.

"Despite the pandemic, consumers still have a healthy appetite for holiday spending, although what we've noticed is, this appetite has been impacted and tempered slightly by economic uncertainty," Spendlove said.

While Utah's economy is faring rela-

see SHOPPING page 14

GOED board thinks Inland Port importance, goals misunderstood

Brice Wallace
The Enterprise

After a briefing about the work and goals of the Utah Inland Port Authority, members of the Governor's Office of Economic Development (GOED) board came away impressed but also concerned that the authority's messages are hitting a wall.

The board's November meeting featured a long discussion about the port. Jack Hedge, the authority's executive director,

spelled out its importance and needs, but at the end, a couple of board members suggested better public relations or communications would improve the public's understanding of the importance of developing the logistics network.

"I'm trying to promote this to people, because I think that there's still a lot of hair on the inland port as far as perception," said board chairman Carine Clark. "Maybe

see INLAND PORT page 14

COVID-19 Updates

Cancellations and postponements

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

CANCELLATIONS

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 Miller Campus in Sandy.

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

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

Dec. 9, 5-7 p.m.

Business After Hours, an Ogden-Weber Chamber of Commerce event at Trust Brands in Ogden.

POSTPONEMENTS

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

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

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

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

South Jordan Business and Entrepreneurial Summit and Expo, a South Jordan Chamber of Commerce event

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

ARUP Laboratories announces the availability of combined test for COVID-19, influenza and RSV

Salt Lake City-based ARUP Laboratories has released a combined test to detect and differentiate COVID-19, influenza or respiratory syncytial virus (RSV) in individuals with respiratory symptoms consistent with COVID-19. The test is designed to allow symptom sufferers to know which of the three is causing their illness.

The test is the first offered in the United States and was developed using Thermo Fisher Scientific's TaqMan SARS-CoV-2, Flu A/B, RSV multiplex tests and runs on the QuantStudio Real-Time Polymerase Chain Reaction (PCR) platform.

"We are proud to offer this test, which is one of the first available to test for all four viruses," said Adam Barker, director of ARUP's COVID Rapid Response Laboratory. "This single test is a simple, accurate way to determine which virus is the cause of illness as the flu and RSV seasons get underway amid the COVID pandemic."

ARUP's test detects ribonucleic acid (RNA) from SARS-CoV-2, the virus that causes COVID, along with the influenza A and B viruses and RSV. A qualitative test, it also differentiates between the viruses, although it does not differentiate between influenza A and B.

The test can be performed on specimens collected using a deep nasal swab or on specimens collected from the back of the throat and the front of both nostrils.

The test adds to ARUP's menu of COVID-related tests, which includes a molecular diagnostic test for COVID that can be performed on multiple specimen types, including saliva.

ARUP also offers two IgG antibody tests to detect previous exposure to SARS-CoV-2, along with numerous tests that help guide treatment of patients with the virus.

"The challenge clinicians face as we enter flu season is unparalleled even if flu and RSV activity remain low," said ARUP CEO Dr. Sherrie L. Perkins. "We're pleased that this combination test will help them provide the best patient care possible as the pandemic persists."

Huntsman Cancer Institute says cancer care could be delayed by current COVID-19 surge

If the current surge in COVID-19 cases continues, the pressure on the healthcare industry could result in delayed treatment for Utah cancer patients, according to an online message posted by the Huntsman Cancer Institute in Salt Lake City. The warning came as critical-care beds in Utah's hospitals recently reached capacity.

"Utah's hospitals are full, which can cause delays in cancer care," the online message signed by 80 clinicians at the institute. "We worry that if this trend continues, more cancer care may have to be delayed by hours or days until beds are open."

"Utahns are known for our kindness, sense of community, and dedication to helping fellow citizens," the message continued. "In order to keep our patients safe, we all must do our part to slow the spread of COVID-19."

Citing the dedication of the institute's staff to fighting cancer, the professionals said they now need the public's help. "This pandemic has taken an incredible toll on all of us, and everyone desires a sense of normalcy," the message said. "Unfortunately, the surge of COVID-19 cases we have feared since March has now arrived."

The message asks Utahns to please wear masks, maintain social distance, wash hands and keep gatherings to state-recommended maximums.

"We are a science-driven organization," said Lawrence Marsco, senior director of nursing at the Huntsman Cancer Institute. "We really believe in everything that the CDC has said and provided the guidance, especially for this time of year." He then cited occupancy rates for the state's intensive care unit beds that hovered near capacity recently.

"We want to be able to have that ICU bed available, but if we have so many sick COVID patients, we may not be able to offer those elective surgeries that require an ICU bed after their surgery," Marsco said.

"Do this for your family member, neighbor or friend who needs and deserves cancer care without delay," the message concluded.

Board approves rebate for production of family feature, amends other agreements

Brice Wallace
The Enterprise

A sequel to a popular family feature has been approved for a state incentive.

The Governor's Office of Economic Development (GOED) board, at its November meeting, approved a cash rebate of up to \$78,198 for Anxiously Engaged LLC for the production of "Once I Was Engaged," a sequel to the shot-in-Utah "Once I Was a Beehive."

The production is expected to spend \$390,992 in Utah and involve 44 cast members, 32 crew and 50 extras. Principal photography took place in November and earlier this month in Utah and Wasatch counties. The directors are Maclain Nelson and Stephen Shimek. The producer is David Wulf.

"Once I Was Engaged" tells the story of lead character Bree Carrington as she gets engaged after her freshman year of college. Her mother, Carrie Carrington, is not into it at first, but then comes on board in full swing as part of the "mother of the bride" wedding story.

"I have shot in Canada, the U.K., Romania and in different states all over the U.S., but Utah stands out as the most desirable place to bring our productions," Nelson said in a prepared statement. "Utah continues to provide talented crew members, beautiful locations and the incentives needed to make any film really come to life."

The GOED board also approved amendments to three earlier-approved productions at its November meeting.

Salty Pictures Inc. had been

approved in November 2019 for the second season of "High School Musical: The Musical: The Series." The incentive was about \$6 million in a tax credit, based on projected in-state spending of nearly \$24.4 million. The incentive was upped to more than \$6.7 million, based on spending of nearly \$27 million. Principal shooting is expected to take place through Feb. 9.

A&P Productions LLC had been approved for a cash rebate of \$174,074, based on estimated Utah spending of \$870,373, for the episodic documentary "American Crime: The Salamander." In-state spending has jumped to \$1.16 million, so the incentive was increased to \$232,099.

The incentive for the second season of "The Chosen," an episodic drama, was changed from

a \$350,000 tax credit to a cash rebate of the same amount. The Chosen Texas LLC is the production company. The production is

expected to spend more than \$4 million in Utah, including during principal photography taking place through Feb. 22.

Florida firm buys Sierra RV

RV Retailer LLC, a major recreational vehicle retail chain based in Ft. Lauderdale, Florida, has purchased Sierra RV of Mariott-Slaterville. Sierra RV will be RV Retailer's first location in Utah and its 36th store in 10 states of operation.

Jon Ferrando, CEO and president of RV Retailer, said, "We are excited to enter Utah and expand in the western United States with the acquisition of Sierra RV. Sierra RV is in the highly attractive Salt Lake City market which is the fourth-largest U.S. market for RV registrations this year.

The Utah market has four times the average RVs owned per capita in the U.S. with excellent growth prospects for the future."

"We will operate from a flagship 90,000-square-foot RV dealership facility on 26 acres with a large sales showroom and retail parts and accessories store, along with an impressive 32-bay state-of-the-art service facility," Ferrando said. "The store will be part of the Western Region of RV Retailer stores under the leadership of Jim Humble, president of the Western Region."

Davis Clipper joins other print newspapers, ceases publication

Another of Utah's legacy printed newspapers is ceasing publication. After 129 years of continuous publication, the weekly *Davis Clipper* in Bountiful printed its final edition on Dec. 4, according to a statement from Publisher R. Gail Stahle. The veteran newspaper owner made the announcement to his staff late last month.

"My family has loved publishing the *Clipper* since 1891," Stahle's statement said. "Each generation has cherished the opportunity and understood the value of a community newspaper. But as with almost all newspapers, advertising revenues and subscriptions have been continuously falling over the past decade and the COVID-19 pandemic has exacerbated the challenge. The operating mod-

el for the *Clipper* is just no longer viable."

The newspaper, which circulated in the south Davis County area, had circulation to approximately 13,000 households at the time of its demise. Thirteen employees were idled by the closure.

The *Clipper* has been in the Stahle family since its founding and Gail Stahle is a third-generation publisher. His grandfather, John Stahle Sr., partnered with local businessman Lamoni Call to start *Little Clipper* in 1891 and changed the name to *Davis County Clipper* a year later. Gail Stahle's father, John Stahle Jr., took over as publisher in 1954 and Gail Stahle purchased the paper from the family and became publisher in 1989.

"I grew up in Bountiful, grew

up basically at the *Clipper* and it is heartbreaking to have to cease publication," Gail Stahle said. "I know the importance of getting community news out to residents and I'm very thankful for the large number of editors, writers, typesetters, production people and printers who've served as part of our *Clipper* family for multiple generations. I wish them all well as they pursue their future careers."

Stahle is a veteran of Utah publishing and printing, having owned several newspapers in the state as well as a pair of weeklies in the Phoenix area. He also owned a large commercial printing operation, Spectrum Press, with operations in Bountiful and Salt Lake City. He was the owner and publisher of the *Color Country Spec-*

trum in St. George and Cedar City when it became the *Daily Spectrum* in 1984. Stahle sold the *Spectrum* to the Thomson Newspapers chain in 1986. The *Daily Spectrum* is still published in Southern Utah. Stahle continues to publish *Iron County Today*, a weekly paper in Cedar City.

The *Davis Clipper* is the latest of numerous newspaper closures and cutbacks around the state. In the past decade, numerous properties have closed, gone to online editions only or seen major reductions in their operations. In October, Salt Lake City's two legacy dailies, *The Salt Lake Tribune* and the *Deseret News*, announced that they were ceasing daily publication and home delivery in favor of a once-a-week mail edition.

The *Davis Clipper* published a recap of the paper's history in its final edition on Dec. 4.



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Partnership launches \$1B Grantsville biz park

A joint partnership of NorthPoint Development, a Kansas City-based developer, and real estate investment firm The Romney Group of Salt Lake City has broken ground on an 18 million-square-foot warehouse, manufacturing, office and commercial project in Grantsville.

Named the Lakeview Business Park, the Class A project is situated on more than 1,300 acres and is among the largest industrial business parks to launch recently in the United States. The partnership will invest over \$1 billion in developing the park, according to a statement from the principals. Construction has begun on the first speculative building totaling 506,930 square feet — and expandable to 1 million square feet. The remainder of the project is

being developed in phases at future dates yet to be determined.

“We are thrilled to be officially commencing construction ... on this large-scale, rail-served, Class A business park along with the special partnership we have established with The Romney Group,” said Chad Meyer, president of NorthPoint Development. “Lakeview Business Park offers a great location for tremendous success with the ability to serve any industrial client in terms of size and labor for many years to come. The area boasts a strong local workforce and with nearly 80 percent commuting daily to Salt Lake Valley would now have the opportunity to work closer to home.”

“Our goal is to create a long-term, jobs-rich business park that

will be environmentally friendly and generate tax revenue to enhance the lives of the local community, improve public services and provide much-needed tax dollars for education,” said Josh Romney, president of The Romney Group. “We selected NorthPoint as a partner because of our shared core values and long-term commitment to the communities in which we do business.”

Tom Freeman, executive director of Cushman & Wakefield, who is leading brokerage efforts for the project, said, “This project has all of the best ingredients to be a special opportunity for companies seeking a strategic and advantageous location in the greater Intermountain West, while also providing a successful economic driver.”

2021: A year to make visionary resolutions

As we approach the end of 2020, many of us are inclined to say, “Good riddance!”

Those sentiments surely also include a hope for better things in 2021. That said, hopes and dreams too often take little form in reality if we don't transform them into action.

December of a waning year, and January of a new year, are traditional times when many make resolutions regarding what to accomplish in the coming 12 months. Some use December as a time for one last blowout, the lapse before going “cold turkey” on doing the hard work of fulfilling a resolution.

For most, this is a prescription for failure. It generally sets the stage for an early exit from pursuing a major goal. Even those who firmly commit to paying the price required to keep their resolutions often lack staying power, and this is not only in individuals, but in teams and businesses. Why is this outcome so prevalent?

I believe there is one major cause: Resolutions are often set in a cavalier manner. For example, one might resolve to lose weight, setting a goal to lose 50 pounds. Assuming they are what the medical community calls “morbidly obese,” this goal is very appropriate. However, is it sufficiently motivating to keep this person engaged in the hard work of diet and exercise that will get them there?

Well, I guess it's time for true confessions. I was that person a few years ago. I knew I was overweight, but I had dismissed it for years. I looked in the mirror and I thought the bulge over my belt didn't look too bad and I could still hike miles in the hills near my home without any trouble. Plus, my workload was just too heavy to take time to eat right and exercise. I would get to it later, I thought. So, although I resolved every year to make the changes that would peel off the pounds, I routinely let my resolve fade away.

Well, as I sit here writing this article, I can tell you that I am more than 50 pounds lighter than I was two years ago.

What changed? How did I finally achieve my goal?

The answer is that I found a compelling motivation. About six years ago, I was feeling really crappy. My form of self-medication when I don't feel well is to take a long hike, breathe deep and rejuvenate. So, I threw on my backpack and headed into the backcountry of Zion National

Park — and I nearly died. I didn't understand what was happening at the time, but my blood sugar spiked and then crashed. I was very nearly in a coma when I finally got some sugar. (Thank you, Gatorade!)

A trip to my doctor followed and I was diagnosed with Type 2 diabetes. Daily insulin injections were prescribed, and I was told that I would never beat this disease. I could eat more wisely and exercise, but insulin was my new best friend.

It was at this point that my motivation changed. Weight loss was no longer the goal; it was a byproduct. My resolution transformed to beat diabetes, to toss out the insulin. However, even these resolutions were insufficient motivators.

My real purpose was, and is, to live a long healthy life, to be here on this Earth with my wife, children, grandchildren and great-grandchildren. I want to be a vital, engaged human being for as long as possible. And diabetes and my 50 pounds of unhealthy girth were getting in the way.

At this point, my resolution transformed into a vision of a healthier, fit, diabetes-free Rich Tyson. That led to research on how I might make this happen. My business partner (who doesn't have diabetes) joined me in this quest. He discovered a book by Dr. Jason Fung, *The Diabetes Code*, that provided a roadmap to losing weight, kicking diabetes to the curb and restoring my fitness to a level of men 20 years younger than myself. My doctor, who had assured me that I would never be able to overcome diabetes, was stunned to see my results.

So, where did the discipline I needed come from? It came from having a vision of myself that was compelling.

This is worth putting into capital letters: A COMPELLING VISION IS THE FOUNDATION OF SUCCESS! And that is as true for businesses as it is for individuals.

My message here today is to use some of your holiday downtime to decide on the core purpose and vision for your business and your life. We're coming off a very tough 2020, but if we are to make 2021 a better year, we need to become visionary resolvers.

Richard Tyson is the founder, principal owner and president of CEObuilder, which provides forums for consulting and coaching to executives in small businesses.



RICH TYSON

Moroccan firm now part of Fusion BPO Services

Fusion BPO Services, a business process outsourcing (BPO) company located in Draper, has acquired Casablanca, Morocco-based Finaccess BPO and its French subsidiaries. Finaccess BPO is a multilingual BPO with a multi-country presence and 600-plus employees. It has three operation sites where its call center offers sales to prospects, management of customer service incoming calls and helpdesk and back-office services in French, Italian and Spanish.

The acquisition allows Fusion to strengthen its presence in Eu-

rope and enables it to cater to its European clientele in a better way by boosting Fusion's capabilities in providing services to multiple verticals in multiple European languages. As a result, it will open significant growth opportunities for Fusion in the Europe and Middle East markets, the company said in a release.

“The acquisition comes as a win-win situation for both companies and their customers,” said Pankaj Dhanuka, CEO of Fusion BPO Services. “It will help us get a stronghold on the EMEA mar-

ket and serve our clients across the globe better. The acquisition is the right step towards achieving our future goals.”

Fusion is the leading name in the outsourcing world, both in the voice and non-voice processes. It is an end-to-end, omni-channel outsourcing solutions provider, which provides comprehensive call center and back-office solutions. With centers in eight countries and over 6,000 employees, Fusion caters to the various call center outsourcing needs of established brands and startups.



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IHC's second Primary Children's Hospital campus in Lehi is scheduled for completion in early 2024.

IHC starts on second Primary Children's Hospital

Intermountain Healthcare has broken ground on a second Primary Children's Hospital. Named the Larry H. and Gail Miller Family Campus, the new hospital will bring much-needed pediatric healthcare services closer to the Utah County area, Intermountain said.

Plans for the 38-acre campus include a full-service children's hospital providing the same specialty pediatric services that patients will receive at Primary Children's Hospital in Salt Lake City, with the exception of transplant and heart surgery. The location in high-growth Utah County will help many families avoid traveling long distances to access high-quality specialty pediatric care, said Lisa Paletta, administrator of Primary Children's Hospital in Lehi.

"Right now, more than half of the children treated at Primary Children's Hospital in Salt Lake City must travel an hour or more to receive treatment," Paletta said. "Breaking ground on the new Miller Family Campus represents a once-in-a-generation opportunity to expand Primary Children's pediatric specialty care in one of the nation's fastest-growing pediatric populations and provide the

right care, at the right time, in the right place for many families. We are thankful to the Miller family, Lehi City leaders and Mayor Mark Johnson, Intermountain Healthcare and Intermountain Foundation, whose strong partnership made this day possible," Paletta added.

The Miller Family Campus of Primary Children's Hospital is part of Intermountain Healthcare's \$500 million plans to create the nation's model health system for children. This multi-faceted plan and historic investment in children's health will be equally shared by Intermountain Healthcare and community philanthropic support through an emerging campaign organized by the Intermountain Foundation.

Plans for the model health system were announced in January 2020, inspiring a transformational \$50 million gift from Utah businesswoman, civic leader and philanthropist Gail Miller and the Miller family.

"Intermountain Healthcare has determined, in conjunction with the Miller family, that the best use of this incredible gift is to support the building of a second Primary Children's Hospital campus

in Lehi," said Dr. Marc Harrison, president and CEO of Intermountain Healthcare, who is also a pediatric critical care physician. "The campus will be known as the Larry H. and Gail Miller Family Campus and it will improve the lives of children and families for generations to come."

The innovative plans for the state-of-the-art hospital will fill a need in Utah and surrounding states that has not been available before, said Gail Miller, who is owner and chair of the Larry H. Miller Group of Cos. and chair of the Intermountain Healthcare Board of Trustees.

Miller said she has felt fortunate to have Primary Children's Hospital close to home to address the needs of children.

"One of our family's guiding principles is to 'go about doing good until there is too much good in the world.' We decided to honor our mission by helping to impact the collective future of our whole state, by helping to fund this hospital and be part of the good Intermountain Healthcare will bring to the whole Intermountain region," said Miller.

The facility is scheduled to open in early 2024.

Aussie co. buys Construct

Online Education Services (OES) of Melbourne, Australia, has acquired Construct, an online education company headquartered in Salt Lake City. Construct also has offices in London and Cape Town, South Africa.

OES and Construct combine to serve customers in more than 190 countries. They work with education partners to develop online programs that provide a rich and immersive learning experience, a Construct press release said.

"The investment in Construct builds on our purpose to deliver quality online learning for partner universities and organizations, and their students, regardless of location," said Denise Pitt, CEO of OES. "Our shared people-first

focus and combined expertise in education mean that, together, we provide unrivaled service to universities and higher education providers looking to deliver high-quality online programs."

"This announcement is hugely important for our companies and customers as we combine our strength and expertise to serve more learners on a truly global level," said David Philipps, CEO of Construct. "The past few years have brought strong growth and solid financial performance, and we look forward to continued success as we work with OES."

Construct has become a majority-owned subsidiary of OES and continues to operate under its own brand from its Utah office.

Central Logic acquires Ensocare

Central Logic, a healthcare access and management software company in Sandy, has acquired Omaha-based Ensocare, a developer of solutions that automate the inpatient referral process to post-acute care (PAC).

Central Logic's system focuses on referrals and transfers into a health system by uniting all available provider, facility and transportation resources to assign patients to the appropriate care level and setting without delay. The acquisition of Ensocare expands Central Logic's solution to include successful transitions beyond hospitals to post-acute care settings — including skilled nursing and rehabilitation facilities, long-term acute care centers and even the home. Ensocare has an active, curated network of more than 50,000 PAC providers nationwide. Placement confirmations are secured on average within 30 minutes with the Ensocare system.

"This strategic acquisition means that our solutions will now span the care continuum from acute

to post-acute care, which will improve transitions into, through and out of the health system, creating true 'systemness' for our clients," said Angie Franks, CEO of Central Logic. "By operating as one, health systems can offer a more seamless experience for their patients across all acuity levels while enabling providers to stay connected and strengthening the relationships with PAC providers in their communities."

About 40 percent of Medicare beneficiaries are discharged from the hospital to post-acute facilities, Franks said. With a large aging population, U.S. health systems face growing pressures to improve care access and streamline transitions of care to optimize patient outcomes, increase operating margins, and control costs.

"Our fully integrated solution will provide visibility and access to data that ensures hospital beds are freed in a timely manner when inpatient care is no longer necessary. This decreases length of stay and increases throughput," Franks said.

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CONTESTS

• The **Ogden-Weber Chamber of Commerce** is accepting nominations for the **2021 Chamber Awards**, which recognize organizations and individuals who are making a difference in Weber County's business community. Nominations are reviewed and finalists are selected by the chamber board officers. Finalists are honored at the Annual Gala in February. Nominations for Small Business of the Year, Large Business of the Year, Volunteer of the Year, Chairperson of the Year and Wall of Fame are being accepted at ogdenweberchamber.com.

DIRECT SALES

• **Vasayo**, a Pleasant Grove-based direct sales company, has hired **Philip Wong** as its new president of the Greater China region. He will oversee business operations in Hong Kong, Taiwan, Japan, Malaysia, Indonesia, Thailand, Singapore and Australia. Wong comes to Vasayo with more than two decades' experience driving sales as well as managing business operations and government relations in direct selling. Wong earned his bachelor's degree in business information systems from Utah State University.



Philip Wong

ECONOMIC INDICATORS

• **Utah** and its residents are the **healthiest in the United States**, according to rankings by online health and wellness testing site **LetsGetChecked**. The study delved through eight different health factors, including alcoholism, smoking, obesity, sexually transmitted diseases (STDs), diabetes, depression, hypertension and physical activity. Utah is followed by Colorado, California, Idaho and Hawaii. The bottom-ranked state is Louisiana. The "fattest" state is West Virginia, with the most cases of obesity per population. The STD capital is Alaska. Details are at <https://www.letsgetchecked.com/us/en/healthiest-us-states/>.

• **Utah** is ranked No. 6

among states in the **Milken Institute's State Technology and Science Index 2020** for its knowledge economy and capacity for innovation. Utah, which also was No. 6 last year, is behind only top-ranked Massachusetts, Colorado, California, Maryland and Washington. The index is a composite of five sub-indexes that each measures a different dimension of states' science and technology economies. Utah is ranked No. 1 for technology concentration and dynamism, No. 10 for technology and science workforce, No. 3 for human capital investment, No. 4 for risk capital and entrepreneurial infrastructure, and No. 19 for research and development inputs. The bottom-ranked state overall is Mississippi.

• **Morgan County** leads all Utah counties in a list of places where residents are **giving the most money for charitable causes and organizations**, compiled by financial technology company **SmartAsset**, using IRS data. The study measured how much people donate as a percentage of their net income and the proportion of people in a given county who make charitable donations. Morgan County was followed, in order, by Utah, Wasatch, Summit, Davis, Washington, Cache, Salt Lake, Juab and Rich counties. Details are at <https://smartasset.com/retirement/financial-advisor#Utah>.

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CONSTRUCTION

ENVIRONMENT

• **Extra Space Storage Inc.**, Salt Lake City, has been recognized as the most sustainable U.S. self-storage company by the **Global Real Estate Sustainability Benchmark**. Extra Space improved its bench-

mark score by 5 percent and scored an A grade for public disclosure. This is the third consecutive year the company has taken the top ranking in the U.S. self-storage sector. Also, **Just Capital** ranked Extra Space as the top self-storage company and included Extra Space in its top 200 most just companies. **Sustainalytics** recently recognized Extra Space as leading the pack in self-storage. In **S&P Global's SAM Corporate Sustainability Assessment**, Extra Space improved the company's rating substantially from its initial benchmark. Each of these sustainability benchmark reports rank companies based on their Environmental, Social and Governance (ESG) performance from the prior year's data.

HEALTHCARE

• **Elevor Therapeutics Inc.**, a Salt Lake City-based biopharmaceutical company, has named **Gus Aromin** as vice president of regulatory affairs. Aromin will build and lead the company's global regulatory organization to support the development and registra-



Gus Aromin

tion of its therapeutic candidates, new product launches and life-cycle opportunities. Aromin has more than 20 years of experience supporting pharmaceutical organization development program goals and significant experience in managing interactions with global health authorities. Most recently, he served in senior regulatory affairs roles at Avanir Pharmaceuticals, Allergan and Elan.

INVESTMENT

• **Wasatch Global Investors**, Salt Lake City, has launched the **Wasatch Greater China Fund**, which will invest in what Wasatch believes are promising companies located in the Greater China region (China, Hong Kong and Taiwan). The fund will invest in a select portfolio of 35-50 companies while offering diversification among sectors. It will be constructed as an all-cap portfolio, including small-, mid- and large-cap companies. **Dan Chace** is lead portfolio manager of the fund.

MANUFACTURING

• The board of directors of **Purple Innovation Inc.**, a Lehi-

based designer and manufacturer of comfort products, has appointed **Dawn Zier** to the board and **Paul Zepf** has been elevated to chairman. The appointments fill vacated positions created by the retirement of Terry and Tony Pearce in August. Zier is the principal of Aurora Business Consulting LLC and advises companies on business transformation, digital marketing and high-performance teams. Zier served as president and CEO of Nutrisystem from 2012 until March of 2019, when it was sold to Tivity Health. She assisted in the transition to Tivity as president/chief operating officer and board member until December 2019. Previously, she served in a variety of positions at Readers Digest Association, including president of international, president of Europe and president of Global Marketing. She currently serves on the board of directors of Hain Celestial Group, Spirit Airlines and Prestige Consumer Healthcare. Zepf has been a director at Purple since August and previously acted as an advisor to the company and a board observer. Zepf previously was CEO of Global Partner Acquisition Corp., the predecessor to the company, from its formation in June 2015 until February 2018. Previously, Zepf was managing director and head of strategic initiatives at Golub Capital and was managing principal of Corporate Partners II, a Lazard-sponsored private equity fund. Zepf has been a board member of Ironshore Ltd. and has served as a director of BIH Holdings.



Dawn Zier



Paul Zepf

of Nutrisystem from 2012 until March of 2019, when it was sold to Tivity Health. She assisted in the transition to Tivity as president/chief operating officer and board member until December 2019. Previously, she served in a variety of positions at Readers Digest Association, including president of international, president of Europe and president of Global Marketing. She currently serves on the board of directors of Hain Celestial Group, Spirit Airlines and Prestige Consumer Healthcare. Zepf has been a director at Purple since August and previously acted as an advisor to the company and a board observer. Zepf previously was CEO of Global Partner Acquisition Corp., the predecessor to the company, from its formation in June 2015 until February 2018. Previously, Zepf was managing director and head of strategic initiatives at Golub Capital and was managing principal of Corporate Partners II, a Lazard-sponsored private equity fund. Zepf has been a board member of Ironshore Ltd. and has served as a director of BIH Holdings.

PHILANTHROPY

• **The Domain Cos.** has announced new local partnerships with three nonprofit organizations through its MyCommunity program at its Mya development: **Odyssey House Utah**, **Ronald McDonald Charities of the Intermountain Area**, and **Utah Food Bank**. Domain, in partnership with Giv Development, will open Mya in early 2021

in the heart of Salt Lake City. MyCommunity partners each Domain property with three local nonprofit organizations, facilitating donations and creating volunteer opportunities for residents throughout the year. Odyssey House Utah is a substance abuse treatment center for the state. The Ronald McDonald House Charities surrounds families with the support they need to be near to and care for their seriously ill or injured children. The Utah Food Bank distributes food free-of-charge to partner agencies and offers direct service programs to help vulnerable children and seniors.

RECOGNITIONS

• Utah properties swept the three **U.S. World Ski Awards**. The **U.S. Best Ski Resort** is **Deer Valley Resort**, for the eighth consecutive year. The **U.S. Best Ski Hotel** is **Stein Eriksen Lodge Deer Valley**. The **U.S. Best Ski Boutique Hotel** is **Goldener Hirsch Inn**, for the third consecutive year. The World Ski Awards is the sister organization of World Travel Awards.

• **Half Circle Cross Ranch** of Coalville has been selected as recipient of the **2020 Utah Leopold Conservation Award**, which recognizes farmers, ranchers and foresters who inspire others with their dedication to land, water and wildlife habitat management on private, working land. The ranch is operated by Colby and McKenzie Pace. The Paces were presented with \$10,000 and a crystal award at the Utah Farm Bureau Federation's annual meeting in Provo. In Utah, the award is presented annually by **Sand County Foundation**, **American Farmland Trust**, **Utah Farm Bureau Federation**, **Western AgCredit** and **Utah Cattlemen's Association**. Other finalists for the award this year were Myrin Ranch of Altamont in Duchesne County and Yardley Cattle Company of Beaver in Beaver County. The Pace family has installed solar-powered watering systems to improve livestock distribution, forage utilization and water quality at their cattle ranch. Land is managed to reduce erosion, protect riparian areas and provide habitat for nesting and migrating

see BRIEFS next page

BRIEFS*from previous page*

shore birds. They work with the Nature Conservancy to demonstrate how grazing cattle can help reduce invasive phragmite grasses.

• **Impartner**, a Salt Lake City-based channel management platform and partner relationship management provider, has been chosen as a **2020 Red Herring Top 100 North America** winner for third consecutive year. The Top 100 North America forum celebrates the top private companies in the North America region. Winners were chosen from thousands of entrants, whittled down to hundreds presenting their companies at a virtual conference Nov. 17-18. Industry experts, insiders and journalists judged companies on a wide variety of criteria, including financial performance, innovation, business strategy and market penetration.

• **PassiveLogic**, a Salt Lake City-based creator of an autonomous building controls platform, has been selected for **Suffolk Technology's** "Boost" Program, a four-week initiative that will bring together five innovative construction technology startup founders with Suffolk leaders, industry experts and academics to solve the most pressing industry challenges, expand their networks and showcase their solutions. "Boost" is in partnership with the Massachusetts Institute of Technology (MIT) Center for Real Estate, Bain Capital Ventures, and a new fund to be launched jointly by Romulus Capital and EquipmentShare. Suffolk Technology is the technology capital investment arm of construction enterprise Suffolk.

UPDATES*from page 1*

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

Business Women's Forum: Winter Mixer, originally scheduled for Dec. 8, 5-7 p.m., at the Hilton Garden Inn Salt Lake City Downtown, will take place online, 11 a.m.-1 p.m., the same

day. Cost is \$30 for members, \$35 for nonmembers. Details are at slchamber.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.

"Solve the Business Puzzle," a Women's Business

Center of Utah event originally scheduled for Dec. 23 and taking place online, has been moved to Dec. 16, noon-1:30 p.m. Free. Details are at wbcutah.org.

Coffee Connection, a Holladay Chamber of Commerce event taking place Dec. 30, 7:30-8:30 a.m., at Coffee & Cocoa in Holladay, has been moved online (check Facebook for details and Zoom link). Details are at holladaychamber.com.

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When it comes to employee health benefits, one size does not fit all

People who work at small and medium-sized businesses (SMBs) often treat each other like family — management and employees alike. Together, they work in service to their customers and toward growing their business — all while closely managing costs.

Health benefits are a big part of this management and cost equation. Unfortunately, too many SMBs believe they are

limited to providing only one or two health plan options. As a result, employees whose healthcare preferences and needs vary depending on age, fitness and a host of other factors can become frustrated.

Take better care of work families

By offering multiple health plans, employers can set themselves apart from the competition when it comes to attracting talent. They can better retain their employees by more adequately meeting the variety of health needs within their workforce as well. Here's how:

Employer benefits of multiple plan options

As SMBs look towards 2021 offerings, they can consider health benefits that range from wallet-wise, tax-exempt health savings accounts (HSAs) to robust preferred provider organization plans. Instead of offering only one or two health plans, employers can bring multiple options to the retention/recruiting table. Then, employees can pick a plan that is best tailored to their individual needs and personal budget.

Working with an insurance carrier, SMBs can apply funding strategies to include multiple health plan options in their employee benefit packages. They can provide insurance coverage that allows the employer to set contributions based on the lowest-cost plan and then enable employees to “buy up” their coverage to meet preferred or specific healthcare needs. The mix could also include a high-deductible plan that includes an HSA, and so on.

Some health insurers offer cost-share programs with a return of premium for employers if the plan runs better than expected. Employers may also consider self-funded or partially self-funded options that can allow employers to benefit from

lower-than-expected claims costs.

Offering choice among a suite of health plans brings employees into the decision-making process. As a result, they better understand the connection between plan benefits and cost. When employees can personalize their plans, they are more likely to get the healthcare they need when they need it, and hopefully have deeper engagement with their healthcare choices. In the long run, this means a better return on investment for SMBs.

What's in it for employees

When it comes to what they value about healthcare, people have different perspectives and preferences. Those who travel might appreciate having access to broad provider networks. Others prioritize cost savings and lean towards a narrower coordinated care network of local providers. Multiple plan offerings allow individuals to choose their benefits based on the doctors and hospitals in each network structure and how the insurance coverage aligns with their own lifestyle.

Employees will also benefit when they can select a health plan that fits their stage of life, especially those with chronic conditions or specific care needs. Healthcare is better when it's personalized to meet medical needs and individual preferences, which can vastly vary between age groups:

- **Young and single employees** typically gravitate towards lower-cost, catastrophic coverage that provides support in the unlikely event of a major accident; in this case, a high-deductible plan would make the most sense.

- **Adults in their 20s and 30s** with growing families tend to lean towards health plans with richer benefits. They understand that urgent care visits are more likely to occur and are typically more interested in a health plan that will cover costs outside of wellness visits.

- **Middle-aged employees with older children** more often than not want a plan that covers their unique health needs but are equally focused on saving money as they begin looking towards retirement. This is when a high-deductible plan including an HSA funded by pre-tax dollars becomes a valuable

employee benefit.

Many seniors nearing the traditional retirement age often prefer to stay on their employer's health plan, especially if it includes an HSA. Many plans include pharmacy benefits that help employees to reduce their prescription costs.

Overall, health plans that integrate medical and pharmacy coverage help employees make fewer trips to the ER, improve medication adherence and get better care for chronic conditions. Assistance programs embedded in a health plan can help employees and their household members deal with personal problems that might have a negative impact on work performance, health and well-being.

What to look for in health plans

Navigating the multitude of

benefits options is a challenging task to do alone. For SMBs, finding the right health insurance partner is critically important to meeting both employer and employee needs. Through that partnership, employers can effectively navigate the steps between choosing a plan, enrolling employees and providing ongoing support for employees.

When researching a health insurance carrier, be sure to consider:

- In-person and online assistance with managing employee enrollment, eligibility and benefits.
- Provider network choices that meet employer and employee care needs and budget.
- Low-cost virtual care options and comprehensive behavioral health support.

- Integrated medical and pharmacy coverage enabling significant costs savings per member.

- No-cost wellness incentive programs that discount employer health plan premiums.

- Responsive customer service that specializes in small group business — local is better.

- Self-funded options that can provide more flexibility to customize benefits.

Employers who need more help planning for 2021 benefits and identifying choices on behalf of their employees would be well-served by enlisting the support of a trusted health insurance broker or carrier.

Jim Swayze is president of Regence BlueCross BlueShield of Utah.



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UTAH COUNTY UPDATE SPONSORED BY CENTRAL BANK

Rethinking city design has made Vineyard a successful destination in Utah Co.

Rethinking brick-and-mortar business will allow companies to survive the innovations being thrust upon them throughout the rise in technology and the adaptations required to evolve during this global pandemic.

Brick-and-mortar businesses have been experiencing fierce competition brought on by e-commerce players for years, and with the intense economic pressures brought on by the global response to COVID-19, there is the need for these businesses to adapt or die. Online retail growth has increased dramatically over the past eight years and was propelled at more significant rates this past year. Despite this trend, successful brick-and-mortar locations are still viable within proper settings.

Brick-and-mortar businesses provide essential aspects of wellness and economics within cities. Businesses and cities both need to be able to efficiently shift models to meet the requirements of the pandemic, growing markets and other future needs.

Rethinking city design can improve local businesses' likely success and their interactions by strengthening their engagement with the communities they serve. Smart city design is one of Vineyard's foundational cornerstones. Vineyard residents don't have the typical "not-in-my-back-yard" mindset, but rather an educated understanding of the changes manifesting in Utah, and that idyllic versions of living, working and playing can be met with the right design in mind. This understanding brings support to the changes that must be met by municipalities in strong business markets and growing regions like Utah County.

An influencer of urban studies, sociology and economics, Jane Jacobs, said, "Cities have the capability of providing something for everybody, only because and only when they are created by everybody."

Every long-term planning decision in Vineyard is packed with public opinion, think tanks of local and state key stakeholders, state and regional drivers of commerce and successful business leaders, modeling done by world-renowned engineering and design experts and deeply researched processes. This is part of the secret business sauce of Vineyard.

Vineyard has a keen eye on what city design means for businesses. Over the past decade, some of the clearest consumer trends reveal that retailers need to focus on tailored selections for shoppers, model experience over materialism and bring a sense of destination that is full of ease and convenience.

Additionally, remote work and satellite office spaces are at the frontier of industry. People want to live where they can work, relax, recreate and indulge in nature and entertainment alike. Business headquarters need to model toward these trends and locate in

cities that follow the same goals.

Vineyard follows these specifications. Placing people and businesses together in a walkable mixed-use center where jobs, housing, higher education, wide-open spaces, world-class transportation and investments are coordinated in a travel destination is the Vineyard smart-city design model.

Smart-city planning focuses on design and connection. It creates a community that is "human scale," meaning that everything is centered around people. Vineyard has removed the barriers of exclusive housing perimeters and provided strategic inclusive housing options that encourage multi-faceted lifestyles throughout the city and in the heart of the downtown. These developments are organized into mixed-use zoning and housing patterns that facilitate connections between people with businesses, education and recreation.

The city center focuses on first- and last-mile connections with abundant trails, and frequent streets and short blocks. Throughout the greater community, there are extensive trails and intricate street systems. Active transportation is given the

gional airport three miles south, creating less than a two-hour flight from Silicon Valley to the Silicon Slopes.

The road networks are integrated into future transit and bus rapid transit networks undergoing current construction, tying Vineyard into economic hubs located around the region, such as downtown Salt Lake, The Point, Lehi's transit-oriented developments, The Grove, Orem's University Place and Provo's downtown.

The largest university in the state has 250 acres in Vineyard, located next to a planned business innovations park. Hotels, convention centers, athletic facilities and shared business uses are being designed to strengthen the Vineyard region's economic development. The talent that will be built and attracted to the area will welcome exceptional work-output, with low-training and recruitment costs, innovative ideas, greater loyalty to the companies located within the community due to high quality of life and expansive business and academic networks. These benefits will raise companies' growth potential and allow for long-lasting returns within the city and connected economic centers.

Additionally, these elements produce active communities that strengthen en-

vironmental design into the cityscape by organizing open space, designating recreational opportunities within each smaller community, creating resource sustainability (such as wise water management), preserves natural resources and conservation areas to protect the biota, as well as focuses on innovations for local and urban agriculture.

Rapid urbanization is quickly taking needed farmland out of Utah County. However, innovative business models for indoor agriculture will bring fresh produce year-round to Vineyard. As plans propel partnerships with private companies like Grov, whose business is to create "the perfect day for a seed year-round," allowing produce to continue throughout the seasons, Vineyard's business model restores the loss of agriculture, shaping it in a new way that strengthens the farming business community.

Grov will bring healthy farming to Vineyard and restore areas that current farming techniques have harmed. Supply chains will shorten, exports are made more efficient and effective, local agriculture is still present and more advanced healthier methods are used that eliminate pesticides and end the need for burns, etc.

Culinary, robotics, botany, bio-technologists and other fields are opening jobs in Vineyard with these innovative changes. These advancements that create jobs and better ways for people to engage with businesses need to be met with a setting that encourages people to travel to Vineyard.

Vineyard's planning and natural location make it ideal for travel and entertainment. Vineyard has planned boardwalks along public beaches, making the lakeshore accessible as a marketable travel location. The beach leads straight to the train station on beautiful promenades, surrounded by plazas, housing, businesses, higher education and places to recreate.

Everything is connected. Every point within the city center has something that draws people from one point to another and keeps them going, where they are not thinking about the length of the walk or the weather as they move.

This type of planning brings people out of their homes to socialize and connect in the community, bringing people to storefronts and places of business.

Rethinking city design has made Vineyard adaptable to the technological and growth challenges in Utah by tailoring places within the community to residents, businesses and the environment for a sustainable home and destination that is suitable for brick-and-mortar development and success.

Julie Fullmer was elected mayor of Vineyard in 2017. She chairs the city's \$360 million-plus investment board that works to revitalize and clean the environment, establish economic vitality and develop smart cities. She sits on more than a dozen state boards advocating in various areas. She and her husband, Curtis, own an Internet marketing company called Offer Market.



JULIE FULLMER



An artist concept drawing of the planned Civic Center Plaza in Vineyard

same care and validation as roads, thereby making bike and walking paths a notable feature within the community.

Human-centered design that allows people to traverse the city with ease and connect to multiple fast modes of transportation to other parts of the state is ideal for brick-and-mortar businesses. Additionally, there are fewer negative socioeconomic factors when people can traverse quickly and conveniently to jobs, education, medical facilities, stores, parks and back home again. These connections build and attract talent within communities, which lie at the very foundation of growing industry.

The city itself is located off four freeway access points and is at a regional transportation nexus point, housing a multi-modal hub downtown. This station ties into the international airport to the north and a re-

gagement with others and connection to resources. The denser living brings people together, creating mental strength and connection that brings health and happiness into a community.

Jeff Speck, a "walkability expert" and contributor to the American Planning Association and Environmental Planning Association Smart City planning guides, helped shape the current metro-center in Vineyard. Vineyard's replicable design focuses on denser growth in a center and phases out to less-dense areas, creating housing patterns that allow for mixed-use with integrated open space and landscapes outside of where people live. Bringing housing closer together can preserve farmland and conservation areas while tying people to places and activities.

Vineyard's smart-city design incorpo-

CONSTRUCTING UTAH

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Headquartered in Salt Lake City with branches in St. George, Utah and Littleton, Colorado, Hunt Electric has been providing industry-leading services for a variety of commercial, industrial, and infrastructure projects throughout the Intermountain West, since 1986.

Hunt Electric's Automation & Controls Division Deploys an Elaborate Mobile Power System in Record Time

Bolinder Resources, LLC is located in Tooele, Utah. Bolinder is a family-owned business with four generations of industry-related work and 11 years in business. They own and operate multiple quarries and sell crushed aggregate products. They also run portable crushers for custom crushing and mining in Utah and neighboring states.

In January 2020, Bolinder reached out to Hunt Electric with an immediate need for a second Mobile Power System. By February, the Automation and Controls Division at Hunt Electric had completed the Control Van for Bolinder. This model can control and operate over 1800 horsepower and provides Bolinder with total portability of 53 motors ranging from 10 to 300 horsepower.

All of the incoming power sources along with outgoing motor loads and in-plant control components can be quickly connected and disconnected. The motor loads are integrated with a programmable logic controller and were programmed by Hunt Electric technicians for automatic startup, timed shutdown, and complete interlocking.

Simultaneously, while preparing for delivery of the unit, Hunt Electric also designed, engineered, and ordered components to add an additional 660 horsepower capability for six more motors ranging from 50 to 400 horsepower. When the additional gear arrived, installation began during non-production times.

Hunt Electric's Automation and Controls Division completely customized a solution to fit their needs. Their impeccable planning ensured all components and materials were onsite for their planned upgrade, minimizing the shutdown period and allowing for the existing plant to continue operation.



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Calendar

Calendar listings are provided as a free service to our readers. Information about upcoming events may be sent to brice@slenterprise.com. The submission deadline is one week before publication. NOTE: Because of concerns with the coronavirus, events listed here may be postponed or canceled. Check with organizers to determine if individual events are taking place.

Dec. 7, 10-11 a.m.

“Monday Mashup with Amber,” a Women’s Business Center of Utah open discussion event taking place each Monday. Moderator is Amber Murray, WBCUtah business advisor and owner of See Your Strength. Event takes place online via Zoom. Details are at wbcutah.org.

Dec. 8, 8 a.m.

Speaker Series, an ACG (Association for Corporate Growth) Utah event. Speaker is Davis Smith, founder and CEO of Cotopaxi. Event takes place online via Zoom. Free for members, \$15 for nonmembers. Details are at www.acg.org/utah.

Dec. 8, 9-10 a.m.

Office of Outdoor Recreation Grant Programs Virtual Workshop featuring office staff presenting information about the 2021 grant programs. Also offered Dec. 9, noon-1 p.m., and Dec. 10, 4-5 p.m. (same information each day). Event takes place online. Free. Registration can be completed at Eventbrite.com.

Dec. 8, 11 a.m.-1 p.m.

Business Women’s Forum: Winter Mixer, an event taking place online. Cost is \$30 for members, \$35 for nonmembers. Details are at slchamber.com.

Dec. 8, 11:30 a.m.-1 p.m.

Women in Business Holiday Soiree, a South Valley Chamber event. Location is Embassy Suites, 10333 S. Jordan Gateway, South Jordan. Details are at southvalleychamber.com.

Dec. 8, 11:30 a.m.-1 p.m.

“A New Frontier: A Virtual Power Plant,” a ULI Utah, CCIM and CREW event offering a glimpse of the Soleil renewable energy project. Speakers include John Dahlstrom with Wasatch Commercial, Shawn Grant with Rocky Mountain Power and Brandon Fugal with Colliers. Event takes place online via Zoom. Free. Details are at <https://utah.uli.org/events-2/>.

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

“Starting Your Business 101,” a Small Business Dev-

elopment Center (SBDC) event that takes place online. Details are at <https://clients.utahsbdc.org/events.aspx>.

Dec. 8, 5-6 p.m.

“How to Turn Your Brochure Website into a Sales Machine,” a Small Business Development Center (SBDC) event that takes place online. Details are at <https://clients.utahsbdc.org/events.aspx>.

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

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

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

Summit Speaker Series, an extension of the Utah Outdoor Recreation Summit and presented by the Utah Office of Outdoor Recreation, in partnership with Snowsports Industries America (SIA), the Economic Development Corporation of Utah (EDCUtah) and the Utah Outdoor Association (UOA). Topic is “Avalanche Awareness & Safety.” Speakers are Chad Brackelsberg of the Utah Avalanche Center and Cal Taylor of the Utah Snowmobile Association. Event takes place online. Free. Registration can be completed at Eventbrite.com.

Dec. 9, 11:30 a.m.-1 p.m.

“Let’s Do Lunch,” a South Valley Chamber event. Location is Salsa Leedos Mexican Grill, 13298 Market Center Drive, Riverton. Details are at southvalleychamber.com.

Dec. 9, noon-1 p.m.

Office of Outdoor Recreation Grant Programs Virtual Workshop featuring office staff presenting information about the 2021 grant programs. Also offered Dec. 8, 9-10 a.m., and Dec. 10, 4-5 p.m. (same information each day). Event takes place online. Free. Registration can be completed at Eventbrite.com.

Dec. 9, noon-1:30 p.m.

Utah SBIR-STTR 101 Virtual Workshop, presented by the Utah Industry and Innovation Center and featuring information about the federal Small Business

Innovation Research (SBIR) and Small Business Technology Transfer (STTR) grants. Free. Registration can be completed at Eventbrite.com.

Dec. 9, 1-3 p.m.

“Preparing Early for an Exit,” a VentureCapital.Org event. Panel includes moderator Nate Hurlbut, Stoel Rives; Josh Garner, Lakeside Partners; Andy Jorgensen, SLC Angels; Donna Milavetz, Steward Health Care Network; Ian Shelledy, Utah Community Foundation; and Brent Thomson, Blip. Event takes place online. Cost is \$30. Registration can be completed at Eventbrite.com.

Dec. 10, 8 a.m.-5 p.m.

“Intermediate Excel,” a Salt Lake Community College Employee Development Workshop. Participants will learn 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 available. Cost is \$249. Details are at <http://www.slcc.edu/workforce/courses/index.aspx>.

Dec. 10, 10-11 a.m.

“What the 2020 Elections Portend for the U.S.-China Relationship and Utah Business,” presented by World Trade Center Utah, in partnership with Dorsey & Whitney LLP and the U.S.-China Business Council. Speakers are Miles Hansen, president and CEO, World Trade Center Utah; Anna Ashton, senior director of government affairs, U.S.-China Business Council; Catherine Pan, partner and U.S.-China Practice Group chair, Dorsey & Whitney LLP (New York office); Justin Huff, partner, Dorsey & Whitney LLP (D.C. office), and formerly deputy director of CFIUS/Treasury Department; and moderator Troy Keller, of counsel, Dorsey & Whitney LLP (Salt Lake City office). Event takes place online. Details are at bit.ly/36zdXgy.

Dec. 10, 6-8 p.m.

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

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. 10, 4-5 p.m.

Office of Outdoor Recreation Grant Programs Virtual Workshop featuring office staff presenting information about the 2021 grant programs. Also offered Dec. 8, 9-10 a.m., and Dec. 9, noon-1 p.m. (same information each day). Event takes place online. Free. Registration can be completed at Eventbrite.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 a.m.-1 p.m.

Business Alliance Holiday Party, 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, 8-10 a.m.

M.A.C.H. Speed Networking, a Murray Area Chamber of Commerce event that takes place online via Zoom. Free. Details are at murraychamber.org.

Dec. 16, 8:30-9:30 a.m.

Summit Speaker Series, an extension of the Utah Outdoor Recreation Summit and presented by the Utah Office of Outdoor Recreation, in partnership with Snowsports Industries America (SIA), the Economic Development Corporation of Utah (EDCUtah) and the Utah Outdoor Association (UOA). Topic is “The Economics of Dark Sky Communities.” Speakers are Aubrey Larsen, Community Development Office; Cassidy Jones, National Parks Conservation Association; Flint Timmins, Utah Office of Tourism; and Crystal White, Friends of Arches and Canyonlands Parks. Event takes place online. Free. Registration can be completed at Eventbrite.com.

Dec. 16, 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. 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. 16, 5:30-6:30 p.m.

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

Dec. 16, 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>.

Dec. 17, noon-1 p.m.

“Tools for a New Year: Goal-Setting and Using Staffing Agencies as a Resource,” presented by the Utah State Office of Rehabilitation-Business Relations and focusing on setting “SMART” (Specific, Measurable, Achievable, Realistic and Timely) goals. Event takes place online. Free. Registration can be completed at Eventbrite.com.

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. Event takes place online (check Facebook for details and Zoom link). 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. 7, 1:30-2:30 p.m.

“Salt Lake Chamber-Business Live!” a virtual networking event. Free for members, \$10 for nonmembers. Details are at slchamber.com.

Jan. 7, 6-8 p.m.

“Start Smart,” a Small

SHOPPING

from page 1

tively well, the economy recovery has been uneven, with some economic sectors doing well while others continue to struggle.

"For instance, while the construction and manufacturing sectors are doing really well right now, other sectors such as mining and also leisure and hospitality continue to suffer due to much lower consumer demand," he said.

"This year's holiday spending season could help some businesses recover as people buy more gifts, food and decorations. Holiday sales in November and December usually account for about 20 percent of U.S. annual retail sales, and for some retailers, that figure is even higher. So this is a critical time for many of those retailers to make their revenues and make profits for the entire year."

As for individual items, 54 percent of holiday shoppers are expected to have clothing on their lists, followed by gift cards

(49 percent), toys (37 percent) and books and other media (35 percent). More people than ever before — 60 percent — plan to making holiday purchases online, and 96 percent of retailers expect their online holiday sales to grow.

In what Spendlove called "an encouraging sea change" during the pandemic, consumers are showing increased interest in shopping at small businesses.

"About 77 percent of shoppers say they are choosing to shop local this year, while 75 percent plan to be more conscious about where they shop during this holiday season," he said. "Consumers also say they care about shopping at establishments owned by minorities and women, which is very encouraging."

A study from Mastercard SpendingPulse showed that about 75 percent of consumers say they plan to shop at businesses whose values line up with their own.

The news conference took place at A La Mode SLC, owned by two black women, Jasmine and Angelique Gordon. They're part of approximately 3 percent of U.S. business owners who are

black women.

"And that number has contracted since the pandemic," said James Jackson III, founder and director of the Utah Black Chamber and who oversees supplier diversity at Zions Bank. "Overall, black-owned businesses have been hit very hard during this pandemic, and many of them are not going to come back, unfortunately, closing twice the rate of other small businesses."

That environment has prompted the social media campaign "Buy Black Friday," launched by Facebook and the U.S. Black Chamber of Commerce and encouraging shoppers to make purchases at black-owned businesses not just on Black Friday but throughout the holiday season.

"Buy Black Friday should be just the beginning of our support for diverse businesses to strengthen our culture and our landscape and our overall economy," Jackson said, "because as small businesses flourish, so do their communities."

Nationally, the National Retail Federation (NRF) is expecting

overall holiday sales to rise somewhere between 3.6 percent and 5.2 percent over last year's figure. That would put the sales total for the period between \$755.3 billion and \$766.7 billion. In that total are online sales, expected to grow 20 percent to 30 percent and reach between \$202.5 billion and \$218.4 billion. Adobe Analytics has predicted online sales in November and December to grow to \$189 bil-

lion, up 33 percent from last year.

"Given the pandemic, there is uncertainty about consumers' willingness to spend, but with the economy improving, most have the ability to spend," said Jack Kleinherz, the NRF's chief economist. "Consumers have experienced a difficult year but will likely spend more than anyone would have expected just a few months ago."

INLAND PORT

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there's some work we can do from a public relations standpoint. ..."

Board member Margaret Jacobs said "it's very misunderstood, particularly on the environmental side."

"I've only heard the negative side and after listening to you," she told Hedge, "I feel really enthusiastic about not only the potential of the port but really to take the lead in terms of environmental management and maybe reversing some of the bad environmental trends in the state."

Hedge said the authority is building a communications strategy.

One hallmark of the early months of the authority has been opposition from port opponents. Their criticisms have ranged from taxing authority to air pollution concerns, from impacts on wildlife habitat to traffic congestion.

"They're making a lot of noise, but it's a really small group," Hedge said of the protesters. The amount of opposition to the port "has really come down" and become more focused, he said. Some of the issues raised by protesters are legitimate and need to be addressed, and the authority has addressed them in its planning, he said. They include the goal of using 100 percent renewable energy, having low-impact development techniques for buildings, dark sky-compliant lighting, and creating a community advisory group to understand the impacts on the western Salt Lake City area.

"We're going to go out and do the right thing," Hedge said. "Will protesters ever not be around? Probably not, but we're going to do the right thing."

While a large area near the Salt Lake City International Airport will be developed as part of the logistics network, it will not be the only location. Hedge suggested thinking of the port not as a place but as a network or system. At the time of the GOED board meeting, about a dozen locations in the state had expressed an interest in becoming part of it. Hedge said "way more" likely will do so but cautioned that the locations will not be in competition.

"Some of them will be big inland ports, some of them may be small inland sidings or truck parks or small rail yards. It depends," he said. "But it's all over the state and it will be multiple locations. ... We will work with any jurisdiction anywhere in the state to help develop that network."

That network will strive to improve the fluidity, volume and velocity of goods movement among airplanes, trains and trucks into, out of and through Utah, capitalizing on the state's unique position as the "Crossroads of the West."

"We are the funnel for all goods movement in America," Hedge said, noting that about 40 percent of the U.S. GDP flows through Utah as goods move from three West Coast ports to eastern U.S. consumers and back the other direction.


Already, 36 percent of Utah GDP comes from logistics dependent industries — that's about \$60 billion — and those industries account for 647,000 jobs, or 33 percent of Utah workers, and 36 percent of wages paid in the state.


"And it's only going to grow over time," Hedge said. "So dealing with it now, getting involved now and engaged now and helping to plan what that looks like going forward and how we take the most advantage of it going forward, it's critically important that we do it now, because it's going to double over the next 25 years. So it is the lifeblood of our economy in Utah and the nation's economy."

Goods movement must become more efficient and done in "a more intelligent, more intentional and more sustainable manner going forward," he said.

"There's been a lot of fear about the environmental impact of increased goods movement through our state — whether it be traffic, whether it be air pollution, whether it be impacts on those habitat areas around the Great Salt Lake — and those impacts and those worries and those fears are statewide," Hedge said.

"We have a unique opportunity in Utah, as we build out the logistics network and the logistics system in Utah, that we do it in a very smart and intentional manner so that we're not recreating the bad practices of the past."






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CALENDAR

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

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. 12, 8 a.m.

Speaker Series, an ACG (Association for Corporate Growth) Utah event. Speaker is Jeremy Pope of KNS International. Event takes place online via Zoom. Free for members, \$10 for nonmembers. Details are at www.acg.org/utah.

Jan. 12, noon-1 p.m.

"Business Essentials," part of the Small Business Management Series presented by the Cedar City Chamber of Commerce and the Women's Business Center of Utah. Six topics will be presented each quarter. Remaining presentations are "Start Smart" on Jan. 26, "Accounting Essentials" on Feb. 9, "Product Analysis" on Feb. 23, "Pricing Your Product or Service" on March 9, and "Marketing/Branding" on March 23. Cost is \$50 per quarter. Events take place online via Zoom. Details are at wbcutah.org.

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 educa-



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CAREERS

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tion 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. 14, 5-7 p.m.

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

Jan. 14, 6-8 p.m.

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

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. 20, 8-10 a.m.

M.A.C.H. Speed Networking, a Murray Area Chamber of Commerce event that takes place online via Zoom. Free. Details are at murraychamber.org.

Jan. 26, noon-1 p.m.

"Start Smart," part of the Small Business Management Series presented by the Cedar City Chamber of Commerce and the Women's Business Center of Utah. Six topics will be presented each quarter. Remaining presentations are "Accounting Essentials" on Feb. 9, "Product Analysis" on Feb. 23, "Pricing Your Product

or Service" on March 9, and "Marketing/Branding" on March 23. Cost is \$50 per quarter. Events take place online via Zoom. Details are at wbcutah.org.

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. 27, noon-1 p.m.

"Developing Leaders for Sustained Performance," the second installment of a leader development series presented by Silicon Slopes. Speakers are David Smailes, director of leadership development at CHG Healthcare; and Sheena Blauvelt, head of organizational development at USANA Health Sciences. Event takes place online. Details are at siliconslopes.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.

Jan. 28, 6-7 p.m.

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

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

TECHNICAL

Oracle America, Inc. has openings for **Technical Analyst** positions in Lehi, UT. Job duties include: Deliver solutions to the Oracle customer base while serving as an advocate for customer needs. May tele-commute from home. Apply by e-mailing resume to applicant_us@oracle.com, referencing 385.24008. Oracle supports workforce diversity.

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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. 9, noon-1 p.m.

"Accounting Essentials," part of the Small Business Management Series presented by the Cedar City Chamber of Commerce and the Women's Business Center of Utah. Six topics will be presented each quarter. Remaining presentations are "Product Analysis" on Feb. 23, "Pricing Your Product or Service" on March 9, and "Marketing/Branding" on March 23. Cost is \$50 per quarter. Events take place online via Zoom. Details are at wbcutah.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. 23, noon-1 p.m.

"Product Analysis," part of the Small Business Management Series presented by the Cedar City Chamber of Commerce and the Women's Business Center of Utah. Six topics will be presented each quarter. Remaining presentations are "Pricing Your Product or Service" on March 9, and "Marketing/Branding" on March 23. Cost is \$50 per quarter. Events take place online via Zoom. Details are at wbcutah.org.



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