

## OF NOTE



### No humans to deal with

Five years in the making, the first Amazon Go Grocery opened last week in Seattle. Expanding the technology of the company's Go Shops, the store is Amazon's first full-size cashierless grocery store. Shoppers swipe their Amazon smartphone app upon entering and after selecting from about 5,000 items, simply exit through a scanning portal which detects the chosen items and charges the customer through a pre-arranged payment option.

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*Natalie Gochmour, associate dean in the David Eccles School of Business and director of the Kem C. Gardner Policy Institute at the University of Utah, talks to the crowd at the recent "Rural Day on the Hill" at the Utah Capitol. The event included presentations about rural Utah issues, legislation aimed at improving the economy in rural Utah, and awards presentations.*

## State's strong economy not reaching some of rural Utah

**Brice Wallace**  
*The Enterprise*

While Utah's economic engine continues to roll along, a few people want to ensure that rural Utah isn't left behind.

Currently, from an economic standpoint, the state really is "two Utahs," according to Natalie Gochmour, associate dean in the David Eccles School of Business and director of the Kem C. Gardner Policy Institute at the University of Utah.

"It's this idea that we have this strong economy but it's not equally shared," she

told the crowd at the Utah Capitol during the recent "Rural Day on the Hill," organized by the Governor's Office of Economic Development.

For example, while the state has experienced the nation's largest job growth in the past decade, four counties — all rural — have contracted.

"Not that their growth rate is lower, but their growth rate is negative," Gochmour said. "They had fewer jobs in July of 2019 than they had in July 2009. That's a

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## At least 2 bills in 2020 Legislature address Inland Port concerns

**John Rogers**  
*The Enterprise*

A bill that tweaks the rules governing the Utah Inland Port Authority is making its way through the 2020 Utah Legislature, currently in session on Capitol Hill. SB112 was introduced in the early days of the session by Senate Minority Whip Luz Escamilla, whose Northwest Quadrant neighborhood will be most impacted when the giant freight distribution hub is built.

The main thrust of the changes sought by Escamilla to the port project, first created by Utah lawmakers during the 2018 legislative session, is two-fold. First, the bill seeks more representation on the governing board for the residents of Salt Lake City by adding two people to the group: the mayor of Salt Lake City or her designee and a member of the Salt Lake City School District designated by the board of education.

As currently constituted, the Utah Inland Port Authority board is made up of appointees from several government bod-

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## Huntsman: Utah driven by 'lot of natural zeal'

**Brice Wallace**  
*The Enterprise*

Utah "is at the position of launch," according to a former governor looking to recapture that position this year.

Speaking at VentureCapital.Org's 2020 Investors Choice Capital Conference, Jon Huntsman Jr. said "we can supercharge this state in the next decade to be a model of excellence," not only economically but to tackle broader societal issues.

The gubernatorial candidate, a former U.S. ambassador to Russia and China, said Utah is unique in part because it is in the "great American frontier."

"When you see this part of the United States, specifically Utah, from 10,000 miles away, whether it's in China or Moscow, you can't help but recognize that we are new, we are innovative, we are solutions-driven, we are part of the new world. We're not part of the old, decaying, dying part of the United States, which, for a whole lot of reasons, is running out of fuel

and energy."

In contrast, Utah has "a lot of natural zeal," he said.

"The magic of this place is the energy that we bring about through our diverse population, because the one thing that I think attracts people here and keeps people here, is the word 'opportunity.' Because things are possible. You can dream big, you can think big, and you can make it happen, and that is impossible in 90 per-

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## Cimarron buys Ascent Behavioral

Cimarron Healthcare Capital, a Salt Lake City-based private equity firm focused on healthcare investments in the lower middle-market, has acquired Ascent Behavioral Health in partnership with Ascent's management team and investment partners Monroe Capital LLC and Veronis Suhler Stevenson. Also based in Salt Lake City, Ascent provides wilderness therapy, residential treatment and therapeutic boarding school programs for adolescents with mental health issues such as depression, anxiety and attachment disorder.

Financial terms of the transaction were not disclosed.

"Ascent has been improving the lives of adolescents and their families through their comprehensive experiential therapeutic programs for over 30 years," said James Nadauld, managing partner of Cimarron.

The investment will be used to support the expansion of Ascent's existing programs and potential acquisitions of complementary programs, Nadauld said.

"We are thrilled to have the support of partners with a proven track record of supporting growth and who share our vision for providing unmatched clinical care," said Steve Nadauld, CEO of Ascent. "CHC and its partners delivered a flexible capital solution that will enable us to continue building a robust, patient-centric platform and pursue the next chapter of our growth."

Monroe Capital LLC is a private credit asset management firm headquartered in Chicago and specializing in direct lending and opportunistic private credit investing. Veronis Suhler Stevenson is a New York City-based private investment firm that invests in the healthcare, information, business services and education industries.

Founded in 1989, Ascent operates six residential programs in Utah that deliver behavioral health treatment to adolescents. The company has treated over 5,000 youths between the ages of 12 and 18 who have come from all over the world.

## INVESTORS

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cent of the world and even a whole lot of the country."

Utah, from the time of the pioneers arriving, "learned to pull themselves up by the bootstraps, and I think that's an ethic that is still very much present in today's Utah."

While many Utah companies are constrained by an inability to find enough workers, Huntsman said it is "a good challenge to have." One way to address the shortage is to bring in talent from outside the state, "and we're going to keep receiving it for as far as the eye can see in the next decade," he said.

The reason is that many major areas nearby are pricing themselves out of the market, and California state government has not managed its competitiveness well, resulting in people leaving, passing through Nevada and Arizona on the way to Utah.

"So, I think we will be the recipient of a lot of great people

and great talent over the years, and we should cheer them on, and we should welcome them," Huntsman said.

However, he warned, Utah should work to avoid the fate of Maricopa County, Arizona, and Clark County, Nevada, which grew too fast and damaged their quality of life.

"And when you lose control of growth, transportation, air quality, water resources, it's 'Katy bar the door.' You lose talent — they look for the next big thing — you lose kids, you lose brainpower and ultimately you lose investment. You need both to make any economy successful: You need brainpower and you need investment.

"We're still in the driver's seat, but I think our biggest existential challenge right now is how we manage growth from here so that we don't lose quality of life and we don't lose our economic mojo, which could serve us well to the end of the 21st century."

Utah has advanced from "Crossroads of the West" to "Crossroads of the World," and, as a result, needs to improve education, job training and its environment for attracting people and capital. That includes addressing air quality issues, Huntsman said.

"What we can't let happen is for our livability to be affected by air quality that really becomes so bad that people don't want to come in and those here want to move out, and it becomes a health issue as much as a quality-of-life issue," he said.

In the interview format, Huntsman was asked about how to expand the benefits of Silicon Slopes beyond Lehi. He said the state needs to raise unicorn companies, not "unicorpses." Investors will be looking for real return on investment "as opposed to the foo foo dust evaluations

that we hear in tech companies," and resilient companies will be able to withstand economic downturns that typically hit the tech industry first.

Huntsman said he would love to see a "spillover" of tech company success into Draper, Cedar City, and Carbon and Emery counties. The area between Cedar City and St. George "is going to be one corridor of opportunity" because of the large numbers of people coming there from California, Nevada and Arizona, he said.

Another question was about the Utah Science Technology and Research initiative, or USTAR, which was a long-term project to boost economic development but is going away.

"I would, of course, revive something of that nature," Huntsman said.

"The whole trick there was to steal intellectual leadership from major research universities, bring them here, incubate their ideas," he said. That leadership also brought underlings who became the next generation of tech talent. Their research ultimately spun off technology and companies into the marketplace. Such companies need to "go from the bench to the marketplace with lightning speed, and we need to be in that business," he said.

The conference included investment pitches by 19 companies and panel discussions focused on trends in angel, family office and venture investment on a national level, and a discussion on equity crowdfunding.

VentureCapital.Org's new president and CEO, Trent Christensen, highlighted the organization's success. Since 2009, VentureCapital.Org alumni have raised \$1.6 billion of investment capital, realized \$10.8 billion in exit transactions, and created more than 30,000 direct or indirect jobs in Utah.


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## Salt Lake County Council greenlights Olympia Hills project with zone change

The Salt Lake County Council approved a zone change last week on more than 900 acres in an unincorporated area west of Herriman. The move paves the way for developers to go forward with plans to build the controversial Olympia Hills planned community despite strong opposition from many area residents. The rezoning measure passed on a 6-3 vote.

Plans call for the proposed community to have over 6,300 housing units on about 933 acres in addition to commercial spaces, neighborhood parks and a 100-acre Utah State University agricultural center. The housing in the project will run the gamut from rental apartments to single-family custom homes.

Olympia Hills was initially approved by the council in 2018 but was subsequently vetoed by then-County Mayor Ben McAdams citing the vocal opposition of the project's neighbors. Project developers returned to the council a year later with a revised application which scaled the project back from an originally proposed 8,700 units to its current size.

With the rezoning now done, the council will vote on March 3 to approve the project itself. Observers expect that vote to be the same as the rezoning vote.

Opponents of the development who attended last week's meeting told reporters that they would soon launch a grass-roots referendum movement in opposition to Olympia Hills.

## Seven Peaks rebrands as Splash Summit

After years of ownership and bankruptcy concerns, the waterpark formerly named Seven Peaks in Provo will open this year with new owners and a new name: Splash Summit Waterpark.

"The new brand embodies the organization's commitment to creating a safe and fun environment for Utah families," the new owners said in a release. "The same waterslides from the iconic 17-acre park will remain along

with the 500,000-gallon wave pool, eateries and more."

"This change gives us a renewed impetus for the water park's plans for future growth while providing the resources to make further improvements," said company spokesperson Nick Strong. "The new identity builds upon the history of the park while opening doors to the future. We're excited for this new chapter and think that our guests will

enjoy the changes we're making."

The company has refurbished the slides, added new features to the kiddie area, improved water temperature, and made other enhancements to improve guests' satisfaction and experience, Strong said.

Splash Summit Waterpark has scheduled a traditional Memorial Day weekend opening on Saturday, May 23.

## Utah family to develop fit20 in Utah, Arizona

Virginia-based fitness franchising company fit20 has announced the signing of Alexander's Fitness Co. LLC, as regional developer for the state of Utah.

Jeff Alexander, owner of Alexander's Print Advantage in Lindon, has joined with son Charlie and son-in-law Blake Rapier, who will head up the new venture. The trio said it was looking for a business that would impact Utahns' health and wellness and believes fit20 is the answer.

The Alexanders also secured the rights for future expansion in Arizona.

"The science supporting the fit20 concept is attractive to me," said Jeff Alexander, "Providing members with dramatic impact in just 20 minutes a week means it's the perfect program for everyone."

Charlie Alexander spent the past decade leading the growth of the family print business and was eager to join in supporting the fit20 franchise. "Fitness is exploding in franchising and the fit20 model is poised for tremendous growth," he said.

Rapier most recently was assistant medical director of Ardu Recovery Center in Orem, and will lead the fit20 expansion in the state, "I am excited to be de-

veloping fit20 in Utah to provide safe and effective personal training in our studios," said Rapier. "This is a concept that makes a

difference in people's lives, increasing their strength and vitality. As a medical professional, I understand the value and the need."

## Nutraceutical tabs Sharma CEO

Park City-based Nutraceutical International Corp. has announced the appointment of Monty Sharma as its new CEO. Sharma was most recently president and CEO of Jenny Craig, a weight loss and health industry company in Carlsbad, California. He



Monty Sharma

has also been CEO of multiple other consumer health and wellness companies, including Curves International, Atkins Nutritionals Inc., juice brand Naked Juice and nutritional products company EAS.

"I am inspired by and looking forward to being a part of the Nutraceutical team, as I see a strong alignment of the company's purpose with my passion for helping people live healthier lives," said Sharma. "Nutraceutical, through its established brands ... is focused on delivering premium-quality natural products for living a healthier life. I am buoyed by that history, and I look forward to propelling Nutraceutical in new ways to help bring better health to more consumers."

HGGC, a middle-market private equity firm, acquired Nutraceutical in August 2017. Snapdragon/The Maze Group, who invested in Nutraceutical in July 2019, selected Sharma for his deep expertise in building strong brands in the health and wellness industry, according to a release from the company. Sharma

replaces Chad Clawson, an HGGC operating partner, who lead Nutraceutical through the first phase of HGGC's post-acquisition value creation plan.

"We are thrilled to welcome Monty to Nutraceutical and we are confident that the breadth and depth of his industry knowledge will help take Nutraceutical and its brands to the next level of growth," said Les Brown, partner at HGGC and chairman of Nutraceutical. "We believe in Monty's leadership and in Nutraceutical's ability under Monty's charge to continuously evolve and innovate to deliver quality products to its loyal and new customers."

Founded in 1993 Nutraceutical is an integrated manufacturer, marketer and distributor of branded natural products, including supplements, personal care and other natural products sold primarily through domestic health and natural food stores, as well as specialty stores and online. The company employs about 800 people.



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real problem. What that means is there is a population there that's aging and a lot of people are leaving."

Carbon, Piute, Emery and Beaver counties experienced the job contraction, and Gochmour said other counties not far behind include Daggett, Millard, Wayne, Uintah, Duchesne and Garfield. "Those would be the real counties that are not part of this Utah success story," she said.

Lt. Gov. Spencer Cox noted that Utah currently has the lowest unemployment rate in its history and the lowest figure in the U.S. It also has led the nation in job growth and has the country's best private-sector job growth.

"We're not only No. 1, we're No. 1 by leaps and bounds, and yet — and yet — we still have four counties that are recessing, right? That should not be happening here," Cox said.

Utah's population likewise has ballooned, but not equally, Gochmour noted. Generally, most rural counties — especially those in the eastern half of the state — have smaller populations or meager growth than a few years ago.

"It's very hard to have a successful business when your population is not growing," she

said. "It's very difficult to have schoolteachers that are staying in the community and progressing in their trajectory, without a growing school enrollment."

Gochmour encouraged representatives of rural Utah to focus on areas of greatest need that have economic potential, concentrate on regional centers with "mini-economies," diversify economically to be able to greater withstand economic change, ensure that their efforts are locally led, and to be able to measure the outcomes of their efforts.

Not far from where the event was occurring, the Legislature was in session. More than a dozen bills aim to improve rural Utah economically. They range from creating a Rural County Grant Program to establishing a mechanism for funding apprenticeship and work-based learning programs, from expanding rural job-creation tax credits to modifying transient room tax provisions and creating the Outdoor Adventure Commission.

Cox, who has a family farm and commutes to Salt Lake City from Fairview, encouraged everyone from rural Utah to express their views to the people in power on Capitol Hill.

"We need those voices more than ever in the room, and that's some of you," he told the crowd. "You're here today, you're those voices here today, and we need

you here as often as you can possibly be here. ... It's not that they don't care about us. It's just that they don't think about us because we're out of sight, out of mind."

Rural Utah also stands to lose seats in redistricting, he added. "If we're not here, we're going to get left out. We may get left out anyway, but at least we have a fighting chance when we're here together," Cox said.

Despite the existing issues, Gochmour expressed optimism for rural Utah, in part because Utah will have a new governor after this year's election.

"I think this creates a really exciting time for rural Utah because the marketplace of ideas is live fire, and each of these candidates have extraordinary backgrounds, immense talents. All of them could lead our state to greater heights, and the opportunity that you have as rural Utah is to be a part of that marvelous discussion, that grand marketplace of ideas, to see that rural Utah has a voice and is represented in those deliberations," she said.

"To me, that's very exciting, and I would say that the future is bright for rural Utah because we have an awareness of the challenges, we have leaders who care and are actively thinking about how to address it, and, best of all, the people of rural Utah are just extraordinary."

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ies, including the House and Senate, Salt Lake County and the Department of Transportation. Salt Lake City's sole representative is Councilman James Rogers plus an appointee from the airport authority board. The Salt Lake City School District has no representation.

"Just having one elected official from the city is not enough, especially when most of the inland port development will happen in Salt Lake City," Escamilla told *The Salt Lake Tribune* recently.

Secondly, the new bill would help address the environmental impact created by the port's construction and operation. If passed, the new law would require the Utah Inland Port Authority to consider the development and implementation of a fund to mitigate development impacts on affected communities and to submit a written report outlining findings to the state Legislature by Oct. 1.

Escamilla's bill also wants the port board to create minimum standards that would be required before a developer could qualify for authority financing or tax increment funding from involved governmental entities. Those minimums would include rules related to waste reduction and re-

cycling, the handling of hazardous materials, stormwater control and dust mitigation. Opponents of the project as well as city officials have long expressed concern over the expected major increase in vehicle traffic in the area of the port and the accompanying pollution from emissions.

Inland port Executive Director Jack Hedge is also seeking some changes to the port legislation that he describes as "clean-ups." Included in his request is a provision that would give the seat now held by someone from the airport board to the airport's executive director in an effort to bring more "technical expertise" to the body.

A second bill that addresses concerns of Salt Lake City over land use and taxing authority was passed out of the House Economic Development and Workforce Services Committee to the full House last week. The bill restores Salt Lake City's land-use authority and gives the city 25 percent of the tax increment that will be generated by the 16,000-acre project. The bill, HB347, is sponsored by House Majority Leader Francis Gibson.

Gibson's bill is supported by newly elected Salt Lake City Mayor Erin Mendenhall, but is still opposed by groups such as Stop the Polluting Port who characterize the new legislation as "still a terrible bill."

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# CORPORATE FINANCIAL REPORTS

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

## Merit Medical

Merit Medical Systems Inc., based in South Jordan, reported a net loss of \$4.2 million, or 8 cents per share, for the fourth quarter ended Dec. 31. That compares with net income of \$9.2 million, or 16 cents per share, for the same quarter a year earlier.

Revenue in the most recent quarter totaled \$257.9 million, up from \$233.2 million in the year-earlier quarter.

For the full year 2019, the company reported net income of \$5.5 million, or 10 cents per share. That compares with \$42 million, or 78 cents per share, for 2018. Revenue in 2019 totaled \$994.9 million, up from \$882.8 million in 2018.

Merit Medical manufactures and markets disposable devices used in interventional, diagnostic and therapeutic procedures, particularly in cardiology, radiology, oncology, critical care and endoscopy.

"We are pleased with the strong performance across our business during the fourth quarter and that the integration of our most recent acquisitions is largely complete," Fred P. Lampropoulos, chairman and CEO, said in announcing the results.

"As noted in our recent press release, we have received a number of important new regulatory approvals. These approvals, along with other internally developed products scheduled for release and a full pipeline of new products in the works, give us confidence in the future growth of the company."

## HollyFrontier

HollyFrontier Corp., based in Dallas but with operations in Utah, reported net income attributable to stockholders of \$60.6 million, or 37 cents per share, for the quarter ended Dec. 31. That compares with \$141.9 million, or 81 cents per share, for the same quarter a year earlier.

The company said special items decreased net income in the most recent quarter by \$17.4 million.

Sales and other revenues in the most recent quarter totaled \$4.38 billion, up from \$4.34 billion in the prior-year quarter.

For the full year 2019, the company reported net income of \$772.4 million, or \$4.61 per share. That compares with \$1 billion, or \$6.19 per share, for 2018. Sales and other revenues in 2019 totaled \$17.49 billion, down from \$17.71 billion in 2018.

HollyFrontier is an independent petroleum refiner and marketer that produces products includ-

ing gasoline, diesel fuel, jet fuel and other specialty products. HollyFrontier owns and operates refineries located in Utah and four other states. It also owns a 57 percent limited partner interest and a non-economic general partner interest in Holly Energy Partners LP.

"Despite heavy maintenance across our refining system in the fourth quarter, HFC achieved healthy financial results in 2019," Michael Jennings, president and CEO, said in announcing the results. "The resulting strong cash flow generation allowed us to invest over \$500 million into our assets, complete the acquisition of Sonneborn and return \$758 million in cash to shareholders through dividends and share repurchases during the year.

"Looking forward to 2020, we are optimistic that demand for gasoline and diesel will strengthen into the summer driving season, margins for finished lubricants will remain strong and the base oil market will improve as existing capacity absorbs growing demand for premium base oils."

## Holly Energy

Holly Energy Partners LP (HEP), based in Dallas but with operations in Utah, reported net income attributable to HEP of \$45.7 million, or 43 cents per limited partner unit, for the fourth quarter ended Dec. 31. That compares with \$47.5 million, or 45 cents per limited partner unit, for the same quarter a year earlier.

Revenues in the most recent quarter totaled \$131.6 million, down from \$132.9 million in the year-earlier quarter.

For the full year 2019, the company reported net income of \$224.9 million, or \$2.13 per limited partner unit. That compares with \$178.8 million, or \$1.70 per unit, for 2018. Revenues in 2019 totaled \$532.8 million, up from \$506.2 million in 2018.

Holly Energy Partners provides petroleum product and crude oil transportation, terminalling, storage and throughput services to the petroleum industry, including HollyFrontier Corp. subsidiaries. The partnership, through its subsidiaries and joint ventures, owns and/or operates petroleum product and crude pipelines, tankage and terminals in Utah and eight other states, plus refinery processing units in Utah and Kansas.

"HEP delivered solid fourth-quarter results despite heavy maintenance across HFC's refining system," Michael Jennings, CEO, said in announcing the results. "HEP's business model continues to provide stable cash flows supported by long-term contracts with minimum volume commitments."



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# Industry Briefs

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## ASSOCIATIONS

• The **South Salt Lake Chamber of Commerce** has announced changes to its executive committee for 2020. The committee consists of **Gregg McDonough**, Alphagraphics, chair; **Juli Miller**, Smart Smiles, vice chair; **Rick Taggart**, American Funds & Trusts, treasurer; **Gina Harris**, Cytozyme, secretary; **Kristy Chambers**, Columbus Community Center, past chair; and **Gary Birdsall**, president and CEO of the South Salt Lake Chamber. Directors are **Anthony Bennett**, BBSI; **John Cameron**, Cameron Construction; **Jon Hertel**, Hertel State Farm; **Michael J. Holt**, Brighton Bank; **Mark Norton**, Utah Grizzlies and Maverik Center; **Scot Olson**, Les Olson Co.; **Dan Starke**, Alpine Promotions; **Alexandra White**, city of South Salt Lake; and **Dick Taggart**, American Funds and Trusts.

## HEALTHCARE

• **RenalytixAI**, a company focused on healthcare artificial intelligence, has announced a new clinical operation at the University of Utah's Research Park. The company said the commercial laboratory will enable a five-fold increase in maximum processing capacity for the company's lead product, KidneyIntelX, which identifies individuals with chronic kidney disease who are at high risk of rapid kidney function decline and kidney failure. James McCullough, CEO, cited several reasons for the action, including world-class academic medicine, forward-looking municipal gov-

ernment, a friendly life sciences ecosystem, Salt Lake City's outdoor lifestyle, low operation costs, a qualified pool of diagnostics personnel, and proximity to the Salt Lake City International Airport. The lab at 421 Wakara Way is expected to begin scaled operations in the second quarter. The 4,000-square-foot space will employ 20 to 25 people and brings an estimated capital expenditure of \$500,000 in 2020 and 2021, with further investment in personnel and capital equipment expected as KidneyIntelX continues its national rollout. The **Salt Lake City Department of Economic Development** team and the **Economic Development Corporation of Utah** assisted the company in the project.

## INVESTMENTS

• **Pura**, an Orem-based fragrance technology company, has closed a \$4.4 million seed funding round. **Kickstart Seed Fund** led the round, with participation from **James Harden**, **Jeff Levin**, **Break Trail Ventures**, **Manoel Amorim** and **Jeff Danley**. The company said the investment will enable it to expand its already popular product line offering as well as broaden and accelerate product development and fragrance innovation.

## LAW

• **Parsons Behle & Latimer** has hired **Brent R. Baker**, **Jonathan D. Bletzacker** and **Aaron D. Lebenta** as shareholders in the firm's Salt Lake City office. Baker is a member of the firm's litigation, securities and regulatory enforcement group. His practice concentrates on Securities Exchange Commission



Brent Baker



Jonathan Bletzacker



Aaron Lebenta

enforcement and regulatory defense, private securities litigation and government and independent investigations. Bletzacker is a member of the firm's litigation, securities and regulatory enforcement group and assists clients in solving

SEC-related issues and has successfully represented clients against the SEC in multiple federal district courts in the U.S. Bletzacker focuses his practice on representing and defending clients who include individuals, broker-dealers, investment advisors, compliance officers and registered representatives. Lebenta is a member of the firm's litigation, securities and regulatory enforcement group and has represented clients in civil litigation, appellate work, internal investigations and defense of government and regulatory enforcement actions by the SEC, state and federal agencies for the past 15 years.

• **Husch Blackwell** has hired **David R. Rudd** as a partner in the firm's Technology, Manufacturing & Transportation industry group at its newly opened Salt Lake City office. His practice focuses on complex corporate transactions, including mergers and acquisitions and related financings for public and private companies and private investment funds. Rudd most recently was with Ballard Spahr. He has handled deals across a range of transaction types, industries and geographies, including the People's Republic of China and numerous Latin American countries. Rudd has resided outside of the U.S. for much of his career, either on a full- or part-time basis, including over a decade's residence in Mexico City. Rudd's education includes a B.A. from Brigham Young University. He has served as a lecturer at the David Eccles Graduate School of Business at the University of Utah.

## MEDIA/MARKETING

• **KUER** has named **Elaine Clark** as news director at KUER News and **Andrew Becker** as executive editor for special projects. The moves are among new leadership roles, new positions and a new investigative reporting initiative coming to KUER. The plan includes new staff for KUER News and external communications, as well as new responsibilities for the NPR member station's current edito-



Elaine Clark



Andrew Becker

rial leaders. Clark will oversee KUER's daily newsroom, as well as the long-term vision and strategy for news coverage and platforms. She is currently the newsroom's managing editor. From 2004-19, she was a producer on KUER's flagship interview program "Radio West" with Doug Fabrizio. Becker will lead the development of a KUER-based investigative reporting initiative and expand the statewide bureau project he launched in 2019. As news director, he led an expansion of the KUER newsroom and opened two bureaus in southern Utah (a third will open in central Utah this summer). Prior to KUER, Becker worked for more than a decade as an investigative reporter with The Center for Investigative Reporting and the public radio program "Reveal." KUER also announced that **Ross Terrell** joins KUER News as its new editor and **Katherine Ellis** is KUER's new communications specialist. Terrell previously worked as a reporter and producer for Georgia Public Broadcasting, WABE Atlanta and Wisconsin Public Radio in Milwaukee. Ellis, with responsibilities for messaging the station's news mission and initiatives to donors and listeners, has worked at the intersection of news and marketing for news analytics firm NewsWhip in New York and the American Press Institute in Washington, D.C. She graduated from the University of Utah.

## NONPROFITS

• **ETIM International** and **DDS** (Distributor Data Solutions), Salt Lake City, have announced the relaunch of **ETIM North America** as a Salt Lake City-based nonprofit organization responsible for maintaining and promoting the adoption of ETIM standards in the U.S., Canada and Mexico in line with the worldwide data standards initiative. DDS, founding member of the ETIM North America association, is a technology and product content solution provider to the wholesale distribution industry. ETIM is the international data model for the standardization and classification of technical product data and is used by global manufacturers, distributors and end-users doing business in dozens of countries.

## REAL ESTATE

• **Parrish Square**, 184 W. Parrish Lane, Centerville, has

been sold by **Tate Properties LLC** to **M Capital Partners**, based in Los Angeles, for \$4.35 million. The 27,469-square-foot, grocery-anchored shopping center is 100 percent leased. Bryce Blanchard, **Newmark Knight Frank's** executive managing director of investment properties, represented Tate.

• **Richmond American Homes of Utah Inc.**, a subsidiary of M.D.C. Holdings Inc., has had the grand opening of **Mira Bella**, a community at 5866 W. Suffolk Lane, Herriman. The neighborhood offers nine ranch and two-story floor plans with two to seven bedrooms.

## RECOGNITIONS

• The **Salt Lake Chamber** has announced that **Jane Powers** has been named the recipient of the second annual **Lane Beattie Utah Community Builder Award**. The award recognizes



Jane Powers

an inspirational individual who has gone above and beyond the call of duty to address a crucial community issue. Powers was selected by the Utah Community Builders Advisory Board, co-chaired by Clark Ivory, CEO of Ivory Homes; and Lisa Eccles, president and COO of the George S. and Dolores Doré Eccles Foundation. Powers' experience includes working as an ER nurse at Intermountain Medical Center, co-founding Utah Hope Clinic (where she is clinical director) and opening the Maliheh Free Clinic. She

see BRIEFS next page

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# Industry Briefs

from previous page

will be recognized during the Giant in Our City event March 26 at the Grand America Hotel where Gov. Gary Herbert will be honored as the 41st Giant in Our City.

• The **Utah Chapter of CCIM** has announced that **Vasilios Priskos** has been named the **2020 Excellence Awards Hall of Fame** recipient. The awards program honors professionals within Utah's commercial real estate industry who exemplify the highest degree of business excellence.



Vasilios Priskos

The event recognizes individuals spanning more than 15 specialties within the industry, the pinnacle award being the Hall of Fame, which highlights an institution or individual that has had a dramatic and valuable impact on the Utah commercial real estate market. Priskos, who died in 2017, was the founder of InterNet Properties Inc. and a real estate icon in downtown Salt Lake City. Upon earning a finance degree from the University of Utah, he purchased a building on 400 South in the downtown Central Business District, which is where his company is located today. He followed that up with many additional investments and served on multiple civic and public boards. In January, an 8-foot bronze statue of Priskos was dedicated near the Eccles Theater to honor his legacy.

• The **Governor's Rural Partnership Board** awards were presented during the Governor's Office of Economic Development "Rural Day on the Hill" event at the Utah Capitol. Recipients of the **2020 Friends of Rural Utah** award are **Rep. Carl Albrecht**, R-Salt Lake City; and **Shirlee Silversmith**. The **Next Generation Leader** award was presented to **Paul Hill**.



Carl Albrecht



Shirlee Silversmith



Paul Hill

• The **Small Business Development Center** program recognized its small-business clients of the year during the Governor's Office of Economic Development "Rural Day on the Hill" event at the Utah Capitol. Award winners are **Export Computer Exchange**, Cedar City (a client of the SBDC at Southern Utah University); **Soapcreek Natural Skin Products**, Ephraim (Snow College); **Traverse Tours & Travel**, Kaysville (Davis Technical College); **Lifestyle Homes**, Logan (Utah State University Extension); **Café Italiano**, Moab (USU Moab); **Therapeutix Mind & Body Inc.**, Ogden (Weber State University); **NectarHR**, Orem (Utah Valley University); **Ponderosa Grill**, Price (USU Extension); **Puddle Jumpers Learning Center**, Richfield (Snow College); **Teaching It Right**, Salt Lake City (Salt Lake Community College); **Splash City Adventure Park**, St. George (Dixie Technical College); **Hometown Tire & Auto**, Tooele (Tooele Technical College); and **Papa John's Pizza**, Vernal (USU Extension).

• **Montage Deer Valley** in Park City is the only property in Utah to receive the **AAA Five Diamond** designation, which it has attained each year since 2013. The Five Diamond designation was awarded to 119 hotels and 67 restaurants in the United States, Canada, Mexico and the Caribbean. To earn the AAA Five Diamond designation, hotels and restaurants must pass an evaluation that includes unannounced, in-person inspections; anonymous overnight stays for hotels; and review by a panel of experts. Utah also had eight hotels and five restaurants receive the **Four Diamond** designation. The hotels are **Blue Boar Inn**, Midway; **Hoodoo Moab**, Moab; **Goldener Hirsch Inn**, Park City; **Hotel Park City**, Park City; **St. Regis Deer Valley**, Park City; **Washington School House**, A **Luxury Boutique Hotel**, Park City; **The Inn at Entrada**, St. George; **Grand America Hotel**, Salt Lake City; and **Kimpton Hotel Monaco**, Salt Lake City. The Four Diamond restaurants are **Apex Restaurant**, Park City; **Edge Steakhouse**, Park City; **Goldener Hirsch Restaurant**, Park City; **J&G Grill** at St.

**Regis Deer Valley**, Park City; and **Riverhorse on Main**, Park City.

• Two Utah companies are ranked on the list of **100 Best Companies to Work For**, compiled by *Fortune*: No. 51 **Pluralsight**, Farmington; and No. 73 **CHG Healthcare**, Midvale. Rankings are based on employees' feedback. To determine the *Fortune* 100 Best Companies to Work For list, people analytics and consulting firm **Great Place to Work** analyzed responses from more than 650,000 employees at organizations across the country.

## RETAIL

• The board of directors of **Overstock.com Inc.**, a Salt Lake City-based online retailer, has appointed **Robert Shapiro** to the board. Shapiro replaces **Kamelia Aryafar**, who has



Robert Shapiro

resigned from her seat on the board and her executive role with the company. Aryafar's executive duties have been absorbed by other members of Overstock's leadership. Shapiro is the chairman and founder of Sonecon LLC, a firm advising businesses, governments and nonprofit organizations on economic and security-related matters. He also is a member of the boards of directors of Medici Ventures, Overstock's wholly owned blockchain accelerator, and Medici Land Governance.

## TECHNOLOGY/LIFE SCIENCES

• **Entrata**, a Lehi-based

real estate technology company, has announced it will fill more than 100 jobs openings in the 2020 first quarter. Departments with new and open positions include engineering, customer success, project management and marketing. Entrata serves more than 20,000 apartment communities across the U.S.

• **Eden**, a San Francisco-based workplace management platform company, has chosen Ogden as the location to build its new inside sales team. The company said it selected Ogden because of its access to a large talent pool, including graduates from Weber State University, as well as Ogden's high quality of life, unique atmosphere and historic downtown. The company was assisted by the Economic Development Corporation of Utah on the project.



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# Succeeding in Your Business

## Are you thinking of contributing? Wikis and the law

"I'm widely considered an expert in a particular field and thinking of contributing an article to Wikipedia — the online encyclopedia — as a way of promoting my consulting practice. What are the legal ramifications of contributing to a Wiki, and how do I protect myself against liability?"

For those who don't know, a wiki is a collaborative website on which anyone can contribute content and edit

other people's content. The best-known wiki is probably Wikipedia, an online encyclopedia with almost 3.8 million entries in English.

Here's how it works: You write an article (if one hasn't already been written) and post it on Wikipedia. By so doing, you agree to Wikipedia's free documentation license, essentially waiving your rights under the copyright laws. If other people see your article and feel they have something to add, correct or contribute, they can edit your content so that over time, the article becomes longer, more thorough, more fair and balanced, and more up to date than any article

by a single author. Likewise, if you feel someone has edited your content incorrectly, you can re-edit your content and send emails to other contributors explaining why you are doing what you're doing.

Posting an article on Wikipedia can be a terrific way to get exposure for your business. Wikipedia has done an amazingly good job of search engine optimization — search for any relevant topic on your favorite search engine and a Wikipedia article is likely to be in the first 10 results.

But there's a catch: Because wikis are democratic by nature, you don't have to establish your credentials as an expert to post an article on Wikipedia. Indeed, anyone can post content on a wiki, whether that person knows anything about the subject matter or not.

To quote from the Wikipedia article about Wikipedia: "Users should be aware that not all articles are of encyclopedic quality from the start and may contain false or debatable information. Indeed, many articles start their

lives as partisan, and after a long process of discussion, debate and argument, they gradually take on a neutral point of view reached through consensus. ... However, eventually, additional editors expand and contribute to articles and strive to achieve balance and comprehensive coverage."

Wikipedia and other wikis have adopted policies and procedures to guard against editors whose goal is to distort the truth — called vandals. Most wikis have an online-dispute resolution mechanism for conflicting editors and will bar repeated vandals from editing content on the site.

But what if it's too late? What if someone edits your article on Wikipedia and does something bad that upsets someone so much that the person sues you? Some examples:

- Someone edits your article and posts false and misleading information about another person — a celebrity, a politician or just an average person — with the goal of ruining that person's reputation (see the Wikipedia article on defamation).

- Someone edits your article and posts embarrassing — but entirely true — information about

someone that invades that person's privacy (see the Wikipedia article on privacy laws in the United States).

- Someone edits your article by cutting and pasting someone else's content into your article verbatim (see the Wikipedia article on copyright infringement).

- You have enemies, and they deliberately change your content by inserting incorrect or damaging information that makes you look like a fool (see the Wikipedia article on personality rights).

When contributing content to a wiki or editing someone else's content, the word "partnership" should pop up in your head. Wikis are collaborative by nature — each article has several or more authors and editors — and collaborators are usually viewed as partners when it comes to legal liability.

That's not a good thing, because partners have joint and several liability for their acts and omissions: If one partner gets sued, all partners are liable, regardless of whether they were actually at fault (see the Wikipedia articles on partnership and joint and several liability). So, if someone sues the authors of a Wiki ar-

ticle because of a false or misleading statement made by only one of the authors, all contributors to that article are subject to the lawsuit.

Of course, the innocent authors of the article will have recourse against the guilty author. This is called contribution and indemnification (see the Wikipedia page "Contribution Claim (Legal)"). But if the bad author doesn't have much money, has filed for bankruptcy, has given Wikipedia false data about his or her identity, or is otherwise judgment-proof, then the innocent authors, including you, will be left holding the bag.

When contributing content to a wiki, do your homework well. Make your article as comprehensive, fair and balanced as possible to keep the number of editors at a minimum, and check your contribution at least once each week so you can catch and correct any wayward edits before they get you into legal hot water.

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

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

## **March 3, 9-10:30 a.m.**

**“Jump Start: Intro to Entrepreneurship,”** a Women’s Business Center of Utah event. Location is the Women’s Business Center of Utah, 175 E. 400 S., Suite 600, Salt Lake City. Free. Details are at [wbcutah.org](http://wbcutah.org).

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

**Business Alliance Networking Luncheon,** a Davis Chamber of Commerce event. Location is Boondocks Fun Center, 525 Deseret Drive, Kaysville. Free. No RSVP required. Details are at [davischamberofcommerce.com](http://davischamberofcommerce.com).

## **March 3, 6-9 p.m.**

**WordPress Workshop,** a Small Business Development Center (SBDC) event. Location is the Orem/Provo SBDC, Utah Valley University, 815 W. 1250 S., Orem. Free. Details are at <https://clients.utahsbdc.org/events.aspx>.

## **March 4, 9-11 a.m.**

**“Starting Your Business 101,”** a Small Business Development Center (SBDC) event. Location is Salt Lake Community College, Room 114, 9750 S. 300 W., Sandy. Details are at <https://clients.utahsbdc.org/events.aspx>.

## **March 4, 2-5 p.m.**

**Utah Valley Job Fair 2020,** a Utah Valley Chamber event. Location is Utah Valley Convention Center, Exhibit Hall A, 220 W. Center St., No. 200, Provo. Details are at [thechamber.org](http://thechamber.org).

## **March 4, 6-7:30 p.m.**

**Entrepreneurship Lecture Series,** a South Valley Chamber event. Topic is “Shark Tank Behind the Scenes,” with local businesses discussing their experience when they pitched on ABC’s “Shark Tank.” Panelists are Marti Wymer, CEO, Spoonful of Comfort; Dallas Robinson, CEO, Kisstixx; Frank Weston, CEO, InstaFire; and Pat Crowley, CEO, Chapul. Location is Salt Lake Community College’s Miller Campus, Auditorium, Building 3, Sandy. Free. Details are at [southvalleychamber.com](http://southvalleychamber.com).

## **March 4, 6:30-8 p.m.**

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

## **March 5, 7-8 a.m.**

**“Breakfast on the Hill,”** a Utah Valley Chamber event with Utah County legislators. Location is State Capitol Building, Hall of Governors, 350 S. State St., Salt Lake City. Free (registration is appreciated). Details are at [thechamber.org](http://thechamber.org).

## **March 5, 7:30-9 a.m.**

**Morning Speaker Series,** an Ogden-Weber Chamber of Commerce event. Heather Ferrari of Southwestern Consulting will discuss “Navigating the Sales Process.” Location is Weber Center, 2380 Washington Blvd., Ogden. Free for chamber members and first-time guests. Details are at [ogdenweberchamber.com](http://ogdenweberchamber.com).

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

**“Compensation: Are Your Jobs Priced Right?”** an Employers Council event. Location is Employers Council, Utah office, 423 W. Broadway, Suite 200, Salt Lake City. Cost is \$145. Details are at [employerscouncil.org](http://employerscouncil.org).

## **March 5, 8:30-11 a.m.**

**International Women’s Day Breakfast,** featuring the launch of the Utah chamber of ULI (Urban Land Institute) Utah’s Women’s Leadership Initiative (WLI) and celebration International Women’s Day. Speaker is Tiffany Peterson, founder of The Lighthouse Principles. Location is Hotel Monaco’s Paris Ballroom, 105 W. 200 S., Salt Lake City. Cost is \$40 for ULI members, \$55 for nonmembers (price rises \$15 the day of the event). Details are at [utah.uli.org](http://utah.uli.org).

## **March 5, 11 a.m.-1 p.m.**

**International Women’s Day Celebration,** a World Trade Center event, in partnership with the Women’s Business Center and the Emerald Hills Institute and featuring a panel of women entrepreneurs, networking and a story wall featuring women-owned business stories. Location is Ember SLC, 623 S. State St., Salt Lake City. Free (reservation is required). Details are at [wbcutah.org](http://wbcutah.org).

## **March 5, 11:30 a.m.-1 p.m.**

**“Lunch & Learn,”** a Murray Area Chamber of Commerce event. Location is Twigs Bistro & Martini Bar, 6223 S. State St., Fashion Place Mall, Murray. Cost is \$19 for members, \$25 for nonmembers. Details are at [murraychamber.org](http://murraychamber.org).

## **March 5, 5-7 p.m.**

**Speed Networking,** a Park City Chamber/Bureau event. Location is FiveSeeds, 1600 Snow Creek Drive, Park City. Details are

at <https://www.visitparkcity.com/members/chamber-bureau-events/rsvp/>.

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

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

## **March 6, 8-9 a.m.**

**Silicon Slopes Breakfast.** Speaker is Jim Gillespie, co-founder and CEO of GrayMatter. Location is Silicon Slopes, 2600 W. Executive Parkway, Suite 140, Lehi. Free. Details are at [silicon-slopes.com](http://silicon-slopes.com).

## **March 6, 8-10 a.m.**

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

## **March 6, 8-10 a.m.**

**First Friday Face to Face,** a West Jordan Chamber of Commerce event. Location is Megaplex Theatres, second floor, The District, 3761 W. Parkway Plaza Drive, South Jordan. Details are at [westjordanchamber.com](http://westjordanchamber.com).

## **March 6, 8 a.m.-noon**

**“Going Global: Ready or Not: Media Management in a Competitive World,”** a Salt Lake Chamber event. Presenter is Bill Nixon, chairman and CEO of Policy Impact Communications. Location is Salt Lake Chamber, 175 E. 300 S., Suite 600, Salt Lake City. “Going Global” fee is \$99 for members, \$149 for nonmembers. “Mastering Media Management” package fee is \$250 for members, \$550 for nonmembers and includes workshops April 17, July 17 and Oct. 16. Details are at [slchamber.com](http://slchamber.com).

## **March 6, 11 a.m.**

**World Leaders Forum,** presented by World Trade Center Utah, in partnership with the Tanner Humanities Center, and featuring Reshma Saujani, founder and CEO of Girls Who Code. Location is Kingsbury Hall at the University of Utah. Details are at <https://thc.utah.edu/public-programs/world-leaders/>.

## **March 7, 7-9 a.m.**

**“Eggs & Issues,”** a Utah Valley Chamber event featuring legislators discussing issues related to the 2020 legislative session. Location is Utah Valley Hospital, Sorenson Tower, Ashton Auditorium, 1134 N. 500 W., Provo. Free. Details are at [thechamber.org](http://thechamber.org).

## **March 7, 8-9:30 a.m.**

**Legislative Round-Up,** a South Jordan Chamber of Commerce event. Location is Jordan Valley Medical Center, Administration Conference Room, 2460 Pioneer Parkway, West Valley City. Details are at [southjordanchamber.org](http://southjordanchamber.org).

## **March 10, 8 a.m.-4 p.m.**

**“Effective Business Writing,”** part of the Salt Lake Community College Frontline Leader Workshop Series and designed to help people understand the elements needed to get messages read in this modern world of competing information and develop essential skills that translate to any form of business writing. Location is SLCC’s Miller Campus, 9750 S. 300 W., Sandy. Cost is \$250. Details are at <https://www.slcc.edu/workforce/courses/frontlineleader.aspx>.

## **March 10, 9-10 a.m.**

**“Coffee With Clancy: Making Sense of Modern Marketing,”** a Women’s Business Center of Utah event featuring Clancy Stone, business advisor for the northern region for the Women’s Business Center of Utah. Location is Millcreek Coffee Roasters, 657 Main St., Salt Lake City. Free. Details are at [www.wbcutah.org](http://www.wbcutah.org).

## **March 10, 10:30 a.m.-8 p.m.**

**Intermountain Growth and Ski Conference,** an Association for Corporate Growth (ACG) Utah event. Keynote speaker is Paul Ahlstrom, managing director and founder of Alta Ventures. Location is Marriott City Center, 220 S. State St., Salt Lake City. Details are at [acg.org/utah](http://acg.org/utah).

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

**“The Alliance Working in Utah: The Impact and Importance of U.S.-Japan Relations,”** a World Trade Center Utah event, in partnership with the Utah Council for Citizen Diplomacy, Sasakawa Peace Foundation USA and World Affairs Councils of America. Location is World Trade Center Utah, 60 E. South Temple, Suite 300, Salt Lake City. Free. Registration can be completed at Eventbrite.com.

## **March 10, 11:30 a.m.**

**“When Bad Things Happen (And You Still Need to Pay the Bills,”** a ChamberWest Professional Growth Series event. Speaker is Julie Cluff, founder of Build a Life After Loss. Location is Summit Vista, 3390 W. Signal Peak Drive, Taylorsville. Cost is \$20 with registration prior to March 4, \$30 for nonmembers or

at the door. Details are at [chamber-west.com](http://chamber-west.com).

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

**Wasatch Business Series March Lunch.** WBS is a collaboration of the Holladay, LGBTQ+, Murray, Sugarhouse and South Salt Lake chambers of commerce; the Millcreek Business Council; and the Utah Independent Business Coalition. Speaker is Peter M. Ferriello, senior wealth advisor with Molloy & Hardy Inc. Wealth Advisors. Location is Kimi’s Oyster & Chop House, 2155 Highland Drive, Salt Lake City. Cost is \$22. Registration can be completed at Eventbrite.com.

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

**“Let’s Do Lunch,”** a South Valley Chamber event. Location is Thai Basil Restaurant, 2778 W. 12600 S., Suite 105, Riverton. Cost is \$15 for members, \$25 for nonmembers. Details are at [southvalleychamber.com](http://southvalleychamber.com).

## **March 11, noon-1 p.m.**

**“Startup Stories,”** a Kiln event featuring Dennis Steele and Eric Rea, co-founders of Podium. Location is 2701 N. Thanksgiving Way, Suite 100, Lehi. Details are at [kiln.co/events](http://kiln.co/events).

## **March 11, 5-7 p.m.**

**“Business After Hours,”** an Ogden-Weber Chamber of Commerce event. Location is Hippie Skin, 2424 Wall Ave., Ogden. Free for chamber members and first-time guests, \$10 for nonmembers. Details are at [ogdenweberchamber.com](http://ogdenweberchamber.com).

## **March 11, 6:30-8 p.m.**

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

## **March 12, 11:30 a.m.**

**“What’s Up, Up North?”** a ULI (Urban Land Institute) Utah event focusing on the state of development in Davis and Weber counties. Speakers are Chris Roybal, economic development director, Northern Utah; Ogden Mayor Mike Caldwell; Brigham Mellor, Farmington economic development director; and Thaine Fischer, owner of Fischer Regan Enterprises. Location is The Monarch, 425 25th St., Ogden. Cost is \$35 for ULI members, \$50 for nonmembers (\$15 extra day of the event). Details are at [utah.uli.org/events/](http://utah.uli.org/events/).



## CALENDAR

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### March 12 and 19, 11:30 a.m.-1 p.m.

**Sales Academy**, a South Valley Chamber event. Presenter is Cameron Baird, COO at Griffin Hill, and the academy uses the Griffin Hill curriculum. March 12 is "What Are the First 60 Words & Understanding the Needs of the Prospect." March 19 is "Presenting Good Solutions, Getting the Close & Following Up." Location is Hale Centre Theatre, 9900 S. Monroe St., Sandy. Cost is \$50 for members, \$100 for nonmembers. Registration can be completed at Eventbrite.com.

### March 12, 11:30 a.m.-1 p.m.

**Women in Business Luncheon**, a Davis Chamber of Commerce event. Speaker Terra Cooper, director of marketing and events at the Davis Chamber, will discuss "Build a Memorable Bio." Free professional photos will be taken for use in online profiles and more. Location is Davis Tech Business Resource Center, 450 S. Simmons Way, Kaysville. Cost is \$20 for members, \$30 for guests. Details are at davischamberofcommerce.com.

### March 12, 6-8 p.m.

**"Business Essentials,"** a Small Business Development Center (SBDC) event. Location is the Orem/Provo SBDC, Utah Valley University, 815 W. 1250 S., Orem. Free. Details are at <https://clients.utahsbdc.org/events.aspx>.

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

**Women in Business Networking**, an Ogden-Weber Chamber of Commerce event.

Location is Weber Center, 2380 Washington Blvd., Ogden. Free for WIB members. Details are at [ogdenweberchamber.com](http://ogdenweberchamber.com).

### March 13, 9 a.m.-5 p.m.

**Women in Data Science — Salt Lake City**, a Global Women in Data Science (WiDS) conference regional event featuring talks from prominent local women in data science and machine learning, as well as a career panel, "lightning" talks and networking opportunities. Location is 26 S. Rio Grande St., Suite 2072, Salt Lake City. Details are at [kiln.co/events](http://kiln.co/events).

### March 13, 11:30 a.m.-1 p.m.

**Second Friday Casual Lunch**, a ChamberWest event. Location is Wasatch Pizza, 2250 W. 5400 S., Taylorsville. Cost is the purchase of lunch. Details are at [chamberwest.com](http://chamberwest.com).

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

**Silicon Slopes Town Hall**, featuring DJ Dorff, ECO of Executech. Location is Silicon Slopes, 2600 W. Executive Parkway, Suite 140, Lehi. Free. Details are at [siliconslopes.com](http://siliconslopes.com).

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

**"Effective Business Writing,"** part of the Salt Lake Community College Frontline Leader Workshop Series and designed to help people understand the elements needed to get messages read in this modern world of competing information and develop essential skills that translate to any form of business writing. Location is SLCC's Westpointe Campus, 1060 N. Flyer Way, Salt Lake City. Cost is \$250. Details are at <https://www.slcc.edu/workforce/courses/frontlineleader.aspx>.

### March 17, 8:30 a.m.-12:30 p.m.

**"Americans with Disabilities Act Essentials,"** an Employers Council event. Location is Employers Council, Utah office, 423 W. Broadway, Suite 200, Salt Lake City. Cost is \$145. Details are at [employerscouncil.org](http://employerscouncil.org).

### March 17, 11 a.m.-1 p.m.

**"Business Women's Forum: Cultivating Strength, Bravery and Confidence."** Speaker Robyn Reynolds, chief marketing communications officer at University of Utah Health, will discuss her atypical journey to professional growth and engage attendees in exercises to identify their own strengths and core beliefs. Location is Hilton Garden Inn Salt Lake City Downtown, 250 W. 600 S., Salt Lake City. Cost is \$30 for members, \$40 for nonmembers. Details are at [slchamber.com](http://slchamber.com).

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

**Business Alliance Networking Luncheon**, a Davis Chamber of Commerce event. Location is Boondocks Fun Center, 525 Deseret Drive, Kaysville. Free. No RSVP required. Details are at [davischamberofcommerce.com](http://davischamberofcommerce.com).

### March 18, 8-9:30 a.m.

**Chamber Launch**, a Salt Lake Chamber event. Location is Radisson Hotel Salt Lake City Downtown, 215 W. South Temple, Salt Lake City. Free. Details are at [slchamber.com](http://slchamber.com).

### March 18, 10-11 a.m.

**Brunch Event**, a Holladay Chamber of Commerce event. Location is Caputo's Deli & Market, 4673 S. 2300 E., Holladay. Details are at [holladaychamber.com](http://holladaychamber.com).

### March 18, noon-1 p.m.

**"Lunch & Learn: Instagram for Business,"** a Park City Chamber/Bureau event for members only. Location is Blair Education Center, Park City Hospital, 900 Round Valley Drive, Park City. Details are at <https://www.visitparkcity.com/members/chamber-bureau-events/rsvp/>.

### March 18, 5:30-6:30 p.m.

**Small Business Development Center (SBDC) Workshops**, including "Quickbooks Workshop" and "Tax Planning." Location is the Orem/Provo SBDC, Utah Valley University, 815 W. 1250 S., Orem. Free. Details are at <https://clients.utahsbdc.org/events.aspx>.

### March 18, 6:30-8 p.m.

**"Simple Steps,"** a Small Business Development Center (SBDC) event. Location is the Orem/Provo SBDC, Utah Valley University, 815 W. 1250 S., Orem. Free. Details are at <https://clients.utahsbdc.org/events.aspx>.

### March 19-20

**Intermountain Sustainability Summit**, featuring the main summit day March 19 and workshops March 20. Location is Weber State University, Shepherd Union Building, 3910 W. Campus Drive, Ogden. Details are at <https://www.weber.edu/issummit>.

### March 19-21

**Annual Conference of the Utah Plumbing & Heating Contractors Association (UPHCA)**, featuring speakers, continuing education classes, exhibitors and networking opportunities. Location is Dixie Event Center, 1835 Convention Center Drive, and Hilton Garden Inn, 1731 S. Convention Center Drive,

St. George. Details are at [www.uphca.org](http://www.uphca.org).

### March 19, 9 a.m.-noon

**Presenter Evolution Series**, featuring three half-day training sessions on consecutive Thursdays. Speaker Mike Brian, author of *Presenter Evolution* and CEO of Penna Powers, will lead students and professionals through his approach to presenting and public speaking. Sessions are "Presenter Skills Development" on March 19, "Cadence Planning" on March 26, and "Connect with Storytelling" on April 2. Location is Salt Lake Community College's Miller Free Enterprise Center, 9750 S. 300 W., Sandy. Details are at <https://pennapowers.com/workshops/>.

### March 19, 11:30 a.m.-1 p.m.

**Chamber Luncheon**, a Davis Chamber of Commerce event featuring a legislative debrief with Sen. Todd Weiler. Location is Canterbury Place, 197 E. 500 S., Bountiful. Cost is \$20 for members, \$30 for guests. Details are at [davischamberofcommerce.com](http://davischamberofcommerce.com).

### March 19, 11:30 a.m.-1 p.m.

**Networking Lunch**, a Murray Area Chamber of Commerce event. Speaker Donna Wysinger of Abundance Realty will discuss "Leveraging the Chamber." Location is Twigs Bistro & Martini Bar, 6223 S. State St., Fashion Place Mall, Murray. Cost is \$20 for members, \$25 for guests. Details are at [murraychamber.org](http://murraychamber.org).

### March 19, 11:30 a.m.-1 p.m.

**"Multiplying Lasting Profitable Relationships,"** a West Jordan Chamber of Commerce event. Presenter is Clay Neves of Personal Sales Dynamics. Location is West Jordan City Hall Community Room, 8000 S. Redwood Road, West Jordan. Free for members, \$10 for nonmembers. Details are at [westjordanchamber.com](http://westjordanchamber.com).

### March 19, 5-7 p.m.

**Business After Hours**, a Salt Lake Chamber event. Location is Utah Museum of Contemporary Art, 20 S. West Temple, Salt Lake City. Cost is \$7 for members until March 12, \$10 for members the week of the event, \$15 for nonmembers. Details are at [slchamber.com](http://slchamber.com).

### March 20, 8-10:30 a.m.

**Third Friday Speed Networking**, a South Jordan Chamber of Commerce event. Location is Megaplex at the District, 3761 W. Parkway Plaza

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see **CALENDAR** page 13



# Employee engagement is at an all-time high - and here's why

There is good news in the world of employee engagement. Recently, I opened my email to see a headline from the Gallup organization proclaiming that "Employee Engagement is at an All-Time High."

In 2019, Gallup found that the percentage of highly involved, enthusiastic and committed workers reached 35 percent. Now, you may immediately recognize that this leaves 65 percent who are not similarly engaged. So, why are many of us celebrating?

Well, in the year 2000, only 26 percent of employees surveyed were highly engaged, while 18 percent were actively disengaged. The year prior, only 13 percent were in this disengaged category. The 9 percent increase in engagement, coupled with the 5 percent decrease in active disengagement represents an addition of approximately 12 million new highly engaged workers and 7 million fewer who are actively disengaged over the past two decades.

The economic impact of this trend is enormous. In their

2006 book, *12: The Elements of Great Managing*, Rodd Wagner and James K. Harter noted that conservatively, lost productivity due to disengagement is over \$300 billion per year in the U.S. A 9 percent improvement, then, is somewhere around \$30 billion

each year. Indeed, there is much to celebrate.

That said, there is still room for much improvement. A full 52 percent of workers, while not actively disengaged, are what Gallup calls "psychologically unattached to their work, who put time, but not energy or passion, into their work." And, of course, there is that other 13 percent who simply bring nothing to their jobs but discontent and distraction.

So, two questions loom heavily here: 1. What has changed over the past two decades to bring about the improvement in employee engagement? and 2. What can be done to continue and expand that positive trend?

The answers to these questions reside within the companies that have implemented specific changes over the past 20 years.

These changes tend to fall into four categories:

1. An intensified focus on the vision of the CEO, founder or business owner. Gallup notes that these companies have a well-defined purpose and brand. Their WHY is clear, as is their mission and the values that govern their behaviors, practices and policies. This clarity is often not perceived by the casual observer, but it is abundantly understood by fully engaged employees.

Author Kindra Hall, in her book *Stories that Stick*, shares the story of one of her clients, a trucking company whose apparent purpose was "to move things from here to there." Their people, however, understood their work as "helping customers keep their promises." Kindra defines this as a "noble purpose." Their employees understand how their engagement is essential to the achievement of that purpose. Engagement is highly relevant to their everyday work, rather than an abstract concept.

2. Managers become coaches rather than bosses. They have moved away from "command and control" management to encour-

aging their teams to solve problems on their own. Our colleague, S. Brett Savage, defines these managers as "Phase 3 Leaders," those who have moved beyond "having all the answers" to become facilitators of collaborative ideas and solutions.

3. Much less secrecy regarding the strategic thinking at the top — and much more general communication and collaboration. Best practices are regularly disseminated and discussed. Employee questions and suggestions are entertained. CEOs and managers make room in their busy schedules to regularly meet and pay attention to their people. They strive to ask good questions — and then to listen. This is ideally a combination of both informal and institutionalized, calendared meetings. The general rules are "nothing is out-of-bounds," and "if we don't have an answer, we'll find out." Such ambiguity and vulnerability can be a bit unsettling, but it generally has a highly positive effect on employees. When they know no topic is off-limits, trust, support and engagement almost always increase.

4. Higher expectations for accountability, along with recognition of those who are highly engaged at all levels of the organization. Employees who clearly fulfill their roles in bringing about the achievement of the company vision are recognized and rewarded. On the other hand, mediocrity is not tolerated. Each employee is expected to make strong individual contributions, and their managers are expected to sustain, support and facilitate those contributions.

These four strategies have been instrumental in bringing about substantial improvement in meeting the challenges of employee engagement for business leaders who have been willing to become more deeply purpose-driven; to let go of "command and control" management; to communicate more broadly and deeply; and to expect, recognize and reward those team members who are highly engaged.

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**



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## Opinion

# Don't be fooled by Sanders' claims that economic plan is mainstream

As Sen. Bernie Sanders looks more and more like the one who may win the Democratic presidential nomination, some tell us that he isn't the radical leftist others make him out to be. Maybe he's not even a socialist, despite his own claims. In fact, the storyline continues, compared to many prominent European political figures, Sanders is mainstream.

Do not be fooled.

It's true that, according to Sanders, his socialist vision for America is one that looks more like Denmark rather than Soviet Russia. Yes, he has praised oppressive communist and socialist regimes in the past, though he may no longer plan on nationalizing industries or implementing wholesale central planning of our economy. So, it's true that he isn't a full-fledged socialist — yet.

But that may come. History suggests that Sanders' plans for a system of "free" education, "free" healthcare, a federal paid leave program, government control of energy production, the Green New Deal, nationwide rent control and a federal guaranteed-jobs program are only the beginning.

These plans rest on massive government interventions into people's lives,

intense redistribution and a level of coercion that Americans have never before endured. When people resist, the government's grip becomes firmer and more oppressive. If you think I'm exaggerating, think about it is this way: The people of Venezuela asked for their current crisis state when they voted for a regime that promised "free" healthcare and "free" education.

When Sanders talks about socialism, he isn't likely talking about the massive expropriation of property rights, nationalizing all businesses or eliminating all but one — the state's — television channel. Nor is he really talking about Denmark's socialism. But even if one assumes that Sanders would not ramp up government intervention beyond what he now promises, what he already has on the table is much more than run-of-the-mill Democratic programs.

Leaving aside the fact that Denmark is a nation of 5.6 million people with the GDP of Wisconsin, by most measures, it's much more economically free than it is socialist. In fact, Denmark has recently scaled back its welfare state and set limits on Danes' fiscal burdens. The country is more open to trade than the United States is.



VERONIQUE de RUGY

Yes, Denmark's government is still too big, but it has cut spending, lowered taxes on capital and allowed for more flexibility in hiring and firing workers. It has also allowed more competition in public schools and healthcare. In these aspects, Denmark is very different from what Sanders aspires to implement in the United States.

In a recent piece in online news site CapX, the Cato Institute's Ryan Bourne makes an excellent case that while many European governments have implemented one or more of Sanders' dream policies, his vision for America still "goes far beyond any modern social democracy in terms of government size and scope." Consider the most recent example of two left-wing European politicians' (Labour's Jeremy Corbyn and John McDonnell) plan to grow the U.K.'s government. As hard as they've tried, what they've dreamt up still isn't as big of an expansion of government control over our wallets and lives as Sanders proposes.

Bourne notes that Sanders would like to grow spending all the way to 70 percent of GDP. In comparison, Labour's 44 percent of GDP figure is small. While Sanders' policies include pretty much everything that Corbyn had planned, the U.S. presidential aspirant adds a few other cherries

on top, like forgiving all student debt, banning private health insurance and massively increasing spending on infrastructure and climate change.

The result would be much higher taxes and more borrowing by Sanders than by any government run by Corbyn and McDonnell. "When it comes to financing their promises, Sanders is arguably more radical again," Bourne writes. "Labour planned to only borrow to invest, raising the deficit by about 2 percent of GDP per year. But Bernie's tax plans get nowhere near fully funding his agenda. Absent further broad-based tax rises, (Manhattan Institute's Brian) Riedl calculates annual borrowing would soar to around 30 percent of U.S. GDP if his spending plans were implemented."

When Bourne compares the declared economic platforms that Labour voters were asked to consider versus what Sanders' platform may ask Americans to consider in November, the latter is more radical. The bottom line is: Don't believe those who tell you that Sanders is some sort of centrist.

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

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# The trade deficit is soaring under Trump - that's not necessarily bad

President Trump's most consistent case for his own reelection is simple — it's the economy, stupid. He points to a U.S. economy that is in reasonably good shape, though, of course, nowhere near the "best ever" he claims. Growth has averaged 2.5 percent, a bit higher than under presidents Barack Obama and George W. Bush and a good bit lower than under Presidents Bill Clinton and Ronald Reagan. Trump promised 4 percent growth, which never materialized. But that hasn't stopped the great salesman from repeating the refrain "promises made, promises kept."

In fact, the one area where Trump has most clearly failed to keep his promise is central to his ideology and appeal: the trade deficit. Trump campaigned relentlessly on the notion that America's economy was being ruined by large trade deficits. (The United States imports more goods than it exports.) He promised on the campaign trail in June 2016, "You will see a drop like you've never seen before."

In reality, the trade deficit has risen substantially under Trump. It was \$503 billion in 2016 and grew to \$628 billion in 2018, a 25 percent spike. (It fell slightly in 2019 to \$617 billion.)

When I interviewed Trump's closest advisor (and son-in-law) Jared Kushner on CNN last month, he told me that it was obvious Trump was right about trade deficits being bad. When I then inquired why the trade deficit had gone up under

Trump, his response was, "That's because our economy's growing. ... America has been outpacing the world." This is correct, and you can see it in the historical data.

In the past 30 years, when the United States has grown robustly, its trade deficit has tended to rise. If you want to achieve a sharp decline in the trade deficit, it's easy — just trigger a recession. The greatest drop in the U.S. trade deficit took place in 2009, in the wake of the financial crisis.

Trade policy can get very wonky, so let me try to make this simple, building on a thought experiment by Roger L. Martin in the *Harvard Business Review*. Imagine a country that has less than 5 percent of the world's population but still generates more than 20 percent of global gross domestic product. It buys far more goods than it sells, but it leads the world in the industries of the future — services and technology. It also has excellent laws protecting private investment and a strong, stable currency.

If you were living in another country, wouldn't you want to invest your money there? This imaginary country, of course, is the United States. People might not buy as many American goods, but they buy lots of American services and invest their money in America.

In fact, while the United States has a deficit in manufactured goods with the rest of the world, it runs a huge surplus in services (banking, insurance, consulting, etc.). And remember that 80 percent of American

jobs are in the service sector. (Jobs in manufacturing as a percentage of overall jobs have been declining for 70 years at about the same pace.) The United States is also the world's favorite destination to invest capital, by a large margin. As Martin points out, when you look at this entire picture, "the trade deficit should be something to brag about rather than denounce."

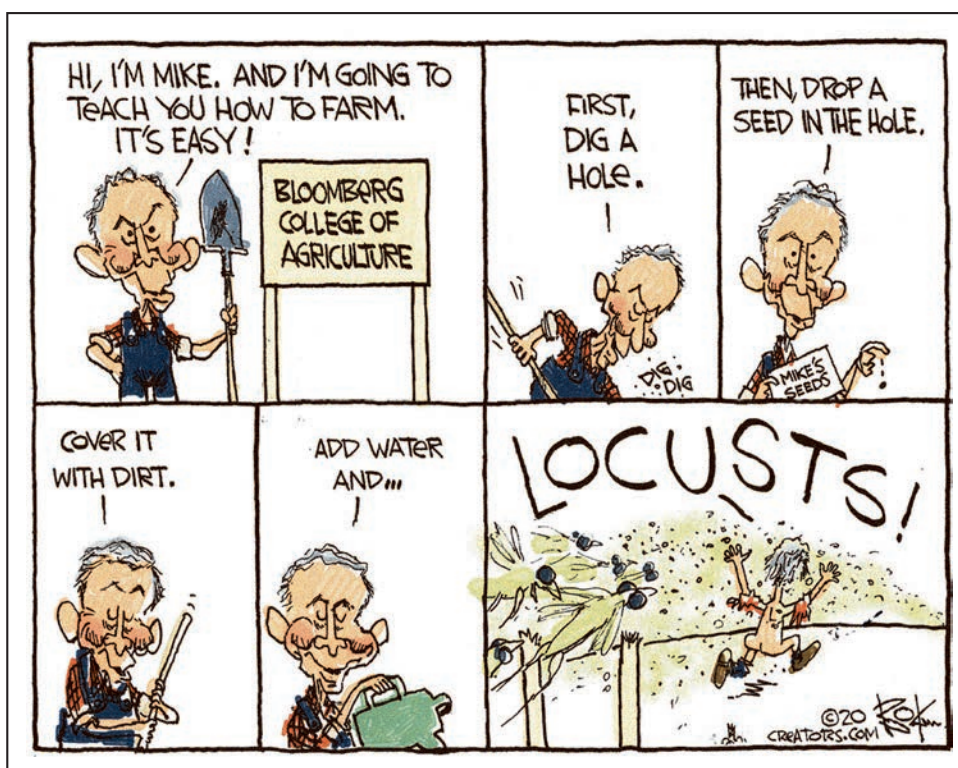
In the interview, Kushner asked, "If [trade] deficits don't matter, then why is it that every country I deal with doesn't want

to have one?" Actually, Kushner should talk to his friend Mohammed bin Salman, the crown prince of Saudi Arabia. The Saudis run huge trade surpluses because everyone buys their oil. Yet they are desperate to attract investment and diversify their economy. A sign of massive success for Saudi Arabia's reforms would be if it ran a trade deficit. In fact, many countries with

see ZAKARIA next page



FAREED ZAKARIA





# Business Tech

## Now is a good time to consider the importance of cybersecurity

With so many cyberattacks in the headlines lately, I want to emphasize the importance of cybersecurity. Our ability to do basic tasks relies on having a safe cyberspace to work in. Day-to-day activities such as opening your emails or entering your password can lead to vulnerabilities.

It's the responsibility of every single individual, from the executives to the temp workers, to protect a company's intellectual property. Every day, these attacks get more sophisticated and refined, so you should be taking every opportunity to review and mitigate any vulnerabilities you may have.

There are numerous ways

hackers can trick you into divulging information that should remain within your company. "Phishing" is a common attack I'm sure ev-

eryone has seen at some point in their life. Phishing consists of fraudulent email that is sent impersonating reputable individuals or companies with the intent to induce you into revealing confidential information. "Spoofing" is the term used when hackers try to forge emails or websites for these phishing attempts. They will create fake websites that look like a login screen to steal your credentials or they will alter the email header so it looks like you're being emailed from someone you know.



BAHAR  
FERGUSON

A common virus hackers use is a ransomware virus that will encrypt all your files on a computer or network and you must pay to "unlock" your data. These are just a few examples and not an exhaustive list of all the many forms of cyberattacks, but it can give you an idea of what threats are out there.

No matter who you are, you are a potential target of these attacks. The attacks can be big like the Equifax hack that resulted in 147 million Americans' data being stolen. The big attacks are often the ones that get publicized, but small businesses are also a target. Attacks can be devastating to a small business that may not be able to afford a ransom. You can find countless examples of small

businesses shutting down or having a massive scale-down because of these cyberattacks.

After you've fallen victim to one of these attacks, the recovery can be almost impossible and very costly. For example, the ransomware attack on the city of Atlanta in 2018 ended up costing more than \$2.6 million and they still lost 10 years of data. Monetary risks aside, think about the impact something like this can have on your reputation. Are consumers still going to trust you with any of their information after seeing your name come up in one of these headlines?

There are so many different options when it comes to mitigating risks, it can be difficult to sort through everything. It's important

to make sure your IT team is on top of learning about the latest attacks and different ways to combat them. The National Institute of Standards and Technology has a set of guidelines that are a great place to start for knowing what you need to do to be secure.

It may be worth it to hire IT consultants to evaluate your network security. Any money you spend on preventive steps will save you immeasurably in the future. It's important to remember you can never be too secure — even one small vulnerability left unaddressed can lead to dire consequences.

Bahar Ferguson is president of Wasatch I.T., a Utah provider of outsourced IT services for small and medium-sized businesses.

## CALENDAR

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Drive, second floor, South Jordan. Cost is \$10. Details are at southjordanchamber.org.

### March 20, noon-1 p.m.

**"Silicon Slopes Live,"** a live recording of the Silicon Slopes podcast and featuring Brad Bonham, CEO of Walker Edison. Location is Silicon Slopes, 2600 W. Executive Parkway, Suite 140, Lehi. Free. Details are at silicon-slopes.com.

### March 20, 1-8 p.m.

**"We Are Utah" Manufacturers Expo,** a Utah Manufacturers Association event. Location is Mountain America Expo Center, 9575 S. State St., Sandy. Free. Details are at <https://www.umaweb.org/event/we-are-utah-manufacturers-expo/>.

### March 24, 11:30 a.m.-1 p.m.

**Women in Business Luncheon,** an Ogden-Weber Chamber of Commerce event. Location is The Monarch, 4455 25th St., Ogden. Cost is \$20 for members and first-time guests, \$30 for nonmembers. Details are at ogdenweberchamber.com.

### March 24, 11:30 a.m.-1 p.m.

**Women in Business,** a South Valley Chamber event. Speaker is Col. Angela Michael, senior leader for the Mature and Proven Aircraft Division at Hill Air Force Base. Location is Make-A-Wish Utah, 771 E. Winchester St., Murray. Cost is \$20 for members, \$30 for nonmembers. Registration can be completed at Eventbrite.com.

### March 24, 11:30 a.m.-1 p.m.

**Lunch Event,** a Holladay Chamber of Commerce event.

Topic is the health benefits of therapy animals. Location is Tandoor, 4828 S. Highland Drive, Holladay. Details are at holladaychamber.com.

### March 24, 5-7 p.m.

**Business After Hours Mixer,** a Park City Chamber/Bureau event. Location is DeJoria Center, 970 N. State Road 32, Kamas. Details are at <https://www.visitparkcity.com/members/chamber-bureau-events/rsvp/>.

### March 24, 7-9:30 p.m.

**"Pillar of The Valley" Gala 2020,** a Utah Valley Chamber event. Location is Utah Valley Convention Center, 220 W. Center St., No. 200, Provo. Details are at thechamber.org.

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

**Coffee Connection,** a Holladay Chamber of Commerce event. Location is Kokopellis Koffee House, 3955 S. Highland Drive, Millcreek. Details are at holladaychamber.com.

### March 25, 8:30-10 a.m.

**"Pay Equity: This Train Isn't Stopping Any Time Soon, So You Better Be On Board,"** an Employers Council event that is part of the five-part Legal Breakfast Series. Location is Employers Council, Utah office, 423 W. Broadway, Suite 200, Salt Lake City. Cost is \$99. Details are at employerscouncil.org.

### March 26, 8:30 a.m.-12:30 p.m.

**"Interviewing: How to Gain a Competitive Edge,"** an Employers Council event. Location is Employers Council, Utah office, 423 W. Broadway, Suite 200, Salt Lake City. Cost

is \$145. Details are at employerscouncil.org.

### March 26, 9-10 a.m.

**"Coffee With Clancy,"** a Women's Business Center of Utah event featuring Clancy Stone, business advisor for the northern region for the Women's Business Center of Utah. Location in Morgan County to be determined. Free. Details are at [www.wbcutah.org](http://www.wbcutah.org).

### March 26, 6-9 p.m.

**"Giant in our City 2020,"** a Salt Lake Chamber black-tie, invited event. Award recipient is Gov. Gary Herbert. Location is the Grand America Hotel, 555 S. Main St. Salt Lake City. Cost is \$250. Details are at slchamber.com.

### March 26, 6-7 p.m.

**Small Business Development Center (SBDC) Clinics,** including "Legal Clinic," "Intellectual Properties Clinic" and "Accounting Clinic." Location is the Orem/Provo SBDC, Utah Valley University, 815 W. 1250 S., Orem. Free. Details are at <https://clients.utahsbdc.org/events.aspx>.

### March 31, 8:30-11 a.m.

**"Selling Without Guilt and Stigma,"** a Small Business Development Center (SBDC) event. Location is Salt Lake Community College, Building 5, 9750 S. 300 W., Sandy. Cost is \$10. Details are at <https://clients.utahsbdc.org/events.aspx>.

### March 31, 6-7 p.m.

**After Hours Social,** a Holladay Chamber of Commerce event. Speaker Jim Santangelo of

the Wine Academy of Utah will discuss the terminology and tasting techniques used by the pros. Location is 3 Cups, 4670 S. 2300 E., Holladay. Cost is \$42. Details are at holladaychamber.com.

### April 2, 8:30-10:30 a.m.

**"I-9: Self-Audit Workshop,"** an Employers Council event featuring hands-on instruction and examples of how to audit Form I-9s to ensure compliance with USCIS regulations, as well as make corrections the right way. Location is Employers Council, Utah office, 423 W. Broadway, Suite 200, Salt Lake City. Cost is \$99. Details are at employerscouncil.org.

### April 3, 8-10 a.m.

**First Friday Face to Face,** a West Jordan Chamber of Commerce event. Location is Megaplex Theatres, second floor, The District, 3761 W. Parkway Plaza Drive, South Jordan. Details are at westjordanchamber.com.

### April 3, 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.

### April 7, 11:30 a.m.-1 p.m.

**Business Alliance Networking Luncheon,** a Davis Chamber of Commerce event. Location is Boondocks Fun Center, 525 Deseret Drive, Kaysville. Free. No RSVP required. Details are at davischamberofcommerce.com.

## ZAKARIA

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trade surpluses — Russia, Saudi Arabia, Brazil, Iran, Venezuela — would love to be able to suck in more capital and sell more services.

In an excellent new book, *Trade is Not a Four-Letter Word*, Fred Hochberg, the former head of the Export-Import Bank, reminds us that the concept of a trade deficit may be outdated because goods are no longer made in just one country. He points out that the car with the greatest percentage of American "local content" actually has only 75 percent U.S. and Canadian parts. And that's the Honda

Odyssey. In fact, the top 11 local content cars in the United States are all made by Honda, and No. 12 is the Mercedes-Benz C300.

Trump's trade policy has been an enormously costly exercise, forcing Americans to pay tens of billions in taxes on imported goods, then using tens of billions of dollars in taxpayer funds to compensate farmers for lost income (because of retaliatory tariffs) and ensuring that the global trading system will now be weakened by lots of new tariffs and barriers. All to solve a problem that isn't really a problem.

Fareed Zakaria's email address is [fareed.zakaria.gps@turner.com](mailto:fareed.zakaria.gps@turner.com).

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# CALENDAR

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## April 8, 5-7 p.m.

**“Business After Hours,”** an Ogden-Weber Chamber of Commerce event. Location is Capstone Classical Academy, 3885 U.S. 89, Pleasant View. Free for chamber members and first-time guests, \$10 for nonmembers. Details are at [ogdenweberchamber.com](http://ogdenweberchamber.com).

## April 9, 8:30 a.m.-4 p.m.

**“Supervisory Skills Program,”** an Employers Council event over four consecutive Thursdays. Location is Employers Council, Utah office, 423 W. Broadway, Suite 200, Salt Lake City. Cost is \$740. Details are at [employerscouncil.org](http://employerscouncil.org).

## April 9, 9-10 a.m.

**“Coffee With Clancy,”** a Women’s Business Center of Utah event featuring Clancy Stone, business advisor for the northern region for the Women’s Business Center of Utah. Location is La Barba Draper, 13811 Sprague Lane, Draper. Free. Details are at [www.wbcutah.org](http://www.wbcutah.org).

## April 9, 11:30 a.m.-1 p.m.

**Women in Business Luncheon,** a Davis Chamber of Commerce event. Location to be announced. Cost is \$20 for members, \$30 for guests. Details are at [davischamberofcommerce.com](http://davischamberofcommerce.com).

## April 10, 7:45-9 a.m.

**Women in Business Networking,** an Ogden-Weber Chamber of Commerce event. Location is The Argo House, 529 25th St., Ogden. Free for WIB members. Details are at [ogdenweberchamber.com](http://ogdenweberchamber.com).

## April 14, 8 a.m.-noon

**“HR Management Program: Advanced HR Competencies,”** an Employers Council event over Tuesdays through May 12. Location is Employers Council, Utah office, 423 W. Broadway, Suite 200, Salt Lake City. Cost is \$740. Details are at [employerscouncil.org](http://employerscouncil.org).

## April 14, 8 a.m. – 4 p.m.

**“The Effective and Legal Manager,”** part of the Salt Lake Community College Frontline Leader Workshop Series and designed to maximize the performance of your team, legally, from the interview and selection process through coaching, developing talent, and disciplining when needed. Location is SLCC’s Miller Campus, 9750 S. 300 W., Sandy. Cost is \$250. Details at <https://www.slcc.edu/workforce/courses/frontlineleader.aspx>.

## April 14, 9:30-10:30 a.m.

**Member Showcase,** a Park City Chamber/Bureau event. Location is Park City Chamber/Bureau, 1850 Sidewinder Drive, Suite 320, Park City. RSVP required. Details are at <https://www.visitparkcity.com/members/chamber-bureau-events/rsvp/>.

## April 15, 8 a.m.-noon

**Cybersecurity Conference 2020,** a Salt Lake Chamber event. Location is Jordan Commons Megaplex, Conference Center, 9335 S. State St., Sandy. Cost is \$70 for members, \$80 for nonmembers. Details are at [slchamber.com](http://slchamber.com).

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

**Second Annual Valley Visioning Summit,** an Association of Utah County Chambers event. Location is Utah Valley Convention Center, 220 W. Center St., Provo. Cost is \$50. Details are at [thechamber.org](http://thechamber.org).

## April 15, 1-5 p.m.

**2020 B2B Expo,** a Davis Chamber of Commerce event. Location is Davis Conference Center, 1651 N. 700 W., Layton. Details are at [davischamberofcommerce.com](http://davischamberofcommerce.com).

## April 16, 23, 30

**Digital Marketing Academy 2.0,** a South Valley Chamber event. Presenters are representatives of Firetoss, who will discuss attribution modeling, SEO, advanced paid media strategies and programmatic advertising. Location is Salt Lake Community College’s Miller Campus, MFED 223, Sandy. Cost is \$75 for members, \$150 for nonmembers. Registration can be completed at [Eventbrite.com](http://Eventbrite.com).

## April 16, 11:30 a.m.-1 p.m.

**“Multiplying Lasting Profitable Relationships,”** a West Jordan Chamber of Commerce event. Presenter is Clay Neves of Personal Sales Dynamics. Location is West Jordan City Hall Community Room, 8000 S. Redwood Road, West Jordan. Free for members, \$10 for nonmembers. Details are at [westjordanchamber.com](http://westjordanchamber.com).

## April 16, 4-6 p.m.

**After Hours,** an ACG (Association for Corporate Growth) Utah event. Location is Punchbowl Social, 6 N. Rio Grande St., The Gateway, Salt Lake City. Cost is \$10 for members, \$20 for nonmembers. Details are at [acg.org/utah/events](http://acg.org/utah/events).

## April 17, 7:30 a.m.-noon

**Spring 2020 Nubiz Symposium.** Location is Weber State University, Shepherd Building, 3910 W. Campus Drive,

Ogden. Cost is \$49. Details are at [ogdenweberchamber.com](http://ogdenweberchamber.com).

## April 17, 8 a.m.-noon

**“Sticky and Strong: Winning Campaign Strategies,”** a Salt Lake Chamber Professional Development Series event. Speaker is Bill Nixon, chairman and CEO of Policy Impact Communications. Location is the Salt Lake Chamber, 175 E. 400 S., Suite 600, Salt Lake City. “Sticky and Strong” workshop costs \$99 for members, \$149 for nonmembers. Course fee for “Mastering Media Management” is \$350 for members, \$550 for nonmembers (includes three workshops during 2020). Details are at [slchamber.com](http://slchamber.com).

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

**Third Friday Speed Networking,** a South Jordan Chamber of Commerce event. Location is Megaplex at the District, 3761 W. Parkway Plaza Drive, second floor, South Jordan. Cost is \$10. Details are at [southjordanchamber.org](http://southjordanchamber.org).

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

**“Reasonable Suspicion: Briefing for Managers and Supervisors,”** an Employers Council event. Location is Employers Council, Utah office, 423 W. Broadway, Suite 200, Salt Lake City. Cost is \$99. Details are at [employerscouncil.org](http://employerscouncil.org).

## April 17, noon-1 p.m.

**“Silicon Slopes Live,”** a live recording of the Silicon Slopes podcast and featuring Sam Malouf, president and CEO of Malouf. Location is Silicon Slopes, 2600 W. Executive Parkway, Suite 140, Lehi. Free. Details are at [silicon-slopes.com](http://silicon-slopes.com).

## April 21, 8 a.m. – 4 p.m.

**“The Effective and Legal Manager,”** part of the Salt Lake Community College Frontline Leader Workshop Series and designed to maximize the performance of your team, legally, from the interview and selection process through coaching, developing talent, and disciplining when needed. Location is SLCC Westpointe Campus, 1060 N. Flyer Way, Salt Lake City. Cost is \$250. Details are at <https://www.slcc.edu/workforce/courses/frontlineleader.aspx>.

## April 21, 8 a.m.-2 p.m.

**“Technology Grant Ideathon,”** a Utah SBIR Center event in partnership with The Mill, the Veterans Business Resource Center and the Small Business Development Center that is a hands-on workshop to learn how to effectively search through a solicitation to find a grant opportunity, participate in a group ideation, validate ideas, and prepare

a plan of action to get grant funding. Location is The Mill at Miller Campus, Salt Lake Community College’s Miller Campus, Building 5, Corporate Partnership Center, 9690 S. 300 W., Sandy. Cost is \$20. Registration can be completed at [Eventbrite.com](http://Eventbrite.com).

## April 21, 11:30 a.m.-1 p.m.

**Business Alliance Networking Luncheon,** a Davis Chamber of Commerce event. Location is Boondocks Fun Center, 525 Deseret Drive, Kaysville. Free. No RSVP required. Details are at [davischamberofcommerce.com](http://davischamberofcommerce.com).

## April 21, 11:30 a.m.-1 p.m.

**Lunch Event,** a Holladay Chamber of Commerce event. Speaker Sheryl Gillilan from Holladay Arts will discuss Holladay Arts Council’s goals, events and projects for 2020 and beyond. Location is Taqueria 27, Holladay, 4670 Holladay Blvd. East, Holladay. Details are at [holladaychamber.com](http://holladaychamber.com).

## April 22, 8:30 a.m.-12:30 p.m.

**“Job Analysis and Effective Job Descriptions,”** an Employers Council event. Location is Employers Council, Utah office, 423 W. Broadway, Suite 200, Salt Lake City. Cost is \$145. Details are at [employerscouncil.org](http://employerscouncil.org).

## April 22, 1-5 p.m.

**Business to Business Expo,** a Davis Chamber of Commerce event featuring more than 70 exhibitors. Location is Davis Conference Center, 1651 N. 700 W., Layton. Details are at [davischamberofcommerce.com](http://davischamberofcommerce.com).

## April 23, 6-7 p.m.

**After Hours Social,** a Holladay Chamber of Commerce event. Location is Lunatic Fringe, 4640 Holladay Blvd. East, Holladay. Cost is \$42. Details are at [holladaychamber.com](http://holladaychamber.com).

## April 27, 7:30-8:30 a.m.

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

## April 28, 11 a.m.-2 p.m.

**Utah Diversity Career Fair,** presented by Galileo Financial Technologies. Event features a diversity and inclusion panel discussion from 10-11 a.m. Location is Utah Cultural Celebration Center, 1355 W. 3100 S., West Valley City. Registration can be completed at [Eventbrite.com](http://Eventbrite.com).

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

**Women in Business Luncheon,** an Ogden-Weber Chamber of Commerce event. Location is The

Monarch, 4455 25th St., Ogden. Cost is \$20 for members and first-time guests, \$30 for nonmembers. Details are at [ogdenweberchamber.com](http://ogdenweberchamber.com).

## April 29, 7:30 a.m.-2 p.m.

**South Jordan Business and Entrepreneurial Summit and Expo.** Location is Salt Lake Community College’s Miller Campus, Karen Gail Miller Conference Center, 9750 S. 300 W., Sandy. Details are at [southjordanchamber.org](http://southjordanchamber.org).

see **CALENDAR** next page



## PUBLIC NOTICE

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**IN THE THIRD DISTRICT  
COURT IN AND FOR SALT  
LAKE COUNTY  
SALT LAKE DEPARTMENT,  
STATE OF UTAH**  
IN THE MATTER OF THE ES-  
TATE OF RUTH PRICE (AKA  
RUTH ALLEN PRICE)  
Deceased

## NOTICE OF AMENDED PETITION AND HEARING

Probate No. 183902538  
Judge: Royal Hansen  
Notice is hereby given that on or about February 17, 2020, an Amended Petition for Order to Redetermine or Reaffirm Heirs was filed by Petitioner, STAGG FIDUCIARY SERVICES, LLC, as duly appointed Personal Representative for the Estate of Ruth Price, by and through counsel Randall J Holmgren. A copy of the Amended Petition is on file with the clerk of court and may be reviewed upon request.

This Amended Petition has been set for hearing in this Court at the THIRD DISTRICT COURT, 450 South State Street, Salt Lake City, Utah, on **March 25, 2020, at 9:00 a.m., in courtroom N41, before the Honorable Judge Faust.**  
**DATED this 20th of February, 2020.**

/s/ Rachel L Sykes  
Rachel L. Sykes  
Attorney for Petitioner  
Stagg Fiduciary Services, LLC





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## CALENDAR

from previous page

### April 29, 8:30 a.m.-3 p.m.

"Managing the Ill or Injured Worker Under the ADA, FMLA and Workers' Compensation," an Employers Council event. Location is Employers Council, Utah office, 423 W. Broadway, Suite 200, Salt Lake City. Cost is \$305. Details are at [employerscouncil.org](http://employerscouncil.org).

### May 1, 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 [the-chamber.org](http://the-chamber.org).

### May 1, 8-10 a.m.

First Friday Face to Face, a West Jordan Chamber of Commerce event. Location is Megaplex Theatres, second floor, The District, 3761 W. Parkway Plaza Drive, South Jordan. Details are at [westjordanchamber.com](http://westjordanchamber.com).

### May 5, 10-11:30 a.m.

Brunch Event and Fav Anniversary, a Holladay Chamber of Commerce event. Location is Fav Bistro, 1984 E. Murray Holladay Road, Holladay. Details are at [holladaychamber.com](http://holladaychamber.com).

### May 5, 11:30 a.m.-1 p.m.

Business Alliance Networking Luncheon, a Davis Chamber

of Commerce event. Location is Boondocks Fun Center, 525 Deseret Drive, Kaysville. Free. No RSVP required. Details are at [davischamberofcommerce.com](http://davischamberofcommerce.com).

### May 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](http://ogdenweberchamber.com).

### May 7, 8:30 a.m.-12:30 p.m.

"Fair Labor Standards Act Essentials," an Employers Council event. Location is Employers Council, Utah office, 423 W. Broadway, Suite 200, Salt Lake City. Cost is \$145. Details are at [employerscouncil.org](http://employerscouncil.org).

### May 8, 7:45-9 a.m.

Women in Business Networking, an Ogden-Weber Chamber of Commerce event. Location is The Argo House, 529 25th St., Ogden. Free for WIB members. Details are at [ogdenweberchamber.com](http://ogdenweberchamber.com).

### May 8, 8-11 a.m.

Professional Development Workshop, a Salt Lake Chamber event. Sara Jones, president of InclusionPro, will discuss "The Language of Inclusive Leadership." Location is the Salt Lake Chamber, 175 E. 400 S., Suite 600, Salt Lake City. Cost is \$75 for members, \$99 for non-members. Details are at [slchamber.com](http://slchamber.com).



## CLASSIFIED

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Contact Brett for more info: [bschwemmer@irteams.org](mailto:bschwemmer@irteams.org)





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