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OF NOTE



Quarrels in quarantine

A full one-third of Utah couples with one or both working from home during the COVID-19 pandemic say the arrangement has already put a strain on their relationship, according to a survey by lifestyle website gearhungry.com. On the plus side, one-third also say they are more productive at home and 15 percent of respondents say they do not get dressed out of their sleeping attire each day.

Industry News Briefs pages 8-9

<u>Business Calendar</u> page 11

<u>Opinion</u> page 16

Updated plan has businesses open as soon as 'early May'

Brice Wallace

The Enterprise

State and business leaders have updated a plan that would ease COVID-19-prompted business restrictions, possibly as early as this week.

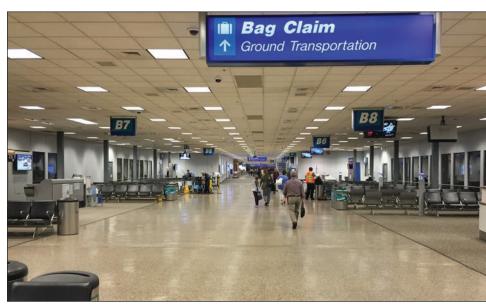
April 27, 2020

Gov. Gary Herbert and others recently announced the second version of the "Utah Leads Together" plan, which features guidelines for reactivating Utah's economy and transitioning from an "urgent" stage to "stabilization" on the path toward economic recovery.

In announcing the updated plan, Herbert said that in early May, certain businesses could reopen, at least on a limited basis and with social distancing, employee and customer screening and other health protocols in place. Examples include opening

see **REOPEN** page 14

Volume 49, Number 40



The generally bustling Concourse B at Salt Lake City International airport is almost empty as the COVID-19 pandemic takes its toll on air travel. The airport will receive \$82.4 million in relief funding, part of a \$97 million package being shared by 35 Utah airports. Photo courtesy Wikimedia Commons.

Utah airports to get \$97 million federal economic relief funding

All of Utah's general and commercial aviation airports are receiving grants from the federal government through the Federal Aviation Administration (FAA) to help with economic relief during the current coronavirus outbreak. A total of 35 Utah airports will share \$97 million in grants from the Coronavirus Aid, Relief and Economic Security (CARES) Act Airport Grant Program. The funding will support continuing operations and replace lost revenue resulting in the sharp decline in international and domestic travel.

Salt Lake City International Airport will get the lion's share of the money coming to Utah, with \$82.4 million in funding, while all other facilities engaged in general and commercial aviation activities will receive lesser amounts. St. George Municipal Airport is getting \$4.4 million, Provo City Airport will receive \$1.4 million and Ogden-Hinkley, Cedar City Regional and Canyonland Field in Moab will receive \$1.1 mil-



Cancellations and postponements

COVID-19

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

CANCELLATIONS

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

Women in Business Luncheon, an Ogden-Weber Chamber of Commerce event at The Monarch in Ogden.

<u>May 7, 8:30 a.m.-12:30 p.m.</u>

"Job Analysis and Effective Job Descriptions," an Employers Council event at the Employers Council, Utah office in Salt Lake City.

<u>May 14, 7:30 a.m.-3 p.m.</u>

2020 Chamber Golf Classic, an Ogden-Weber Chamber of Commerce event at Mount Ogden Golf Course in Ogden.

May 14, 8:30 a.m.-12:30 p.m.

"Interviewing: How to Gain a Competitive Edge," an Employers Council event at the Employers Council Utah office in Salt Lake City.

<u>May 19, 8 a.m.-3:30 p.m.</u>

Third Annual Wasatch Back Economic Summit, a Park City Bureau/ Chamber event at Zermatt Resort.

<u>May 20, 8-10 a.m.</u>

M.A.C.H. Speed Networking, a Murray Area Chamber of Commerce event at the Residence Inn by Marriott in Murray.

May 28, 8:30 a.m.-12:30 p.m.

"Emotional Intelligence, Optimism and Resilience," an Employers Council event at the Employers Council Utah office in Salt Lake City.

<u>June 25, 7 p.m.</u>

"Business is No Laughing Matter," a

see UPDATES page 19





\$1.50

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

Child Care Grant program created to help Utah's healthcare professionals

The Utah Child Care Task Force has launched the Child Care Operations Grant program to support Utah's child care programs and the professional caregivers who are working through the COVID-19 pandemic. Utilizing funding through the Coronavirus Aid, Relief and Economic Security Act (CARES Act), the Utah Office of Child Care will provide these grants for child care providers statewide.

During the Covid-19 pandemic, 38 percent of Utah's licensed child care centers and 18 percent of its licensed family child care programs have closed, the Utah Office of Child Care said. These closures are due to low enrollment in child care programs. Families who continue to need child care now have limited options for child care available through the existing child care system.

"Like many small businesses in Utah, child care providers are grappling with the impacts of COVID-19 on their business, employees and services," said Tracy Gruber, Office of Child Care director for the Utah Department of Workforce Services and liaison to the Governor's task force. "These grants will provide child care business owners with the means to remain open despite low enrollment and continue supporting Utah's workforce who are in need of child care at this critical time."

Child care programs with a license in good standing from Utah Child Care Licensing and that are open and providing child care services may be eligible for a Child Care Operations Grant. The monthly funding granted to each program will be 75 percent of the difference between past one-month average tuition payments minus any issued or obligated subsidy payments from the Utah Department of Workforce Services.

Child care business owners can go to jobs.utah.gov/ covid19 for more information and to download the Child Care Operations Grant payment agreement form.

Co-Diagnostics' COVID-19 process validated for use on saliva samples

Co-Diagnostics Inc., a Salt Lake City-based molecular diagnostics company, has announced that that OralD-NA Labs, a Clinical Laboratory Improvement Amendments (CLIA)-certified laboratory, has validated a COVID-19 test based on the company's CoPrimer technology for use with saline oral rinse samples and has notified the FDA of Co-Diagnostics' intent to use the validated test in its CAP accredited high-complexity laboratory.

Dwight Egan, Co-Diagnostics CEO, said, "This validation on the OraRisk line of salivary diagnostics showcases the versatility and flexibility of our CoPrimer platform and COVID-19 test. Saliva specimens are easily collected with a simple swish and gargle, as opposed to more invasive collection methods such as nasal swabs. We are pleased that our technology is being deployed in so many areas in the United States and countries across the world, providing the type of quality, high-throughput diagnostic solutions that many experts agree is the most important step to curbing the spread of COVID-19 and saving lives."

Co-Diagnostics' Logix Smart COVID-19 test is currently available to all clinical laboratories certified under CLIA and is being used for the diagnosis of SARS-CoV-2, the virus that causes coronavirus.

Pandemic Unemployment Assistance program is now available to Utahns

The Pandemic Unemployment Assistance program as part of the CARES Act is now available for Utahns. This program will extend benefits to individuals previously ineligible for traditional unemployment benefits such as the self-employed or gig economy workers.

"In the midst of receiving and processing a historic

claim volume, our staff has created and implemented another one of these new federal programs," said Kevin Burt, Unemployment Insurance Division director for the Department of Workforce Services. "Our priority continues to be providing Utahns the benefits they are in need of, including access to these new federal resources."

It is important for claimants to understand what program, whether traditional unemployment insurance or Pandemic Unemployment Assistance, is the correct program for them, said Burt.

Individuals should apply for traditional unemployment benefits if they have an employer and have been laid off, temporarily furloughed or have had their hours reduced; are able and available (not showing any symptoms of CO-VID-19), but are unable to go to work because their place of employment has been quarantined; or are quarantined, but not showing symptoms and will return to work.

Individuals should apply for Pandemic Unemployment Assistance if they have lost income due to COVID-19 and are self-employed or working in the gig economy; lack sufficient work history to qualify for traditional unemployment benefits, are employed by an organization exempt from unemployment taxes, such as religious institutions; or have been diagnosed with COVID-19, have a member of their household that has been diagnosed with COVID-19 or have been denied traditional unemployment benefits.

For more details and to apply for the Pandemic Unemployment Assistance benefit, workers should go to the agency's website at jobs.utah.gov/covid19. Another resource available to claimants is the "Am I Eligible?" feature at jobs.utah.gov/ui/home.

Individuals who are eligible for Pandemic Unemployment Assistance will also be eligible for the \$600 weekly federal stimulus program payments.

Project hopes to estimate COVID-19 infection levels by testing wastewater

Teams of researchers from the University of Utah, Brigham Young University and Utah State University have begun a project aimed at tracing coronavirus infection levels by detecting it in wastewater. The Utah Department of Environmental Quality launched the project, hoping it will help it estimate the number of infections in the community without having to test everyone.

Since most people in the state will not be tested for coronavirus, researchers think identifying the virus in sewage at wastewater treatment plants could be a good way to estimate the number of coronavirus infections in a given community.

"We know there's a very real possibility that people are excreting virus whether they are symptomatic or not," said Erica Gaddis, director of the Utah Division of Water Quality. "We are testing this concept at a number of facilities across Utah."

Researchers have found traces of the novel coronavirus in wastewater in the United States and in Europe.

"The initial results show that we can detect the virus," said Gaddis. "I should emphasize that the way that we are handling the samples, the virus is not live, so we're just looking at the genetic material to see the infection levels and how they may vary across the state."

The researchers have started a three-week pilot program at nine wastewater treatment plants to see if that testing could be an effective tool for the public health system.

Restrictions lifted, most of Utah's state parks now open to all visitors

Most all of Utah's state parks are now open to the public. Gov. Gary Herbert has lifted the restrictions that the parks be used by only residents of the counties where the parks are located that were enacted because of the COV-ID-19 pandemic. There will still be some restrictions in place mandated by local departments of health, the governor said. The Utah State Division of Parks and Recreation is encouraging all residents to check local conditions and restrictions before traveling to one of the state parks. Details on parks still under restrictions can be found at the department's website, https://stateparks.utah.gov/2020/03/16/covid-19-updates/. Visitors should be prepared because some parks and facilities, such as visitor centers and concessionaires, may still be closed. Visitors are also encouraged to prepay their entrance fees online at the division website for day use at state parks. This pre-pay option allows visitors to limit contact with entrance gate staff.

Eugene Swalberg, spokesman for the Division of Parks and Recreation, said the agency is working to create a map that will inform the public on what parks are open. In those parks that will be opening to both Utah residents and those visiting from out of state, park officials will sanitize restroom facilities and other areas of necessity.

"We are cleaning them and disinfecting them more often and on a regular schedule," Swalberg said.

"We ask all park visitors to continue practicing responsible recreation," the division said in a release. "When engaging in outdoor activities, remember to remain at least six feet apart from individuals from other households and refrain from congregating at trailheads, overlooks or other areas. Please stay home and contact your doctor if you are feeling ill or having symptoms. When at the park, practice 'pack it in, pack it out' etiquette and respect facility closures."

Merit Medit begins production of C-19 swab sample collections kits

Merit Medical Systems Inc., a South Jordan-based manufacturer and marketer of disposable medical devices, has begun production of a sample collection and transport kit comprised of a nasopharyngeal swab and transport vial used to collect specimens with suspected presence of coronavirus COVID-19. The kit will be produced at Merit's facility in South Jordan with other Utah companies providing various services necessary for the manufacture and packaging of the kits.

For the past several weeks, officials from Merit and the state of Utah have been working together in anticipation of an impending swab shortage.

"We have directed resources to the development of this kit and our engineers, technicians, marketers and production staff have responded by working tirelessly to bring this important product to market in 30 days," said Fred P. Lampropoulos, Merit chairman and CEO. "We are especially pleased to provide this kit at a time when testing is an essential element of combatting the COVID-19 pandemic. We are increasing our tooling and production capacity to meet future anticipated demand."

Merit has received its first purchase order for the product for \$2.4 million from the state of Utah, Lampropoulos said.

Food worker union locals petition Herbert to ensure safety of members

Leaders of locals 99 and 711 of the United Food and Commercial Workers (UFCW) union that represent 29,000 workers across Arizona, Nevada and Utah, have sent a letter to Gov. Gary Herbert urging direct and immediate action to implement stronger safety measures and help keep Utah shoppers, families and front-line food workers safe during the coronavirus outbreak.

In the letter, the local unions are asking Herbert to take the following actions: 1. Ensure workers have personal protection equipment, including masks and gloves, 2. Ensure proper social distancing in food processing plants by slowing down line speeds at food processing plants, 3. Mandate the wearing of non-medical-grade masks or facial coverings by the public, and 4. Issue clear

CBRE officials: C-19 recession will be 'deep' but brief for commercial real estate

Brice Wallace *The Enterprise*

The Enterprise

Commercial real estate in Utah is in for a "deep" but relatively brief recession due to the COVID-19 pandemic, according to officials at CBRE.

Speaking at a webinar about the virus' impact on real estate, those officials said Utah is positioned well to endure the pandemic and rebound quickly thereafter.

Darin Mellott, Americas director of research for CBRE, said recovery in real estate will vary by market and likely will lag the national economy's resurgence by several quarters.

"Markets such as Salt Lake City, with diversified economies and favorable demographics, will recover more quickly," Mellott said during the webinar, organized by World Trade Center Utah in partnership with CBRE. "But similar to the Great Recession, we will feel the full force of the downturn here, but we are positioned to bounce back faster.

"We're in for a scary and deep but somewhat short-lived recession, with recovery starting in the second half of 2020 and very strong growth in 2021."

Lloyd Allen, managing director for the Salt Lake City office of CBRE, noted that Utah's position on the map has kept the industrial and logistics sector busy, as Utah is a crossroads for railroad and grocery distribution. "That is keeping our industrial and logistics sectors going well," he said.

While the state faces a chal-

lenge because it has more than 7 million square feet in those sectors in construction — twice what it had at the end of 2018 — projects should see both availability and vacancy increase only slightly.

"Those are still healthy market elements with respect to our warehouse and our manufacturing sector," Allen said.

As for office, nationally it should be "somewhat insulated" from the overall impact of the virus compared to other commercial real estate sectors. Locally, some office experts are indicating that nine out of 10 deals have been paused, he said. In Utah, over 3 million square feet is under construction but 55 percent was preleased, he said.

Projects involving hotels and hospitality are being the hardesthit, followed by retail other than grocery stores and pharmacies and shops near them. Utah is consistent with the national impact on retail although it has seen many vacant mid-sized box stores absorbed by smaller retail companies.

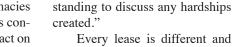
As for the national economy, Mellott said the second quarter will be "absolutely brutal," with GDP falling by at least 32.5 percent. Unemployment could be near 15 percent. Economic stabilization will begin in the third quarter but be a "process" and will vary from state to state, he said.

"We may see some localized pumping of the brakes as officials have to react to new outbreaks as they occur. Now, provided, other states, like our state, where we have mass testing capabilities, we can be more surgical in those closures and restrictions than we have in the past," Mellott said.

Conditions should improve by next year, with U.S. unemployment being near 5 percent by the end of 2021, "which is widely considered the number at which the U.S. economy is at full employment," Mellott said.

David Bauman, director of global workplace solutions for CBRE's Southwest Region, said that given the rough stretch expected in the next few months, the relationships between tenants and landlords could be strained, especially if tenants are unable to meet their rental obligations.

"A lease represents a longterm relationship," he said. "At different times, each party will require the other to act reasonably, irrespective of what the lease may say. In today's environment, we believe it is in both parties' interests to not only know the obligations under the lease, but come together in openness and under-



both tenants and landlords should contact their attorneys to better understand their obligations, he said. But he suggested everyone take a "we're all in this together" approach.

"I can't stress enough the long-term relationship between a tenant and a landlord," Bauman said. "This should motivate both parties to seek consensus, and both parties will need to be willing to give in order to find a winwin solution."

As for getting tenants back into their rental spaces, renting companies will want to consider a long-term strategy, addressing questions related to density and spacing of workers, the option of working from home, sick leave policies, furniture types and cleaning protocols, he said.

"All of these," Bauman said, "are now becoming probably the new norm' for a little while — or permanently."



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Low turnover rate bodes well for C-19 recovery

There's more evidence that Utah's economy went into the downturn caused by the COV-ID-19 pandemic positioned for a quicker recovery because of its strength. Employers Council released finding of its HR Metrics Survey on turnover rates, which found that Utah employers reported a lower average employee turnover rate in 2019 versus 2018.

Arizona, Colorado and Wyoming, the other states that Employers Council serves, all reported higher employee turnover in 2019. While the survey does not reflect any data from the recent economic decline and job losses resulting from the ongoing pandemic, it does help illustrate the strength and stability of Utah's job market prior to the downturn, the organization said.

Utah's turnover rate dropped from 25.6 percent in 2018 to 23.7 percent in 2019.

Survey findings were collected from 302 employers in Arizona, Colorado, Utah and Wyoming and represented a cross-section of industries, including government, manufacturing, natural resources, nonprofit, technology, financial and real estate, insurance, healthcare, retail and wholesale, service, construction and utilities.

"For the first time in two years, Utah's turnover percentage has lowered and our survey data shows a decrease in Utah employees leaving their employer in 2019 campared to 2018," said Ryan D. Nelson, president of Employers Council's Utah office. "This could be for a number of reasons, including employers updating their applicant screening process or improving their company pay and benefits policies to entice employees into staying. The positive numbers reflect Utah's economic strength going into these trying times due to the COVID-19 pandemic."

Employers Council serves more than 4,500 employers of all sizes and industries with resources for help in providing the resources needed to build and maintain profitable organizations. Members are assisted by over 70 human resource, organizational development and survey professionals and 60 staff attorneys out of offices in Salt Lake City; Scottsdale, Arizona; and Denver, Colorado Springs, Loveland and Grand Junction, Colorado.





Students at Mana Academy in West Valley City perform a traditional Polynesian dance. The charter school was recently sold to Charter School Capital of Portland, Oregon.

West Valley's Mana Academy sold to Portland capital firm

Mana Academy, a charter school in West Valley City, has been purchased by Charter School Capital of Portland, Oregon. The announced price of the transaction is \$3.17 million. Under the terms of the deal, Charter School Capital will assume the existing lease for the property where Mana Academy operates.

At the same time, Charter School Capital acquired Imagine Schools at Mountain View in Las Vegas. The recent acquisitions bring the total number of charter schools under Charter School Capital's control to more than 700.

Founded in 2013, Mana Academy serves students from West Valley City's diverse ethnic and cultural backgrounds, with an emphasis on the local Pacific Islander community. Situated on three acres on South Technology Drive, the school operates in two facilities, one serving grades K-6 and one serving grades 7-11. Charter School Capital acquired the 17,723-square-foot primary school facility from American Charter Development, which was originally built in 2000 as an industrial building then redeveloped in 2013 for Mana Academy.

"It is a privilege to share a long-term commitment with Charter School Capital to assure the continued growth and stability of Mana Academy," said Mike Morley, CEO of American Charter Development. "We share Charter School Capital's dedication to developing lasting relationships with such steadfast charter school operators, and to providing environments primed for optimal learning."

"We are delighted to support Mana Academy and Imagine Schools at Mountain View with long-term school facilities that will continue to serve their school communities," said Stuart Ellis, president and CEO of Charter School Capital. "Our hope is that our new partnerships with these schools will help ensure their continued success for many years to come."

C-19 NEWS

from page 2

guidance on safety measures to stop the spread of COVID-19 that is endangering food and grocery workers and shoppers.

"Workers in grocery stores, pharmacies and food processing plants are risking everything to ensure our communities can endure this public health crisis. If we don't act immediately to keep these essential workers and their customers safe, many lives and our food supply will be in grave danger," said UFCW Local 99 President Jim McLaughlin and Local 711 President Michael Gittings in a joint release. "The front-line heroes who work in Utah stores and plants are already facing an outsized risk of exposure because their jobs force them into frequent contact with others. We must do everything possible to protect our state's food supply, workers and the public. Above all, we must do everything possible to reduce the chance of exposure and any outbreak that would represent a direct threat to our state and community."

In support of guidelines, DLD providing essential services

In its effort to support the "Stay Safe, Stay Home" directive, the Utah Driver License Division (DLD) has announced it will be processing only the following essential services:

• Commercial Driver License (CDL): All CDL processes will be allowed. Individuals must appear in-person and long wait times are likely to occur.

• Driver license and identification cards: A driver license or identification card can be renewed within one week of expiration. Any lost driver license or identification card will be processed.

• Reinstatement of a driver license: All reinstatement fees should be paid through the call center at (801)965-4437. DLD offices will be able to process the reinstatement only when a replacement license is needed.

• Administrative hearings: Administrative hearings will be conducted by phone only. Those needing a hearing should contact the local office for scheduling.

"For those who qualify to do so, renewing a license online is both effective and supports the current directives," said Chris Caras, DLD director. "Completing your renewal online allows you to be safe and assists the division in our efforts to comply with the directives regarding social distancing." Caras said those with expiring learner permits can contact the office where they originally applied to request an extended permit. Regular operator tests have been put on hold until May 1. Individuals can be put on a call-back list by calling the driving skills test number at the office where they plan to take the test. Skills tests for motorcycles can be scheduled if the driver currently has a permit.

Bank offers suggestions about personal finances during crisis

Local officers of Wells Fargo Bank have offered tips to home-bound consumers to deal with personal banking during the COVID-19 crisis. The suggestions ease the difficulties that people are experiencing doing normal banking activities with bank lobbies, and in some cases, drive-up facilities closed due to social distancing guidelines issued by governments.

The bank offers these tips:

• Use your bank's mobile app to transfer money between your own accounts or send money to friends and family, pay bills, monitor spending and deposit checks using mobile deposit, a feature that can be used to deposit U.S. government economic impact payments for COVID 19 relief.

• Set up text or email alerts to track spending and account balances and help guard against coronavirus-related and other phishing and smishing scams.

• Look out for scams such as requests to "sign up" to receive your stimulus check or to "verify" your filing information or payment details through a phone call or email. The IRS will not make phone calls, contact you via social media, send text messages or send emails to confirm personal or account details. If you receive a suspicious request for your information, do not respond, click on links or open attachments.

• Put debit and credit cards into your phone's digital wallet and use your phone to pay, minimizing the touching of surfaces. Consumer debit and credit card customers with contactless cards also can use the "tap to pay" feature to eliminate the need to insert or swipe cards.

• Keep track of all recurring payments associated with debit and credit cards. Identify and make plans to cancel any unneeded services or subscriptions to free up cash for emergencies.

• Apply online for personal loans, buy or refinance a home online and track the loan's progress after application, sign disclosures and upload documents and complete other tasks.



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N.Y. firm acquires Lawn Butler

Aero Operating LLC, a major operator in the snow and ice removal business based in Westbury, New York, has purchased Centerville-based Lawn Butler, a fast-growing landscape contracting company. Aero Operating, a portfolio company of New York Citybased Mill Point Capital.

Lawn Butler, founded in 2006 by Jake Butler, is the recipient of numerous awards, including recognition for its growth by inclusion in the MountainWest Capital Network Top 100 in Utah and in Inc. Magazine's 5000 Fastest Growing nationally.

Aero Operating, which is also

rebranding as Outworx Group, has provided snow removal services for many years at many of the nation's largest airports, including JFK and LaGuardia in New York City, Boston's Logan Field and O'Hare International in Chicago. Aero was founded in 1960. Lawn Butler is the latest in a line of acquisitions by Aero of large landscape and exterior maintenance companies.

"The completion of [this] acquisition marks a significant milestone in our company's history and will allow us to offer a more complete set of services to our valued clients," said Daryl Hendricks, CEO of Outworx Group.

Pawzitivity buys two companies

Huntsville-based Pawzitivity Pet Products has acquired two companies in the pet products industry. The company has purchased K9 Nature Supplements of Elizabethtown, Pennsylvania, and Seattle-based Ruff Trade Dog. Pawzitivity previously owned brands Vet Naturals and Senior Pups.

The acquisition comes at a time when demand for premium pet care products is increasing and expected to continue to experience strong growth over the next few years, Pawzitivity said in a release. "One report by (digital marketing software company) Edge by Ascential suggests that consumers are increasingly seeing their pets as family members and are prepared to spend more on pet food and products that are healthy, nutritious and improve living conditions," the statement said.

"Right now, we're seeking high-quality products with great brand recognition and reputation and adding them to VetNaturals. com," said Gary Nealon, co-owner of Pawzitivity. "That will allow us to provide the highest-quality products to our customers and their furry friends."

Ruff Trade Dog markets allnatural and handmade dog grooming products, some of which have been featured in the BarkShop, a popular subscription service for dog products. K9 Nature Supplements sells nutritional supplements for dogs of all ages and breeds.

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

Zions

Zions Bancorporation NA, based in Salt Lake City, reported net earnings applicable to common shareholders of \$6 million, or 4 cents per share, for the first quarter. That compares with \$205 million, or \$1.04 per share, for the same quarter a year earlier.

Zions, with more than \$70 billion of total assets, operates banks in 11 western states.

"In what has become a challenging environment, we are nevertheless pleased with many elements of the first quarter's financial performance, including well-controlled operating expenses, which decreased 5 percent from last year; a net interest margin that remained relatively resilient when compared to the prior quarter; and very modest realized loan losses," Harris H. Simmons, chairman and CEO, said in announcing the results.

"As economic conditions deteriorated in mid-March as a result of the COVID-19 pandemic, we adapted rapidly. We materially strengthened our allowance for credit losses, established payment deferral arrangements for adversely affected clients and rapidly developed an automated capability to deliver government

guaranteed Paycheck Protection Program loans to thousands of small businesses and nonprofit organizations."

CORPORATE FINANCIAL REPORTS

"Looking forward, we confront the uncertain current economic environment with a strong capital and reserve position, a robust liquidity profile and a loan portfolio that has been substantially 'de-risked' in recent years, and that largely tends to have collateral as a secondary source of repayment — a characteristic that has historically resulted in lower loss rates per dollar of troubled loans."

Security National Financial

Security National Financial Corp., based in Salt Lake City, reported after-tax earnings from operations of \$10.9 million, or 60 cents per share, for the full year 2019. That compares with \$21.7 million, or \$1.19 per share, for 2018.

Revenues in 2019 totaled \$283 million, up from \$279.6 million in 2018.

The company has three business segments: life insurance, cemeteries/mortuaries and mortgages.

"We are pleased with our operational performance in 2019," Scott Ouist, chairman, president and CEO, said in announcing the results. "Excluding extraordinary items, meaning the gain from the sale of our Dry Creek Apartments in 2018 and the write-down on our Wichita office building in 2019, our pre-tax operational earnings increased from \$3.9 million in 2018 to \$16.6 million in 2019, or a 322 percent (year-overyear) improvement.

"While it is true that much of that improvement was centered in our mortgage segment, all of our business segments experienced significant and measurable operational improvement in 2019."

Franklin Covey

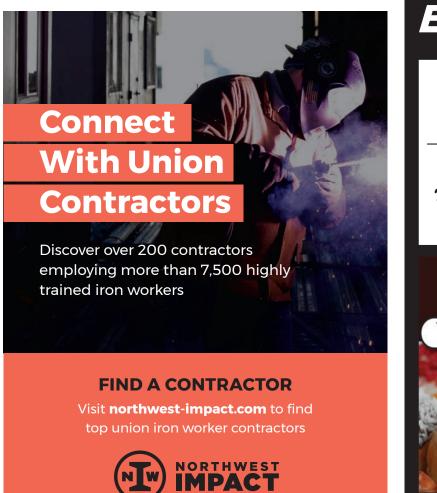
Franklin Covey Co., based in Salt Lake City, reported net income of \$1.1 million, or 8 cents per share, for the fiscal quarter ended Feb. 29. That compares with a net loss of \$3.5 million, or 25 cents per share, for the same quarter a year earlier.

Sales in the most recent quarter totaled \$53.7 million, up from \$50.4 million in the year-earlier quarter.

Franklin Covey offers organizational performance improvement products.

"Following a strong start to fiscal 2020 in our first quarter, we were very pleased with our second-quarter results, which reflected continued growth in our subscription-based business model and high levels of flow-through

see EARNINGS page 12



Every day is a great day . . . WOW TASTY **MMMM... Tuesdays!** Wednesdays! **Mondays!** TWISTY **SPRINKLES** FRITTER **Thursdays! Saturdays!** Fridays! DARLAS **Fritters** Donuts Brownies Muffins Turnovers Family Owned & Operated 2278 So. Redwood Road 801-975-6381 M-F 5:00 am – 2:30 pm & Sat. 7:00 am – noon

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Succeeding in Your Business

From the mailbag: Should my teenager start a summer lawn service?

"Dear Mr. Ennico: I am a junior in high school and I have an interest in business. I have seen a multitude of your You-Tube seminars and appreciate the insight you share through them. During this up-

Boy, does this email take me back.

When my wife and I bought our first home

shortly after getting married, one of our

very first visitors was a teenager who intro-

duced himself by saying: "Hi, I'm so-and-

so from down the street. Welcome to the

neighborhood. I'm the local kid who mows

people's lawns and does odd jobs." He

handed me a computer-generated price list

for all his services — keep in mind this is

1985, when personal computers were first

coming on the market and - I will never

forget this - remembered to add sales tax.

Needless to say, I was bowled over and ac-

tually used his services for a while until he

graduated high school.

coming summer, I want to start my own lawn service business. I do a lot of sports during the summer, so I want my business to be more part-time, where I do not have to work too long every day and I am the sole worker. Do I need a business license, or what other legal information should I know about in order to get this business ready for summer?"



on to become a senior financial executive at one of America's top publishing companies. "Great oaks from little acorns grow." Your first task is to find out what the legal age is for working and for

I'm proud to say that young man went

entering into binding contracts in your state. At 17 you should be able to get a work permit, but in some states, you have to wait until 18. The guidance department at your high school should be able to provide you with that information, along with a summary of any other state labor laws that apply to working teenagers (for example,

restrictions on the number of hours you can work).

Then you will need to do the following:

• Get a business license from the state so you can collect and pay sales and other business taxes (unless you form an LLC, you will register as a sole proprietor).

• Get a federal tax ID number from the IRS (you can use your Social Security number, but that's a really bad idea, as you will have to give that number out to lots of folks).

• Have a local attorney put together a short contract for your customers to sign. Spell out the hours you are available to

work, and put the legal burden on them for any damage or accidents to person or property that don't result from your "gross negligence or willful misconduct" (such as dog bites, broken windows due to stray pebbles kicked up by your weed whacker).

The good news is, a lot of people in your neighborhood will work with you in spite of the risks involved, because they want to be seen as supporting local youth (or, let's be serious, because they don't want to offend your parents).

Now for the bad news:

Most people in your community will already have a lawn service tending to their property each week, with employees who are fully bonded, insured, etc., which you probably can't afford to be. This means your customer base will be limited to people who do it themselves but may want an occasional break for vacations, etc., and don't want to pay for a professional service.

People can be very fussy about their lawn. Reliability and dependability are key factors to the success of a lawn service, and it will be difficult for you to meet your customers' expectations given your sports team commitments (people don't want their lawns mowed late at night). Also, you will probably want to take some time off yourself this summer to enjoy some of the things you can only do when you are 17 years old (trust me on this — I had a news-paper delivery route seven days a week in high school, which cut back on a lot of fun things I now wish I had time to do).

Your best bet is to put together a onepage flyer that says, "Local teenager available to mow your lawn and do odd jobs," hand-deliver it to your neighbors and post it in places where such notices commonly appear (local restaurants, post offices, car washes, bus/train stations or any place people stand in line waiting for something). Be sure to include tear-off strips with your name, phone number and email address.

Also check whether Nextdoor has an online bulletin board for your neighborhood. This is a 21st-century way for local businesses to attract customers within easy driving distance (on Nextdoor search "find neighborhood"). If it does, create a business page and post a message each week advertising a different service.

Hope this helps. Thanks again for reaching out and good luck this summer.

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

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Industry Briefs

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

AGRICULTURE

• The Downtown Salt Lake City Farmers Market, a project of Urban Food Connections of Utah, has launched a "Save the Market" campaign, seeking tax-deductible gifts, in order to continue running the weekly summer market in Pioneer Park. The market has been held in the park for 29 years and features local farmers and growers selling produce and connecting with their community. The COVID-19 pandemic has forced changes to the market in order to operate safely and responsibly, and the changes will significantly reduce revenue and increase operating costs, Urban Food Connections of Utah said. Details are at www. slcfarmersmarket.org.

ECONOMIC **INDICATORS**

• Utah is ranked No. 32 among states hit hardest by COVID-19's impact on tourism, according to WalletHub, which compared the 50 states and the District of Columbia across 10 metrics. The data set ranges from share of businesses in travel and tourism-related industries to travel spending per travel employee and presence of stay-at-home orders. Hawaii is the most-affected state. The leastaffected is Arkansas. Details are at https://wallethub.com/ edu/states-hit-hardest-by-covid-impact-on-tourism/72974/.

• Utah has seen the 27thlargest decrease among states in spam phone calls during the COVID-19 pandemic, according to AllAreaCodes.com, which analyzed consumer complaints to the Federal Trade Commission since the World Health Organization declared a global pandemic March 8. The number of spam calls have declined 58 percent nationally during the pandemic. Utah has seen a 56 percent decrease.

EDUCATION/TRAINING

Twelve Weber State University faculty recently were selected to receive Presidential Teaching Excellence Awards. Recipients this year are David Aguilar-Alvarez, exercise and nutrition sciences assistant professor; Brandon Burnett, chemistry assistant professor; Sally Cantwell, associate degree nursing program director and nursing professor; Brian Chung, zoology professor; Tamara Goldbogen, Beverley Taylor Sorenson Endowed Chair for Arts Learning; Spencer Hilton, computer science-school of computing chair and instructor; Brandon Koford, economics chair and associate professor; Kristina Moleni, social work instructor; Marianna Norseth, foreign language adjunct faculty; Will Pollett, English instructor; Tressa Quayle, nursing assistant professor; and Gene Sessions, history professor. Through the support of Marcia and Bob Harris and other donors, Weber State established the award to honor teachers whose work helps students achieve significant success. Each faculty member received a \$5,000 award, either as a cash stipend or to enhance their teaching through professional development, curriculum development, research, or equipment and technology acquisition. Students and fellow faculty members submitted nominations from which the final 12 were selected.

• The educator preparation program at Weber State University's Moyes College of Education has earned full seven-year accreditation from the Association for Advancing Quality in Educator Preparation. The accreditation follows a process of self-study and peer review. The newly accredited programs include early childhood education, elementary education, special education, secondary education and the graduate certificate in teaching. The association's system has members in 20 states and territories with nearly 120 educator preparation providers pursuing accreditation.

ENERGY/NATURAL **RESOURCES**

• Salt Lake City-based renewable energy independent power producer sPower has closed on a \$350 million tax equity commitment for Spotsylvania Solar Energy Center in Virginia. At 620 megawatts DC, it is the largest solar project east of the Rockies. The project is currently under construction, with phases coming online this year through project completion in the summer of 2021. SPower closed on the commitment with Wells Fargo Renewable Energy & Environmental Finance for its Spotsylvania project. Wells Fargo's Renewable Energy & Environmental Finance group is the sole investor for the \$350 million tax equity commitment. The 620 megawatt DC solar project represents sPower's largest project to date and is the largest single-asset financing in the company's history. CohnReznick Capital served as financial advisor and Sheppard Mullin served as sPower's counsel in the deal.





EXPANSIONS

• Tanner LLC, a public accounting firm, is expanding into Utah County with a new office set to open this fall at 3452 Triumph Blvd., Lehi. It will be the company's second location. Tanner will occupy the second floor of the Traverse Ridge Center III Building. The firm will use the office space to meet the needs of its tax, audit, due diligence, technology, strategic planning, and leadership development services.

INVESTMENTS

· Lucid, a South Jordanbased parent company of two cloud-based visual workspace applications, has closed a \$52 million funding round led by ICONIQ Capital, with participation from Meritech Capital, Spectrum Equity and new investor Cross Creek Lucid has 20 million users in 180 countries. It said the funding will be used to further product innovation, including the expansion of the Lucidchart visual reasoning engine that powers intelligent diagrams that are created automatically and incorporate realtime data from external sources. Lucid also plans to evaluate merger and acquisition oppor-

tunities and continue its international expansion after having opened its second international office and APAC headquarters in Melbourne, Australia, earlier this year.

• Everee Inc., a Salt Lake City-based payroll platform company serving small and mediumsized businesses, has closed a \$10 million Series A financing round co-led by Origin Ventures and Signal Peak Ventures.

said

and

its

funding

Everee the will accelerate its growth to support hiring, advance product development Ben Dahl expand sales and mar-

keting efforts. Ben Dahl, managing director of Signal Peak Ventures, will join Everee's board.

MEDIA/MARKETING

• KUER NPR News has hired Emily Means for KUER News and the station's podcast chief, Tricia Bobeda, will take on a new leadership role. Means will become one-half of KUER News' political team, joining reporter Sonja Hutson. Means joins the station from KPCW in Park City, where she worked as a municipal reporter while also serving as a weekend host at KUER. Means has worked at public radio stations around the Wasatch Front. In addition to her role at KPCW, she served as a producer and host at KCPW and as an associate producer on the KRCL program "RadioActive." Bobeda has been named the station's director of audience development and will oversee digital and audience engagement strategy while serving as project manager of special initiatives. She joined the station in 2019 to launch and produce the podcast "Preach." Prior to KUER, Bobeda worked at WBEZ in Chicago as senior editor of multiplatform news and led the station's daily news operation across broadcast and digital platforms. She was also co-creator and co-host of the podcast "Nerdette." Prior to that, she was a reporter and producer for the Lansing State Journal.

PHILANTHROPY

• The DoTerra Healing Hands Foundation has announced two donations totaling \$450,000 to aid in global COVID-19 relief efforts.

\$200.000 donation to А Intermountain Healthcare in Utah will help with the purchase of critical personal protective equipment for local first responders and medical providers. A \$250,000 donation to Days for Girls International will help the organization with its Masks4Millions campaign to provide millions of homemade fabric masks to hospitals, clinics and healthcare professionals around the world. Also, DoTerra has announced a matching campaign in support of healthcare workers, first responders and organizations on the front lines of the coronavirus. Three-times sales proceeds from Rose Lotion and Shea Butter Collection, up to \$750,000, to be used for frontline workers' support kits and response organizations. The kits will consist of surgical masks, gloves, sanitizer and other items for nurses, doctors and first responders. Over 15,000 kits will be sent to frontline workers in the United States and Canada. The frontline support kits will be assembled by DoTerra Healing Hands Foundation volunteers and distributed upon need and request.

• U.S. Bank has provided a \$25,000 grant to The Road Home, which provides assistance to individuals and families experiencing homelessness in Salt Lake City and along the Wasatch Front. The funds come from U.S. Bank's Market Impact Fund program to help respond to pressing community needs caused by the COVID-19 pandemic. It is part of the bank's expedited annual \$1 million Market Impact Fund grant program for 30 local nonprofits across the country.

• Bank of Utah, Ogden, has launched a "Chow Down Challenge" to give potentially \$8,000 in tips to a select list of restaurants in bank communities throughout the state. The bank will give participating restaurants \$20 for every takeout or delivery order photo that customers post through May 6 on Facebook, Twitter or Instagram, along with the local restaurant's name, location and the tags #BoUChowDown and @BankofUtah. Participating restaurants that can potentially receive up to \$200 each. Details are at https://www.bankofutah. com/events/bank-of-utah-chowdown-challenge.

Industry Briefs

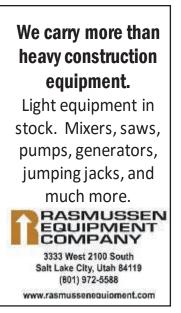
• Employees of Mercato Partners, Salt Lake City, have announced plans to donate part of their salaries to fund Relief Pack meals for first responders, healthcare workers and others hit hard by COVID-19. The initiative is in partnership with the Community Foundation of Utah. The donations range from 10 percent to 25 percent. The donations are in addition to \$1 million fund created by the Mercato Savory Fund founders and restaurant founders of Mo'Bettahs Hawaiian Style, Swig and R&R BBQ to retain 1,600 restaurant employees throughout Utah, Arizona and Idaho. Mercato Savory Fund created the Food Relief Packs program to offer low-cost, taxdeductible meals at a highly discounted price that can be purchased by employers, institutions or organizations for their teams.

• **RevRoad**, Provo, and its portfolio companies have launched the At-Home Learning initiative, providing students around the country with digital learning tools by offering their products to schools and districts for free during this time. Educators are quickly shifting teaching and learning to digital platforms to meet the needs of each student with equitable access, standards and engagement. RevRoad's portfolio has a unique compilation of edtech companies with the ability to assist in smoothing over the rapid transitions currently happening within education. Participating companies include Literal, SkillStruck, Education Lifeskills and Hallo. Details are at revroad. com/athomelearning.

• Ski Utah is collaborating with U.S. Ski & Snowboard in the "Goggles for Docs" campaign, with skiers and riders providing healthcare workers with goggles as a form of eye protection while fighting COVID-19. Utah does not have a need for goggles, so Ski Utah and U.S. Ski & Snowboard will send them across the country to those in need. Both new and used goggles are accepted if in good shape and sanitized. All should be wiped down and placed in a sealed bag prior to placing in a drop-off receptacle. Donations will be accepted weekdays at Ski Utah headquarters, 2749 E. Parleys Way, Salt Lake City; and 9 a.m.-3 p.m. at the U.S. Ski & Snowboard Center of Excellence, 1 Victory

Lane, Park City.

• AAA Utah has announced an initiative offering free AAA Roadside Assistance service to first responders and healthcare workers. All first responders and healthcare workers, including those who may not be AAA members, can call if they need roadside assistance. The offer is valid through the end of May.



RECOGNITIONS

• Podium, a Lehi-based messaging tools platform company, is among the 2020 winners of the annual Best Software Awards released by software marketplace and review platform G2. The awards rank

the world's best software companies and products based on authentic, timely reviews from users. Podium was named on five lists: Top SMB Products, Highest Satisfaction Products, Top Marketing Products, Fastest Growing Solutions and Best Solutions for Small Business.

• O.C. Tanner, a Salt Lake City-based employee recognition and workplace culture company, has been recognized as a "Leader" in the **Everest Group PEAK Matrix Rewards & Recognition** Solutions Assessment with Service Provider Landscape 2020. It is O.C. Tanner's second consecutive "Leader" honor from Everest Group. The corresponding report evaluated the capabilities of 19 rewards and recognition solutions providers and mapped them on the Everest Group PEAK Matrix. Companies that were positioned as Leaders, including O.C. Tanner, were recognized for their superior impact on the market and extensive vision and capability.

SERVICES

• Ancestry, a Lehi-based family history and consumer genomics company, has hired Dr. Ronald Park as executive vice president of health and DNA. Park will lead AncestryHealth, which launched last year with a focus on advancing personalized health screenings with actionable insights. Park most recently spent 16 years at Roche Pharmaceuticals, including international leadership roles in Roche and U.S. roles in Genentech, a member of the Roche Group. Most recently, he was the co-leader of Roche Pharmaceutical's personalized healthcare center of excellence. Park began his career as



later at Kaiser Permanente. He has also worked in McKinsey and Co.'s healthcare practice Silicon in Valley and served on the board

of directors for Lif, the pharmaceutical association in Denmark, and the American Chamber of Commerce, Denmark, of which he served as chairperson.

TECHNOLOGY/LIFE **SCIENCES**

• Domo, an American Forkbased business cloud company, has announced that Joy Driscoll Durling has joined its board of directors. Durling has served as chief information and digital enablement officer at Vivint



Joy Durling

Prior to Adobe, she served various roles at Macromedia and Andersen Business Consulting. On the Domo board, she succeeds longtime board member Fraser Bullock.

Smart Home Inc. since February

2017. Prior to Vivint, she held

her

ten-

mation officer.

• SimpleNexus, a Lehibased digital mortgage platform company, has appointed Cathleen Schreiner Gates to its board of directors. Schreiner Gates been involved in earlystage and global software-as-a-



service (SaaS) organizations for 35 years. From 2015-19, she served as executive vice president of sales and marketing at

cloud-based

Cathleen Shreiner Gates

mortgage finance technology provider Ellie Mae. Schreiner Gates is CEO of independent consulting firm Trifecta, which she founded in 2009.



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Calendar

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

<u>April 28, 11 a.m.-2 p.m.</u>

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.

April 29, 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.

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 thechamber.org.

<u>May 1, 8-10 a.m.</u>

First Friday Face to Face, 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.

<u>May 5, 10-11:30 a.m.</u>

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.

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.

May 6, 3:30-5 p.m.

"Business Connections & Bowling," a ChamberWest event. Location is Pins & Ales - All Star Bowling & Entertainment, 1776 W. 7800 S., West Jordan. Registration can be completed at www.chamberwest.com.

<u>May 7, 7:30-9 a.m.</u>

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.

<u>May 8, 7:45-9 a.m.</u>

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.

<u>May 12, noon-3:30 p.m.</u>

Golf Clinic, a ChamberWest Women in Business event. Location is The Ridge Golf Club, 5055 S. Westridge Blvd., West Valley City. Cost is \$60 for members by May 5, \$85 thereafter and for nonmembers. Details are at chamberwest.com.

<u>May 13, 8 a.m.-5 p.m.</u>

Lean Manufacturing 101 with Simulation, a Salt Lake Community College event featuring presentations and hands-on activities focused on lean manufacturing principles to reduce waste and improve an organization's bottom line. Location is Salt Lake Community College's Westpointe Campus, 1060 N. Flyer Way, Salt Lake City. Cost is \$300. Details are available at mireya.castillo@slcc.edu.

<u>May 13, 8:30-10 a.m.</u>

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.

<u>May 13, noon-1 p.m.</u>

"Startup Stories," a Kiln event featuring speaker Ben Dilts, co-founder and chief technology officer at Lucid. Location is Kiln, 2701 N. Thanksgiving Way, Suite 100, Lehi. Details are at kiln. co.events.

May 18

Ninth Annual Governor's Energy Summit, presented by the Governor's Office of Energy Development, in partnership with Utah Media Group and HBW Resources. Morning keynote speaker is Paul Browning, president and CEO of Mitsubishi Hitachi Power Systems Americas Inc. Lunch keynote speaker is Georgios Papadimitriou, head of Enel Green Power North America. Location is Grand America Hotel, 555 S. Main St., Salt Lake City. Early-bird cost is \$129. Details are at governorsenergysummit.com.

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

"Effective Presentations,"

part of the Salt Lake Community College Frontline Leader Workshop Series and focused on organizing ideas to create and deliver coherent and convincing oral presentations. Location is Salt Lake Community College's Westpointe Campus, 1060 N. Flyer Way, Salt Lake City. Cost is \$250. Details are at https://www. slcc.edu/workforce/courses/frontlineleader.aspx.

May 19, 11 a.m.-1 p.m.

Business Women's Forum. 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.

<u>May 19, 11:30 a.m.-1 p.m.</u>

Lunch Event, a Holladay Chamber of Commerce event. Location is Taqueria 27, Holladay, 4670 Holladay Blvd. East, Holladay. Details are at holladaychamber.com.

<u>May 19, 11:30 a.m.-1 p.m.</u>

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.

May 20, 3:30-5 p.m.

"Business Connections & Bowling," a ChamberWest event. Location is Pins & Ales - All Star Bowling & Entertainment, 3620 S. 2400 W., West Valley City. Registration can be completed at www.chamberwest.com.

<u>May 20, 5-7 p.m.</u>

Business After Hours, an Ogden-Weber Chamber of Commerce event. Location is Javier's Authentic Mexican Food, 755 N. Harrisville Road, Ogden. Free for chamber members and first-time guests, \$10 for nonmembers. Details are at ogdenweberchamber.com.

May 21, 8 a.m.-4 p.m.

"Employment Law Update - Utah," an Employers Council event. Location is Sheraton Salt Lake City, 150 W. 500 S., Salt Lake City. Cost is \$329. Details are at employerscouncil.org

<u>May 21, 11:30 a.m.-1 p.m.</u>

"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 nonmemchamber.com.

<u>May 26, 10-11 a.m.</u>

"Art of Negotiation," a West Jordan Chamber of Commerce event. Presenter is Marty Gale. Location is West Jordan Chamber, 8000 S. Redwood Road, West Jordan. Free. Details are at westiordanchamber.com.

<u>May 26, 11:30 a.m.-1 p.m.</u>

Women in Business Luncheon, an Ogden-Weber Chamber of Commerce event. Location is The Monarch, 455 25th St., Ogden. Cost is \$20 for WIB members and first-time guests, \$30 for nonmembers. Details are at ogdenweberchamber.com.

May 27, 7:30-8:30 a.m.

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

May 27, 8:30-10 a.m.

"Retaliation: The Trap That Keeps Catching Employers," an Employers Council event that is part of the five-part Legal Breakfast Briefing Series. Location is Employers Council, Utah office, 423 W. Broadway, Suite 200, Salt Lake City. Cost is \$99. Details are at employerscouncil.org.

<u>June 1, 7 a.m.-2 p.m.</u>

Chamber Champions Golf Tournament 2020, a Utah Valley Chamber event. Location is Fox Hollow Golf Club, 1400 N. 200 E., American Fork. Cost is \$450 for members, \$600 for nonmembers, \$1,500 per foursome. Details are at thechamber.org.

June 2, 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.

<u>June 3, 3:30-5 p.m.</u>

"Business Connections and **Bowling**," a ChamberWest event. Location is All-Star Bowling & Entertainment, 1776 W. 7800 S., West Jordan. Cost is \$15 for members, \$20 for nonmembers. Details are at chamberwest.com.

<u>June 3, 6-8 p.m.</u>

"Starting Your Business," a Small Business Development Center (SBDC) event. Location is Salt Lake SBDC, Salt Lake Community College, Building 5,

bers. Details are at westjordan- Room 110, 9750 S. 300 W., Sandy. Free. Details are at https://clients. utahsbdc.org/events.aspx.

<u>June 4, 7:30-9 a.m.</u>

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.

June 4, 8:30-11:30 a.m.

"Harassment Prevention for Managers and Supervisors," 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.

<u>June 5, 8-10 a.m.</u>

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.

June 5, 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.

<u>June 10, 5-7 p.m.</u>

Business After Hours, an Ogden-Weber Chamber of Commerce event. Location is The Argo House, 529 25th St., No. 200, Ogden. Free for chamber members and first-time guests, \$10 for nonmembers. Details are at ogdenweberchamber.com.

June 11, 8:30 a.m.-12:30 p.m.

"Orientation/Onboarding **Essentials: Accelerating Com**petence, Connection and Commitment," 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.

<u>June 12, 7:45-9 a.m.</u>

Women in Business Networking, an Ogden-Weber Chamber of Commerce event. Location is The Argo House, 529 25th St., No. 200, Ogden. Free for WIB members. Details are at ogdenweberchamber.com.

June 12, 11:30a.m.-1 p.m.

"Second Friday Casual Lunch," a ChamberWest event. Location to be determined. Details are at chamberwest.com.

This is the ONLY message customers want from you during tough times

It only took the pandemic a couple of weeks to turn it all upside down - including marketing and sales. And along with it has come an endless tsunami of email messages flooding consum-

er email mailboxes. It was a war with 50 percent to 80 percent off sales, "Lowest prices ever," "Free shipping/ Free returns," "Final Markdown," "Sale ends in 4 hours and 17 minutes" and BOGO offers. Emails to custom-

ers from well-meaning businesses are streaming to smart-

phones and computer desktops. It seems like a domino effect. One company starts it and everyone else follows with their version of the same message. Most open with a comment on the COVID-19 scourge and then quickly offer assurance that "We are here for you." Words that companies would like to think customers want to hear.

Then, in a nanosecond, attitudes changed. Customers rejected the century-long proposition that the near-sacred role of marketing and sales was getting customers to buy more stuff and doing anything and everything to get the job done. And driving it all was the arrogant (and mistaken) belief that, no matter how you dress it up, customers exist for only one reason: What they can

do for us. And it worked – then it didn't.

How has the marketing and sales world changed? Some companies are listening. They get it: It's no longer about what customers can do for us by

buying our stuff. Now, it's all about what we can do for them.

Arrogance is out; candor is in. Opinion is out; facts matter. Lying is out; empathy is in. Telling customers what they want to hear so they will take the bait is out;

understanding and transparency are in. Being conned and ignored are out, truth matters and playing it straight are in.

GRAHAM

Sending customers BS-filled messages isn't just unacceptable and stupid, it's far more than that - it's a missed opportunity. As demanding as it is to craft meaningful messages in troubling times, customers respond to those that make a difference in their lives.

What Customers Want to Hear

What customers are looking for is understanding and help not the run-around, not endless delays, not a pat on the head, not calling another number, not incomplete information, not being dropped like a hot potato the moment the order is placed.

Isolated, alone, stressed and

frightened by an unseen enemy, they look for those who are prepared to come to their aid, who are on their side. It's also a message that better be clear, compelling and positive if we want their attention and their business.

The good news is that the growing cadre of companies that get it is growing. But it may take sales reports dripping with gloom to spur the creative juices flowing in many more businesses.

Nevertheless, it's happening and that's good news. Here's a sampling of companies that are looking inward to find ways to help customers cope with a relentless enemy that would harm their health and safety:

Anton's Cleaners, New England's largest dry-cleaning company, took the what-can-wedo-to-help question seriously and came up with an on-target message for the COVID-19 crisis: "We care about your health, sterilization is a standard part of our cleaning process." No coupons, no discounts, no "Offer expires in 2 days." Just a simple, direct and factual message, that answers the question why someone should take their clothes to Anton's: Anton's sterilizes your clothes. The message neither knocks competitors, nor is it price-driven. It highlights an existing benefit. It's a guess that few Anton's customer knew their clothes were being sterilized and all of a

sudden, it's a huge deal.

Even so, there's another side to the story. Supermarkets everywhere jumped in with early morning hours for the most vulnerable coronavirus age group, those age 60 and older. Some didn't stop there. They limited the number of customers in a store the same time, provided wipes and installed see-through barriers at check-out. Come to think of it, "Early Senior Hours" may deserve becoming permanent, at least a day or two a week. Seniors tend to rise early and seem to like a slower pace when shopping, which might also please those who are in more of a hurry later in the day.

What's it take to get your message right?

Now, here's the point. Why does it take something like a whack on the head with a 2-by-4 to come up with worthwhile idea like early morning hours for seniors? We talk "customer commitment" to death without having a clue as to what it means. Happily, a growing number of businesses are now getting it and are coming up with helping innovative ideas that benefit customers. Here's a snapshot of a few that are doing it right:

· Cox Communications has increased Internet download speeds from 30 MPS to 50 MPS to help improve productivity for at-home workers.

• Allstate's "Shelter-in-place

payback" is returning \$600 million of auto insurance premiums to customers because fewer motorists are driving due to COVID-19, according to the Chicago Tribune.

• Best Buy offers contactless curbside service for purchases and returns.

• Constant Contact has a free Website Builder Business Plus plan to help small businesses get an e-commerce site up and running.

• The Institute of WorkComp Professionals is offering its members a free five-part webinar series on prospecting and LinkedIn positioning.

• Meero offers free large-file transfers to help remote workers, according to Forbes.

· Planet Fitness offers free online home workouts.

Sure, the cynics may scoff. Sure, these companies want more business. But, so what? Yet, these, along with others, are digging deep to find new and innovative ways to be of help to their customers at a painfully difficult time. All we need now is more like them and we'll come through this energized and on our feet.

John Graham of GrahamComm is a marketing and sales strategy consultant and business writer. He is the creator of "Magnet Marketing," and publishes a free monthly e-bulletin, "No Nonsense Marketing & Sales Ideas." Contact him at johnrgraham.com.

EARNINGS

from page 5

CALENDAR

from page 11

June 15, 6:30 a.m.-2 p.m. 2020 Annual Golf Tournament, a Davis Chamber of Commerce event. Location is Valley View Golf Course, 2501 E. Gentile St., Layton. Details are at davischamberofcommerce. com.

June 16, 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.

<u>June 17, 8-10 a.m.</u>

M.A.C.H. Speed Networking, a Murray Area Chamber of Commerce event. Location is Urban Arts Gallery, 166 S. Rio Grande St., The Gateway, Salt Lake City. Free with preregistration. Details are at murraychamber.org.

June 17, 8:30 a.m.-noon "Performance Documentation Skills," 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.

<u>June 17, 3:30-5 p.m.</u>

"Business Connections and **Bowling**," a ChamberWest event. Location is All-Star Bowling & Entertainment, 1776 W. 7800 S., West Jordan. Cost is \$15 for members, \$20 for nonmembers. Details are at chamberwest.com.

<u>June 18</u>

14th Utah Annual Economic Summit, hosted by Gov. Gary Herbert and presented by the Governor's Office of Economic Development, World Trade Center Utah and the Salt Lake Chamber. Event includes Utah Global Forum programming. Several general and breakout sessions will address Utah's role in the global marketplace, how local businesses can benefit from an international strategy and Utah's already strong track record of global exports. Location is Grand America Hotel, 555 S. Main St., Salt Lake City. Early pricing is \$155. Details to be announced.

June 18, 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.

<u>June 22, 7 a.m.-2 p.m.</u>

Classic Golf Tournament, a Salt Lake Chamber event. Events include a 7 a.m. registration/ breakfast and 8 a.m. shotgun start. Location is Salt Lake Country Club, 2400 Country Club Drive, Salt Lake City. Cost is \$500, \$1,800 for a foursome. Details are at slchamber.com.

June 23, 8:30 a.m.-12:30 p.m.

"I-9: Advanced Practice," 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.

"Art of Negotiation," a West

June 23, 10-11 a.m.

Jordan Chamber of Commerce event. Speaker is Marty Gale. Location is West Jordan Chamber, 8000 S. Redwood Road, West Jordan. Free. Details are at westjordanchamber.com.

Cultivating Strength, Bravery and Confidence." 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.

June 23, 11:30 a.m.-1 p.m.

Lunch Event, a Holladay Chamber of Commerce event. Location is Taqueria 27, Holladay, 4670 Holladay Blvd. East, Holladay. Details are at holladaychamber.com.

June 23, 11:30 a.m.-1 p.m.

Women in Business Luncheon, an Ogden-Weber Chamber of Commerce event. Location is The Monarch, 455 25th St., Ogden. Free for WIB members, \$20 for first-time

see CALENDAR page 14

from incremental sales to adjusted EBITDA (earnings before interest, taxes, depreciation and amortization)," Bob Whitman, chairman and CEO, said in announcing the results.

"In the second quarter of fiscal 2020, we generated strong growth in sales and gross profit, improved operating results, and achieved a 321 percent increase in adjusted EBITDA over the second quarter of the prior year. Our revenue increased 7 percent, or \$3.4 million, to \$53.7 million, with growth occurring in both our Enterprise and Education divisions, and our adjusted EBITDA improved \$3.1 million over last year's second quarter to \$4.1 million.

Whitman said the COV-ID-19 outbreak in Asia "significantly" impacted the company's direct office operations in China and Japan. "Tragically, the CO-VID-19 pandemic will impact many lives, and unfortunately will also adversely impact world economies and our business operations during the second half of fiscal 2020," he said.

June 23, 11 a.m.-1 p.m. "Business Women's Forum:

Business Tech

Where would we be in the war on COVID-19 without today's modern technology?

Stay Home" directive extended at least until May, we can't help but wonder when will things go back to normal - or whatever the "new normal" looks like.

We, as a society, are struggling to contain this pandemic and it's our healthcare workers that are on the frontlines. But technology is working hard to keep you healthy as well as support our healthcare workers.

Right now, healthcare facilities are a

hotspot for coming into contact with the virus. Instead of going to a healthcare facility, there are many places set up to remotely treat you through telemedicine. Telemedicine has been around for a long time, but these days it looks very different from just calling your doctor and asking how to treat symptoms. Telemedicine practice allows you to video conference with your doctor and discuss symptoms, medical problems and whatever else you may need. This can be very useful, even to just cut down on the number of people at the healthcare facilities, especially for the groups that are considered at risk and shouldn't risk any increased exposure to the virus.

Another thing that technology is able to provide for researchers is data analysis. Healthcare analytics companies can use data collected to find which communities or people might be at higher risk for the virus. This data is important when trying to allocate resources. The data collected can be analyzed with AI technology. This technology can use more than 5,000 variables to compile data and give companies real, actionable information. Not only can it help pinpoint what could potentially be a hot spot for the virus, but data can help healthcare workers determine what treatments are getting the best responses in patients. With our healthcare infrastructure getting overrun, it's helpful to know the quickest and most efficient way to treat patients.

There is a major shortage of ventilators to treat the severe

With Utah's "Stay Safe, cases of COVID-19. 3D printing has been a big help and people from around the world have been working on 3D printing ventilator parts. Different groups from around the world are working on



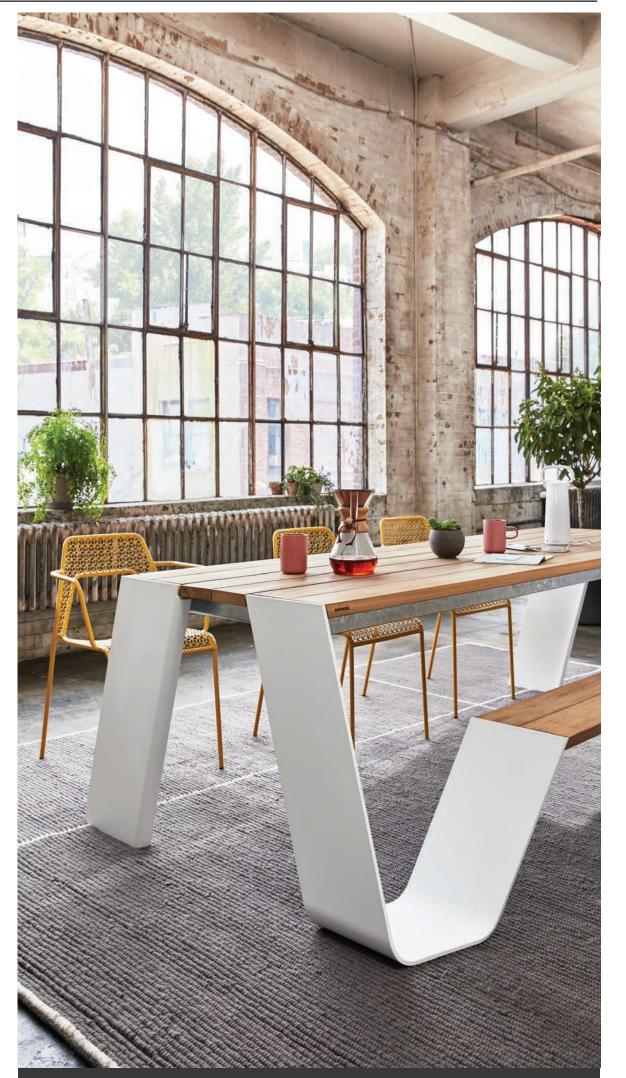
developing 3D-printed ventilators and, hopefully soon, they will be approved by the FDA. This would make a dramatic difference in the shortage since so many companies can easily print these parts.

Also, please do not forget about your mental

health and the mental health of your team during this time. It is easier to feel isolated during this time while you are working from home and avoiding contact with extended family and friends. Take advantage of video chat technology so you can stay connected with everyone. Also, if you're feeling stir crazy inside your home, try taking an online adventure. Many places such as the Loveland Living Planet Aquarium are streaming their exhibits so you can visit them from home. Or, take this time to use online education to learn a new skill, with many programs offering free or reduced-priced enrollment for formal classes, outside the numerous avenues for traditionally free learning. Whether is learning a new language or a home improvement project, there are plenty of educational courses and videos online. There are also various free hotlines for individuals struggling with anxiety or depression during this time. Keeping your team aware of these options is a great way to allow them to be readily available in case they are needed.

It is important to remember what matters during this trying time. We are slowly making our way through this pandemic. I want to thank our healthcare workers, the full scientific community and all of the essential employees for helping us get through this. We will get through it and be stronger on the other side.

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



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REOPEN

from page 1

gyms and allowing in-house dining at restaurants.

"So you can see we're going to start loosening the brake," Herbert said in an online town hall. "As I've said before, this is not an on-off switch. This is really an incremental opportunity to transition from our urgency stage to our stability stage, and if we do that correctly then [we] assume around the corner will be recovery."

That recovery phase could begin before the summer is over, he said. "And we can have, I think, a very healthy fourth quarter of this year," the governor said.

Derek Miller, chair of the Utah Economic Response Task Force and president and CEO of the Salt Lake Chamber, said the new plan — available at coronavirus.utah.gov — "contains a framework for reactivating our economy" and includes guidelines and best practices for businesses based on certain risk levels.

"I believe that Utah Leads Together 2.0 provides a roadmap for Utahns to see the light at the end of tunnel, to inspire hope and to demonstrate a vision for the public safety and economic renewal that we all seek," Miller said.

The plan uses a color-coded health guidance system and a dial to help businesses understand the guidelines under which to operate depending on the levels of health risks.

"We're thinking of it as a brightener, so we're turning up or reactivating the economy," Natalie Gochnour, executive director of the University of Utah's Kem C. Gardner Policy Institute, said of the dial concept. She added that the coronavirus is not a short-term problem but instead a new risk to manage. "And it's through vigilance to these instructions that we share that we can manage that risk," she said.

Salt Lake County Mayor Jenny Wilson said the plan represents "a little bit of easing" of government restrictions on business.

"We're feeling that it's time that we, with caution, start to get moving in the community again," Wilson said. She cautioned, however, that allowing mass gatherings is "way down the road" and the limiting of gatherings to fewer than 10 people remains in place.

Several speakers at the town hall said the plan likely will change. Gochnour said five versions might eventually be formulated. Kris Cox, executive director of the Governor's Office of Management and Budget, said data and experience would guide any changes to industry guidelines going forward.

"Those will evolve and change as we learn, as we get new feedback, as we see what's working and not working. ... So, this is not over. It's dynamic," Cox said.

Miller said the updated Utah plan is designed, in part, to instill costumer confidence.

"It's one thing for a business to be open, but it is something else entirely for a customer to feel comfortable to walk in that business door," he said. "That is why the measured approach that is contemplated in Version 2.0 of the Utah Leads Together plan is not just a plan for business. In fact, it's not just a plan for how businesses can begin to dial up and reactivate their business, but it is also a plan for building up consumer confidence and encouraging Utahns to stay engaged in the economy."

Both Miller and Jacey Skinner, general counsel and vice president of public policy at the Salt Lake Chamber, stressed that the business guidelines listed in the plan are the result of input from more than 80 industry associations, chambers of commerce and businesses throughout the state.

"We're not talking about a government edict from on high that says, 'This is how you're going to stay safe or stay open," Miller said. "We're talking about a grassroots effort for businesses to show what they can do to adapt, to innovate and to overcome."

"I think throughout this challenge we have seen individuals who have tried to make things more difficult as opposed to try to make our way through it," Skinner said. "Just to remember, we are all in this together. Your industry is suffering as is everyone else's, and everyone working together can create a way forward in a positive way."

The easing of business restrictions comes at a time when protesters in Utah and other states have rallied to have government restrictions eliminated, allowing businesses to reopen. In a proverbial "health versus wealth" battle, others contend that fully opening businesses now is unwise and could lead to more problems from the virus.

"If we lift public health measures prematurely," Gochnour said, "we'll destabilize confidence and hurt the economy."

CALENDAR from page 12

guests, \$30 for nonmembers. Details are at ogdenweberchamber.com.

<u>June 24, 7 a.m.-3 p.m.</u>

Annual ChamberWest Golf Classic, a ChamberWest event featuring a 7 a.m. checkin/breakfast and 8 a.m. shotgun start. Location is Stonebridge, Golf Club, 4415 Links Drive, West Valley City. Details are at chamberwest.com.

June 24, 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.

<u>June 24, 8:30 a.m.-4 p.m.</u>

"Supervision: Critical Skills for Effective Leaders," an Employers Council event. Location is Employers Council, Utah office, 423 W. Broadway, Suite 200, Salt Lake City. Cost is \$225. Details are at employerscouncil.org.

<u>June 26, 8-11 a.m.</u>

Professional Development Workshop, a Salt Lake Chamber event. Sara Jones, president of InclusionPro, will discuss "Inclusion by Design." Location is the Salt Lake Chamber, 175 E. 400 S., Suite 600, Salt Lake City. Cost is \$75 for members, \$99 for nonmembers. Details are at slchamber.com.

July 1, 8:30-10:30 a.m.

"I-9: Self-Audit Work-shop," an Employers Council event rescheduled from April 2. Location is Employers Council, Utah office, 423 W. Broadway, Suite 200, Salt Lake City. Cost is \$99. Details are at employer-scouncil.org.

<u>July 1, 3:30-5 p.m.</u>

"Business Connections and Bowling," a ChamberWest event. Location is All-Star Bowling & Entertainment, 1776 W. 7800 S., West Jordan. Cost is \$15 for members, \$20 for nonmembers. Details are at chamberwest.com.

<u>July 7, 11:30 a.m.-1 p.m.</u>

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.

<u>July 8, noon-1 p.m.</u>

"Startup Stories," a Kiln event featuring speaker Syd Mcgee, CEO of Studio Mcgee. Location is Kiln, 2701 N. Thanksgiving Way, Suite 100, Lehi. Details are at kiln. co.events.

July 9, 8:30 a.m.-12:30 p.m.

"Conflict: Recognizing and Navigating Workplace Differences," 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.

<u>July 10, 7:45-9 a.m.</u>

WIB Networking, an Ogden-Weber Chamber of Commerce event. Location is The Argo House, 529 25th St., Ogden. Free for WB members. Details are at ogdenweberchamber.com.

<u>July 15, 8-10 a.m.</u>

M.A.C.H. Speed Networking, a Murray Area Chamber of Commerce event. Location is Urban Arts Gallery, 166 S. Rio Grande St., The Gateway, Salt Lake City. Free with preregistration. Details are at murraychamber.org.

July 15, 8:30 a.m.-12:30 p.m.

"Family and Medical Leave Act Advanced Practice," 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.

<u>July 15, 3:30-5 p.m.</u>

"Business Connections and Bowling," a ChamberWest event. Location is All-Star Bowling & Entertainment, 1776 W. 7800 S., West Jordan. Cost is \$15 for members, \$20 for nonmembers. Details are at chamberwest.com.

<u>July 16, 8:30-10:30 a.m.</u>

"Confidentiality and Privacy Rights in the Workplace: 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.

July 17, 8 a.m.-noon.

"You've Got Two Minutes: Modifying Your Message for Any Audience," a Salt Lake Chamber event. Speaker is Bill Nixon, chairman and CEO of Policy Impact Communications. Location is Salt Lake Chamber, 175 E. 400 S., Suite 600, Salt Lake City. 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.

July 21, 11:30 a.m.-1 p.m. Business Alliance Network-

ing 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.

<u>July 22, 5-7 p.m.</u>

Business After Hours, an Ogden-Weber Chamber of Commerce event. Location is Ogden Pioneer Days Office, 1810 Washington Blvd., Ogden. Free for chamber members and first-time guests, \$10 for nonmembers. Details are at ogdenweberchamber.com.

July 28, 8:30 a.m.-4 p.m.

"Lead Worker Training," an Employers Council event. Location is Employers Council, Utah office, 423 W. Broadway, Suite 200, Salt Lake City. Cost is \$225. Details are at employerscouncil.org.

July 28, 11:30 a.m.-1 p.m.

Women in Business Luncheon, an Ogden-Weber Chamber of Commerce event. Location is The Monarch, 455 25th St., Ogden. Cost is \$20 for WIB first-time guests, \$30 for nonmembers. Details are at ogdenweberchamber.com.

July 29, 7:30-8:30 a.m.

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

July 30, 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.

<u>Aug. 21</u>

Annual Children's Charity Golf Classic, a Murray Area Chamber of Commerce event. Activities include a 7 a.m. breakfast/check-in and 8 a.m. shotgun start. Location is Murray Parkway Golf Course, 6345 Murray Parkway Ave., Murray. Details to be announced.

Eight ways to manage your remote workers in these crazy times

In a few weeks, our world as we know it has been turned upside-down. For those lucky enough to still have jobs, you're more than likely working from home. For the managers and business owners in particular,

not only is it a time of readjusting in every way imaginable, you must now lead your team in a way you've never had to before.

For many, this is quite a shift from the usual corporate 9-5 paradigm. But now is not the time to resist this change. Rather, embrace the concept of a remote workforce, knowing that even before COVID-19, the world was

heading in this direction. Now is the time to develop your leadership skills to better lead a remote team because after all this is behind us, this will become the new paradigm.

Transitioning to a remote workforce is indeed scary and even challenging in the beginning. However, if done right, the upside for employees and team leaders can be tremendous. Imagine the time saved traveling to and from work. Think about the extra money in your pocket saved on gasoline, lunch and parking. Your work environment is yours to control - air conditioning, heating, as many bathroom breaks as you want, clutter or no clutter on your desk. You can set up your workspace in whatever way works for you and keeps you productive.

I've been working with many business owners these past few weeks and some of the most common fears I've heard from



them are: communication is going to be spotty, security is going to be compromised and our most valuable data is at risk, the work won't actually get done and I won't be able to keep tabs on my employees.

> If you are feeling the fear too, remember you are not alone. Here are some ways to embrace the transition and work with your team for the utmost success:

> Be Open. Make sure the lines of communication between you and your team are always good. Do not micromanage. Keep contact on a regular basis and treat your employees the same as

before, even though they are working from home. After all, they don't lose their abilities, work ethic and talents because they are no longer under your nose.

Develop Your Emotional Intelligence. Since remote team management is all about collaboration and working side-by-side, the ability to place oneself in the shoes of another person plays a major part in smoothing out dents in teamwork. Before you say something to one of your employees or take any action at all, take a closer look at the issue from their perspective. It might just open your eyes to something you didn't see previously.

Be Organized and Flexible. If you manage a team, you better have everyone and everything in check. But, when it comes to working with remote teams, the key is to allow flexible hours to maintain

consistency. Although a concrete plan is a must, you should be open to adjusting strategies as needed. For example: Whether your employees choose to put in their hours in the morning or evening shouldn't matter, as long as the work gets completed and is of high quality.

Trust Your Team, Earn Your Team's Trust. Team members need to trust that you are looking out for their best interest, and you need to trust that your team members are as invested as you are to generate results. Now, more than ever, people need each other. They just want to feel safe and part of something bigger than them. Make sure you meet this basic need for your employees and they will give it right back to you.

Track Their Progress. If you are worried about work getting done, set clear expectations of what is expected from each team member. Have your employees give you a work schedule, along with tasks they are expected to accomplish within a given time. This will calm your fears and give your team the structure they need to fulfill their role. Remember, just because you can't see them working at their cubicle, doesn't mean work isn't getting done. Trust the process.

Patience is a Virtue. Don't expect everything to work smoothly from the beginning. Your team (and you) will need some time to adjust to the new situation and each other. It may take some time before all the kinks are worked out and fluidity is

restored. Understanding and setting realistic expectations is key. Practice acceptance when faced with mistakes and dealing with all the learning curves that will come your way.

Employee Recognition. Working from home can increase feelings of isolation and negativity. Positive reinforcement is more important than ever. Make your team members feel that they matter and are valued and you'll get a whole new level of dedication and commitment from them.

Focus on the Benefits. Every new challenge that we face makes us stronger. Who knows, maybe a remote workforce will be the greatest transition for your company or division. In fact, research shows that 66 percent of professionals think that working remotely is way more productive than a traditional office setting - no office politics to deal with, no real or unreal rivalries, no office gossip - just clear and unobstructed focus on getting work done. It could be the start of something great.

Leading a team remotely may be a new experience and you may be filled with doubts, worry and concern. But remember, so are your team members. We've all been thrown into this new reality together. And the only way to succeed is to work together. Support your team members and be there for them and I promise they will be there for you.

Angela Civitella is a certified business leadership coach and founder of Intinde.

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Our Online Marketing Guide simplifies taping into the 85% of consumers who conduct "local" online searches.

"Quantifiable results and a proven ROI"



Fear of frivolous litigation will slow the recovery & prolong suffering

In good economic times, the burdens of big government and excessive regulation are easy for many to ignore. When the system comes under heavy strain, however, those costs quickly become intolerable.

That's why, even as freedoms are being restricted to unprecedented degrees in hopes of slowing the spread of COVID-19, politicians are also lifting regulations that hinder economic activity. These rules and mandates have always been counterproductive, but only now are their costs glaring enough to compel action.

Perhaps the same will prove

true once politicians spot the coming lawsuit tsunami. As Manhattan civil lawyer Elizabeth Eilender remarked to the New York Post, "You could teach several law school courses based just on all the different kinds of cases that will come out of this. There are going to be a million lawsuits."

Even though many, if not most, of these suits are likely to be frivolous, their sheer volume will significantly raise the costs of future economic recovery.

But there are also ill effects today. The threat of the lawsuits might obstruct the response of medical professionals who are fighting on the front lines against COVID-19. Indeed, we can predict that



lawsuits.

THIESSEN

many of these lawsuits will target healthcare workers who are forced by medical circumstances to quickly make tough decisions, including how to ration care or which makeshift machinery could be

> used to treat as many patients as possible. The Coronavirus Aid, Relief and Economic Security Act has a section protecting volunteer healthcare workers from liability. Several states - including New York, New Jersey and Michigan - have also recently issued executive orders or passed legislation to protect doctors, nurses and other hospital staff from frivolous

But every type of business will be vulnerable, too. If we're in for anything akin to the aftermath of the 9/11 terrorist attacks, unscrupulous trial lawyers will test legal boundaries and attempt to apply standards of care that were designed for normal times to businesses and professionals now facing unprecedented emergency circumstances. Of course, nobody can reasonably expect every business to have all of the necessary medical supplies on hand and worker training already in place to immediately respond to such a rare and unanticipated pandemic.

Healthcare professionals and businesses are both worried. For instance, COVID-

19 has hit seniors disproportionately and nursing homes have become a significant target of these attorneys. Recently, the Florida Health Care Association urged Gov. Ron DeSantis to provide legal immunity to protect facilities and their workers from lawsuits that attempt to hold them liable for the harm spread suddenly by this virus.

Beyond the immediate impact, these medical malpractice lawsuits would also have long-term consequences, since studies show that they raise the cost of healthcare. According to estimates examined by my Mercatus Center colleagues Jared Rhoads and Robert Graboyes, because of fears of being sued, physicians resort to a form of defensive medicine that consists of doing more than is strictly necessary to treat a patient, at an aggregate cost ranging between \$650 to \$850 billion per year.

Extraordinary circumstances make these problems even more obvious. In 2002, Congress passed the Support Anti-Terrorism by Fostering Effective Technologies Act to protect airlines, airplane manufacturers and other industries hit hard by 9/11 from needless suits. Part of the concern was that investment in anti-terrorism technology and procedures would be stunted by the uncertainty created by a lack of case law establishing reasonable standards of care.

Pandemics are similarly infrequent,

and as this one unfolds, the last thing we should want is medical professionals worrying about unwarranted lawsuits instead of delivering the best care possible under seemingly impossible circumstances.

Sen. Deb Fischer, R-Nebraska, has already released a bill - the Health Care Workforce Protection Act - to provide liability protection to manufacturers of masks and respirators, as well as to other professionals fighting COVID-19.

With the pandemic bringing the U.S. economy to its weakest state in decades, it's crucial that protections are quickly put in place to prevent a climate of excessive legal uncertainty and fear that threatens to slow recovery and prolong suffering.

But policymakers shouldn't stop there. The tort system, we must always remember, provides a crucial economic service by adjudicating legitimate conflicts between private parties. That said, it can be abused and end up stunting, rather than facilitating, commerce. Permanent, constitutionalminded tort reform will prevent a scramble to enact protections following the next unexpected event.

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

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Pandemic an indictment of socialized medicine, single-payer system

If you think today's pandemic bol- rationing. Long before today's crisis, sters the case for socialized medicine, the National Center for Biotechnology then ask yourself a simple question: If you Information found "studies from Japan

came down with a serious case of COVID-19, would you rather be in an Italian hospital or an American one? Even presumptive Democratic nominee Joe Biden knows the answer. "With all due respect to Medicare-forall," Biden said during the last Democratic candidates' debate, "you have a single-payer system in Italy. It doesn't work there."

While the federal government's pandemic preparedness was sorely lacking, the fact is America's system of private medicine has left us far better positioned for today's crisis than other nations. As Scott Gottlieb, former commissioner of the Food and Drug Administration, explained in an interview, here in the United States, "we're going to have a better experience [with this pandemic] than a lot of other countries because of how good our system is at delivering critical care."

Gottlieb is right. The United States has 20 to 30 intensive care unit beds for every 100,000 people, the most per capita of any country in the world. That is at least 75 percent more than in the United Kingdom, where the governmentrun National Health Service had a meager 5,900 ventilators before the pandemic struck.

The result of these shortages is

and the UK determined that admissions to ICUs are severely limited for the very elderly and patients perceived to have little chance of survival." In good times, critical care is rationed under socialized medicine. In a pandemic, the rationing is even more severe. In Italy, some hospitals have

been so overwhelmed that they have been forced to prioritize young and otherwise healthy patients over the elderly and infirm.

The pandemic has stretched even America's hospital capacity. But if we had Medicare-for-all, our hospital capacity would have been even less. According to a study by Charles Blahous of the Mercatus Center, Medicare-for-all would cut payments to physicians and hospitals by 40 percent. Guess what happens when you cut payments by 40 percent. You get fewer doctors and hospital beds.

Contrast the incredible job our private healthcare system is doing today with the utter incompetence of the federal government in preparing for today's pandemic. The current lockdown might have been avoided if the government had been able to rapidly deploy mass testing to isolate infected persons while allowing healthy people to go about their lives. But the United States lost six crucial weeks in ramping up testing - forcing our country to adopt population-based mitigation - thanks to bureaucratic incompetence. The FDA, in its wisdom, refused to allow private labs to develop tests and issued only a single emergency authorization to the Centers for Disease Control and Prevention, whose test then failed. The restrictions were not lifted until March. Once they were, a private company,

Abbott Labs, took only weeks to come up with a coronavirus test that can give positive results in as little as five minutes. Today, 85 percent of all coronavirus tests are being conducted by private labs.

Or take the shortages of protective gear and ventilators, which the federal government was supposed to have stored

see THIESSEN page 19



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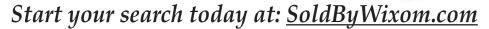


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THIESSEN

from page 16

for an emergency. In 2003, the George W. Bush administration created the Strategic National Stockpile to make sure Americans would have enough masks, gowns, face shields and other critical items in a pandemic. But the stockpile was depleted during the 2009 swine flu pandemic and never fully replenished, leaving medical workers without sufficient protection today. In 2008, the Bush administration launched an initiative to stockpile 40,000 ventilators for a pandemic. But 10 years and two government contracts later, none had been delivered under the program - forcing federal officials to employ a 1950s law, the Defense Production Act, to require companies to produce ventilators in the midst of the pandemic.

crisis requires three things: the deployment of mass testing, the development of a therapeutic to treat COVID-19 and ultimately, a vaccine. We are counting on the ingenuity of our free-enterprise system to speed all three developments. A few months ago, Sen. Bernie Sanders was chastising the pharmaceutical industry for its greed. Now all of us are depending on that industry to save us from the coronavirus.

The path out of today's

So no, today's pandemic is not evidence of the need for socialized medicine. If anything, it is an indictment of the dangerous idea that we should put the government bureaucrats who could not develop tests or stockpile masks, gowns and ventilators in charge of our entire healthcare system.

Follow Marc A. Thiessen on Twitter, @marcthiessen.

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UPDATES

from page 1

South Valley Chamber event at the Sandy Amphitheater in Sandy.

POSTPONEMENTS

The South Jordan Business and Entrepreneurial Summit and Expo, originally set for April 29 at Salt Lake Community College's Miller Campus in Sandy, has been postponed until a date to be determined.

The Zions Bank Business Success Academy workshop titled "De-Stink Your Marketing," originally scheduled for April 29 at Zions Bank Business Resource Center in Salt Lake City, has been postponed until a date to be determined.

Professional Development Series, a ChamberWest event, originally set for April 23 at TownePlace Suites by Marriott West Valley, has been postponed until a date to be determined.

"America's Role in the World: Why Leading Globally Matters to Utah," a U.S. Global Leadership Coalition invitationonly event originally set for April 6 at the Grand America Hotel in Salt Lake City, has been postponed until a date to be determined.

"Giant in Our City 2020," a Salt Lake Chamber event originally scheduled for March 26 at the Grand American Hotel in Salt Lake City, has been rescheduled for June 11 (tentative).

Cybersecurity Conference 2020, a Salt Lake Chamber event originally scheduled for April 15 at Jordan Commons Megaplex, has been postponed until Oct. 6 (tentative).

Utah" "We Are Manufacturers Association Expo has been rescheduled for Sept. 23 at the Mountain America Expo Center in Sandy.

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

Employers Council's "I-9: Self-Audit Workshop," originally scheduled for April 2, has been postponed to July 1, 8:30-10:30 a.m., at the council's offices in Salt Lake City.

Employers Council's "Interviewing: How to Gain a Competitive Edge" class, originally scheduled for March 26, has been postponed to May 14, 8:30 a.m.-12:30 p.m., at the council's offices in Salt Lake City.

Annual Children's Charity Golf Classic, a Murray Area Chamber of Commerce event originally scheduled for June 26 at Murray Parkway Golf Course in Murray, has been postponed until Aug. 21.

Business After Hours, a Salt Lake Chamber event originally scheduled for May 21 at Squatters Pub in Salt Lake City, has been postponed until July 16.

OTHER INFORMATION

The Spring 2020 Nubiz Symposium on April 29 will take place online, 9-10:30 a.m. Details are at ogdenweberchamber.com.

The Lassonde Entrepreneur Institute at the University of Utah has moved all of its summer events and activities online.

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The Women's Business Center of Utah event titled "Google: Manage Your Business Remotely in Times of Uncertainty," taking place May 6, 10-11 a.m., has been moved online. Details are at wbcutah. org.

AIRPORTS from page 1

lion each. The minimum amount going to a number of the state's small airports will be \$20,000.

U.S. Secretary of Transportation Elaine L. Chao, announced the \$10 billion in funding for the nation's airports. The FAA is encouraging airport sponsors to spend the grant funds immediately to help minimize any adverse impacts from the current public health emergency.

"This \$10 billion in emergency resources will help fund the continued operations of our nation's airports during this crisis and save workers' jobs," Chao said.

The airport grants are part of the broader CARES Act passed by Congress in late March providing a total of \$2 trillion in relief across all sectors of the economy, the most substantial relief package in U.S. history. President Trump has made it clear that aviation is a top priority for aid during the pandemic. As well as the \$10 billion for airports, there was a previous announcement that \$50 billion would go to U.S. Airlines.

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