

OF NOTE



Day tripper, yeah

Only 44 percent of Americans are planning overnight vacation or leisure trips in 2020, according to a survey by Morning Consult commissioned by the American Hotel & Lodging Association. Among those planning to travel this year, 81 percent expect to take a day trip and 72 percent expect to take an overnight vacation via car within the next five months.

Industry News Briefs
pages 8-9

Business Calendar
page 11

Opinion
page 14



This image shows how the new "In Utah" promotional campaign might be applied to billboards to encourage shopping at local businesses. The Governor's Office of Economic Development and Salt Lake City-based Rumor Advertising are rolling out the campaign, aimed at "reactivating" the Utah economy during the coronavirus pandemic.

Are you in? State campaign to help spur economic recovery

Brice Wallace
The Enterprise

A new state promotional campaign, dubbed "In Utah," will focus on encouraging Utahns to support local businesses and nonprofits to goose the state's economy in response to the COVID-19 pandemic.

The campaign is being launched and managed by the Governor's Office of Economic Development (GOED). The first part of its rollout focused on the health and wellness of Utahns. Using legislatively approved funds, GOED selected the campaign prepared by Salt Lake City-based Rumor Advertising. "In Utah" is designed to work in tandem with the state's existing coronavirus.utah.gov efforts on the health

side and support other GOED economic development initiatives across various industries on the business reactivation side.

Pete Codella, director of marketing and communications at GOED, briefed the GOED board recently about the campaign, showing how the "In Utah" phrasing and logo could be tailored by stakeholders. Industry-specific examples include "Shop In Utah," "Grow In Utah," "Dine In Utah," "Play In Utah," "Stay In Utah" and "Work In Utah."

"It touches on all the aspects for GOED," Codella said. "This campaign was selected because the message was so clear and it was really versatile. We really liked

see IN UTAH page 18

Utahns are going back to work; jobless rate drops to 5.1 percent

Utah employers are bringing employees back from COVID-19-related layoffs. At least that's the conclusion that can be drawn from June unemployment numbers released by the Utah Department of Workforce Services (DWS). June's rate — 5.1 percent — was down considerably from May's 8.6 percent. The jobless rate is second-best in the U.S., behind Kentucky's 4.3 percent. The national unemployment rate for June came in at 11.1 percent.

Still, there were 43,100 fewer Utahns working in June than in June 2019, a drop of 2.8 percent, according to the DWS report. The total number of Utahns holding

jobs dropped to about 1,515,200. DWS reported that more than \$1 billion has been paid in unemployment benefits in the state since the beginning of pandemic-related layoffs.

But the negative job growth rate (-2.8 percent) was still the best in the nation, tied with Idaho, according to U.S. Bureau of Labor Statistics data. Utah is ranked No. 2 for private-sector job growth at -2.7 percent.

"June's employment assessment con-

see EMPLOYMENT page 15

COVID-19 Updates

Cancellations and postponements

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

CANCELLATIONS

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

"Lead Worker Training," an Employers Council event at its office in Salt Lake City.

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

"Supervisory Skills Program," an Employers Council event over four consecutive Thursdays at its office in Salt Lake City.

Aug. 1, 8:30 a.m.-12:30 p.m.

"Accounting and Ethics," an Employers Council event.

Aug. 4-6

FSMA-PCQI Certification Course, a Salt Lake Community College event online.

Aug. 19, 8-10 a.m.

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

Aug. 19, 8:30 a.m.-3:30 p.m.

Utah Employers Summit, an Employers Council event the Radisson Hotel Salt Lake City Downtown.

Aug. 21, 8 a.m.-3 p.m.

Annual Children's Charity Golf Classic, a Murray Area Chamber of Commerce event at Murray Parkway Golf Course in Murray.

Sept. 1, 7 a.m.

Executive Golf Tournament, a South Valley Chamber event at River Oaks Golf Course in Sandy.

Sept. 1, 9 a.m.-3 p.m.

Valley Visioning Summit 2020, originally scheduled for April 15 at the Utah Valley Convention Center in Provo.

POSTPONEMENTS

The Chamber Champions Golf Tournament, a Utah Valley Chamber

see UPDATES page 7



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

EIDL Advance funds gone but loans through regular EIDL still available

Even though the Economic Injury Disaster Loan (EIDL) Advance program has ended, the EIDL program remains open and will continue to offer low-interest loans to businesses impacted by COVID-19, the U.S. Small Business Administration has announced. As of July 11, SBA stopped processing EIDL Advance requests because program funds had been fully allocated.

The EIDL Advance program ensured businesses and nonprofit organizations had greater access to emergency funds since the loan advance funds do not have to be repaid and applicants did not have to be approved for a loan to receive the EIDL Advance.

In less than four months, almost 6 million small businesses and nonprofit organizations employing 30.5 million people used the emergency funding to handle immediate business needs, such as healthcare benefits, payroll and rent.

Information about the ongoing EIDL loan program is available at the SBA website.

PPE Support Grants launched for help with COVID-19 safety measures

To help keep Utah businesses safe during the coronavirus pandemic, the Utah Legislature set aside \$5 million in federal CARES Act funds for a COVID-19 PPE Support Grant Program. The initiative, managed by the Governor's Office of Economic Development (GOED) and known as "Safe in Utah," began accepting applications on July 20.

The program will provide grants for businesses' COVID-19 response that consists of the purchase of personal protective equipment (PPE), implementation of workplace redesigns, additional signage, new technology solutions for distance working and other items to comply with COVID-19 public health guidelines on safely returning employees to work.

"We encourage businesses to do everything they can to help keep their employees and customers safe and healthy," said Val Hale, GOED's executive director. "We are pleased the Legislature created this grant program and look forward to helping more Utah companies, particularly small businesses, pay for modifications to their workplace or technology used to support remote work."

ogy used to support remote work."

By Aug. 31, GOED is required to award at least 75 percent of grant funds to small businesses of 250 or fewer full-time equivalent employees. The grant program is on a first-come, first-served basis and will remain open until funds are used. Details are at utahgoed.info/safe-in-utah.

Salt Lake County to hire 125 to ease COVID-19-driven economic downturn

Salt Lake County has announced a hiring initiative as part of the county's efforts to ease the economic impacts of the coronavirus pandemic. Salt Lake County Mayor Jenny Wilson made the announcement. The program creates 125 temporary positions throughout several Salt Lake County departments that are involved in dealing with the COVID-19.

"My first directive is to create more than 125 new short-term positions to assist our health department in contact tracing, quarantine and isolation operations, sheltering, testing, logistics and other pandemic support operations," Wilson said at the news conference. "We will also expand our economic recovery operations with greater emphasis there, and we are reaching out with a specific call to our diverse communities."

Wilson said the county is especially looking for people who can help with language and cultural barriers in the county's hardest-hit populations, as well as for people with established contacts in these communities.

Salt Lake County is also looking for temporary employees to fill positions related to hospitality, health care, communications and event planning. Applicants are required to work at least 40 hours a week and work for up to six months. Application for the jobs can be made at slco.org/jobs/.

"This will be the largest hiring group of COVID-19-related workers deployed in the state of Utah," Wilson said.

Wells Fargo launches \$400 million small-business recovery fund effort

Following up on an April commitment to donate all gross processing fees from the Paycheck Protection Program (PPP), Wells Fargo has released the details of an approximately \$400 million effort to help small businesses

impacted by the ongoing COVID-19 pandemic keep their doors open, retain employees, and rebuild. The Bank said that through its new "Open for Business Fund," the company will engage nonprofit organizations to provide capital, technical support and long-term resiliency programs to small businesses with an emphasis on those that are minority-owned businesses.

Through June 30, Wells Fargo funded loans under the PPP for more than 179,000 customers, with an average loan amount of \$56,000, totaling \$10.1 billion. Of the loans made, 84 percent of those are for companies that have less than 10 employees, 60 percent were for amounts of \$25,000 or less and 90 percent of the applicants had \$2 million or less in annual revenue.

"By donating approximately \$400 million in processing fees to assist small businesses in need, Wells Fargo's Open for Business Fund creates opportunities for near-term access to capital and addresses the road ahead to meaningful economic recovery, especially for black and African American entrepreneurs and other minority-owned businesses," said Wells Fargo CEO Charlie Scharf. "Wells Fargo is committed to helping small businesses impacted by COVID-19 stay open and get back to growth."

'A Mask for Every Utahn' allotment reached; online ordering discontinued

The Utah Governor's Office of Economic Development (GOED) has announced that the "A Mask for Every Utahn" program has discontinued online ordering of individual mask requests because it reached the total allotment of masks available for the initiative.

"A Mask for Every Utahn" was a public-private partnership providing free face masks to Utahns who didn't have one.

The state of Utah, through an arrangement with the Utah Manufacturers Association, outdoor products manufacturer Cotopaxi and clothing retailer HM Cole, purchased 2.3 million face masks to help protect the health of Utahns during the global COVID-19 pandemic. The state's order for masks helped to save more than 300 jobs by keeping Utah manufacturers open, GOED said.

"We want to thank the Utah Manufacturers Association, Cotopaxi, HM Cole, Utah State Mail and all others involved with this project," said Ben Hart, GOED's deputy director and the state worker responsible for the initiative. "Through this project, we were able to distribute over a million free masks to Utahns. We could not have done this without the work and volunteer efforts of all who were involved. We hope Utahns benefited from this project as we do what we can to help try and slow the spread of COVID-19."

The "A Mask for Every Utahn" project fulfilled nearly 1.24 million masks requests from almost 280,000 household orders. The program also provided masks to all K-12 school students, teachers and faculty in the state, which amounted to approximately 750,000 masks. The program also sent 140,000 masks to grocery stores for free distribution.

Study will determine if Utah-made product effective for C-19 symptoms

Studies are underway in Florida to determine if a Utah-manufactured product will prove effective in battling the symptoms of the novel coronavirus. Dr. Gustavo Ferrer, in partnership with Larkin Community Hospital of Miami, have begun the investigation and have filed an IND (investigational new drug) application with the FDA for the nasal spray Xlear that is made by American Fork-based Xlear Inc. Xylitol, the primary active ingredient in Xlear, has been shown in unpublished studies at Utah State University to relieve symptoms and reduce the time to a negative nasopharyngeal swab in adult patients with



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see C-19 NEWS page 4

New grant and mentorship program launches for black-women-led businesses

A coalition from Utah's tech and business community has joined forces to provide financial assistance and mentoring for businesses led by African-American women. New Pattern Utah is a collaborative effort of women-in-business advocacy group Womenpreneurs, early-stage tech startup fund Beta Boom, the Utah Black Chamber and the Sorenson Impact Center of the David Eccles School of Business at the University of Utah.

"Despite the fact that black women are starting businesses faster than any other demographic, they are met with the greatest barriers to accessing funds and receive less than 1 percent of venture capital funding each year," New Pattern Utah said in a press release. The group said it is forming to combat this disparity.

The New Pattern movement, which launched two years ago, promotes and celebrates founders from diverse backgrounds in order to change the homogenous business narratives which have dominated the mainstream, the local group said. Among the many benefits of a more racially diverse business environment, the initiative emphasizes that companies who serve more heterogeneous audiences provide greater opportunities for economic growth and investment. New Pattern Utah follows this same philosophy and seeks to open new doors for local black business owners.

"Due to centuries of systemic oppression and discrimination, further exacerbated by Utah's persistent wage gap, black communities in Utah have not had the same opportunities to generate wealth as other racial groups, making it extremely challenging for many

early-stage founders to secure the initial capital required to get their businesses off the ground," said Rose Maizner, co-founder of Womenpreneurs. "While the New Pattern Utah grant will not solve the systemic issues that still need to be addressed, the initiative is one small step in our commitment to continue supporting black female founders."

New Pattern Utah, seeded by the Community Foundation of Utah's Social Investors Forum, provides both immediate capital as well as ongoing holistic support designed to ensure more equitable access to the larger fundraising environment. The program leverages the skills, networks and expertise of the four founding organizations, which organizers say have more than 20 years of combined experience in addressing disparities in entrepreneurship.

Recipients can expect a full suite of support, including critical capital with up to \$10,000 in non-dilutive funding as well as mentorship to support the strategic use of the capital; structured programming with an eight-week intensive fundraising course provided by Womenpreneurs' The Raise program and a six-month peer-based leadership development course through the organization's Circles program; and holistic support on fundraising, marketing and product through Beta Boom. Recipients will also have access to legal support, assistance with business certifications and other trainings through the Utah Black Chamber and access to networking opportunities through the various sponsoring organizations.

"This grant goes beyond providing capital alone by leveraging the programs and human resources

that each of the founding organizations brings," said Kimmy Paluch, founder of Beta Boom. "Research shows that the correlation between these kinds of catalytic resources are much stronger than just monetary distributions alone, and we're thrilled to bring these to bear for the black, female-

owned businesses here in Utah."

The application process has begun and applications will be accepted on a rolling basis. Eligible companies must have been incorporated in Utah by Jan. 15, 2020, and have at least one black female founder over the age of 18. All applications will be evaluated and

reviewed by a steering committee made up of business and civic leaders within the Utah community. The initial grant recipients will be announced within six to eight weeks. Women who are interested in applying should submit an application at <https://newpattern.org/apply>.

Sorenson Impact Center names Davis CEO

Impact investor Geoff Davis has been named CEO for the Sorenson Impact Center for the David Eccles School of Business at the University of Utah. He began his new position on July 13.

Davis is a seasoned entrepreneur turned social entrepreneur turned impact investor. His most recent position was CEO and managing partner of Cicero Impact Capital.

"Geoff has dedicated much of his life to improving the lives of others and this next step in his career will continue to grow that impact," said Jim Sorenson, founder of the Sorenson Impact Center. "I know his deep experience and passion for this work will grow Sorenson Impact's support of people around the world and make an even bigger difference in the lives of so many. His leadership and experience will build upon the many success stories Sorenson Impact has already been part of and take the center to the next level."

Sorenson endowed the Sorenson Impact Center in 2013, and in 2014 the center hosted its first Winter Innovation Summit and was awarded a White House Social Innovation Fund Grant. The center has continued to grow and develop data science and field building teams, all while provid-

ing hands-on learning opportunities for both undergraduate and graduate students, ranging from the largest student impact fund in the nation in its \$8.2 million University Venture Fund to performing due diligence on potential impact investments.

"We are delighted to have Geoff take on this important leadership role at the Sorenson Impact Center," said Taylor Randall, dean of the David Eccles School of Business. "The center's ability to develop the next generation of impact investors is incredible, and I know those experiences will continue to make positive impacts around the world for generations to come."

"Jim and Taylor have proven visionary, innovative and bold in creating the center and it has become a powerful platform for global impact. I am honored and elated to join the impressive team as we work to create a better world," said Davis. "I've hired multiple students trained through the center's programs and have been consistently impressed with their strategic thinking, technical capabilities, and 'can-do,' entrepreneurial attitude. We look forward to enhancing and expanding the center's programs and continuing to attract and train the best

and the brightest 'doers' committed to impact."

Davis has founded, co-founded or advised more than 25 startups and investment funds, sat on 14 boards and his work has impacted millions of families as they work their way out of poverty, Sorenson said. He earned a master's degree from Harvard's Kennedy School and a bachelor's degree from Brigham Young University. He speaks both French and Spanish. He is married and has three daughters.

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Rahlf leaving Utah Valley Chamber; Lockhart named interim CEO/president

The Utah Valley Chamber of Commerce is looking for a new leader. Current CEO and president Rona Rahlf is stepping down, necessitating a search to replace her.

Meanwhile, Stan Lockhart, a lobbyist and business consultant with 30 years of experience in the technology industry, has volunteered and was appointed as the chamber's interim president and CEO through September, during which time the chamber board will conduct a formal search to replace Rahlf.

"Rona has done an exceptional job in managing the chamber over the past six years," said Arthur Newell, senior vice president of Bank of Utah and former chamber board of directors chair. "She

has brought focus to the chamber and taken events and policy advocacy to new levels of excellence. Chamber stakeholders are united in thanking Rahlf for her leadership and celebrate her success as the chamber's third president/CEO."

"We are very fortunate to have Stan lead our transition at the Utah Valley Chamber," said Chris Yadon, executive director of the Yunique Foundation and current board chair. "He is respected, loved and lauded by business and community leaders throughout the valley and state. His service will be key as we pivot and execute on the chamber's mission moving forward."

The chamber board sent a communication June 10 to its members

that has resulted in some confusion. Some members believed that the Utah Valley Chamber was suspending its operation indefinitely, which is not the case.

"While COVID-19 has dramatically disrupted the economy, it has also compelled the chamber, like many businesses, to examine its value proposition and pivot to streamline services and operations to better meet the expectations and needs of its members," the board said in a statement.

"The board acted quickly to ensure the chamber and new leadership would have the resources needed to implement and invest in strategies going forward," said Yadon. "At this inflection point, it is the right business decision to ex-

amine the chamber's service model and supporting organization to best meet member needs and help shape the economic prosperity of Utah Valley. Lockhart's leadership will be key to assist the chamber in this process."

"It is time for me to give back to the community that has given

me so much," said Lockhart. "Provo, Orem and the rest of the valley are among the most innovative business areas in the United States and a place where families want to live, learn, work and play. We must continue to do more and help businesses solve their most pressing issues."

Group to relaunch Brandless

Provo-based Clarke Capital Partners has joined forces with digital marketing agency, Ikonifi of Sandy to purchase the assets of Brandless Inc., an online retailer that shut down in February when it ran into challenges with profitability and mounting troubles with distressed financial partners.

The partnership intends to aggressively relaunch Brandless.com, the "community-driven, direct-to-consumer company which offered a curated assortment of high-quality, fairly priced products," officers of the company said. They said the products will again be available to order online in the near future.

Brandless shot to Internet prominence in 2018 under the leadership of Tina Sharkey and achieved a \$500 million valuation, having received almost \$300 million in investments from sources including SoftBank's \$100 billion Vision Fund, NEA, Redpoint Ventures, GV and Sherpa Capital.

"Brandless was re-imagining what it meant to be a 'brand' in the 21st century by democratizing access to high-quality products at simple, fair prices, through cutting out the middleman and eliminating unnecessary markups," the new owners said in a release. "Under an improved capital structure,

matched with responsible pricing models and the ongoing recruitment of a world-class team, Brandless 2.0 is now well-suited to carry on the brand that millions of Americans love."

"Brandless was built to address the serious challenges that exist in the consumer products market," said Ryan Trefth, newly appointed CEO of Brandless and partner at Ikonifi. "Customers today still pay an enormous 'Brand-Tax,' but we're out to prove that healthy doesn't have to be expensive. Quality goods and fair prices don't have to live in separate worlds."

Clarke Capital Partners founder, James Clarke, said, "We had been rooting for the Brandless team, having fallen in love with their highest-quality product lines, but found ourselves deeply saddened to learn of the company's closing. So when the opportunity was brought to us to join with Ikonifi's Ryan Trefth and Brady Hansen to acquire the assets, we wasted no time as we worked to ensure the future of what Brandless, and its 'brand promise,' will continue to be to its millions of loyal customers."

Clarke will join the Brandless board as its chairman, along with Clarke Capital's James Harrison.

Jones applies to open Utah industrial bank

Jones Financial Cos. LLP of St. Louis has submitted an application to the Federal Deposit Insurance Corp. (FDIC) and Utah Department of Financial Institutions to establish the Edward Jones Bank, a Utah-chartered industrial bank. The bank would be insured by the FDIC and subject to federal and state regulatory oversight. If approved, the bank would help Edward Jones serve clients' needs for saving, spending and borrowing, the company said.

"Since our founding 98 years ago, Edward Jones has been focused on helping individuals achieve their serious, long-term financial goals while understanding their needs and implement-

ing tailored solutions," said Ken Cella, Edward Jones' principal responsible for the Client Strategies Group. "An affiliated bank would enable us to broaden our offerings for retail investors, while also supporting our approach to helping Edward Jones branch teams ensure our 7 million clients feel understood, informed, secure and in control. Given market conditions, we believe the need for enhancements to our financial services is more important than ever to our clients as they look to reach their financial goals."

The bank application process is expected to take an extended period of time. If the application is approved, Ray Dardano would

serve as the bank's president and Edward Jones believes the bank's operations could begin in late 2021, at which time clients could see the firm offer enhanced options for saving, spending and borrowing, including certain securities-based loans, Dardano said.

"We're hearing from our clients that they are looking for a centralized source for saving, spending and borrowing," said Matt Burkemper, Edward Jones' principal responsible for banking. "With an affiliated bank, we would have the opportunity to enhance and expand our offerings, better enabling Edward Jones financial advisors to help clients meet their comprehensive financial goals."

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Pop-Up Toaster: Charles Strite, 1921

C-19 NEWS

from page 2

COVID-19.

Xlear, a saline and xylitol nasal solution, has been on the market for over 20 years and was invented 23 years ago by a physician that graduated from Brigham Young University before going on to medical school. He invented it to prevent upper respiratory infections, specifically ear infections in children. Studies have shown it to be a more effective virucide than either ingredient alone. It works by either killing the virus or limiting its ability to adhere to the tissue of the respiratory tract, according to doctors at Xlear.

The study, which will take place at Larkin Community Hospital in Miami will be led by Ferrer, who in addition to running two Florida ICUs during the COVID-19 pandemic, has also

been highly sought-after subject matter expert for both domestic and international media outlets. The study will be a randomized, double-blinded, placebo-controlled clinical trial to determine the efficacy the product.

Ferrer has been using Xlear for years in his practices in Florida and more so since the COVID pandemic has started. He reports that his staff have been using it since the beginning of the pandemic and not a single staff member has become sick. Patients that test positive have started using it and within days are testing negative and remain asymptomatic, he said. Ferrer believes that the product should be used by anybody who gets tested from the time they get tested until symptoms abate or, if the test comes back positive, until they test negative for COVID-19.

Xlear Inc. was founded in American Fork in 2000 and employs about 125 people.

Foundation gift helps 'Huntsman at Home' expand to eastern Utah counties

A \$4.5 million gift from the Huntsman family's Huntsman Foundation is funding an expansion of a unique program at the Huntsman Cancer Institute (HCI) at the University of Utah that brings specialty cancer care directly to patients in their homes.

With the gift, HCI's "Huntsman at Home" program will expand to rural Utah, including Carbon, Emery and Grand counties.

The goal of the program is to provide cancer care for patients who live far from HCI in Salt Lake City by partnering with patients

and their caregivers, communities and medical teams to deliver many aspects of cancer care in a patient's own home as an alternative to hospital visits at a medical center or emergency department, HCI said.

The rural expansion an-

nouncement follows the first evaluation of Huntsman at Home, reported last month at the American Society of Clinical Oncology annual meeting. Selected as a major presentation at the international meeting where the latest findings in cancer care are shared, HCI scientists detailed an analysis that showed Huntsman at Home patients had improved outcomes and reduced medical costs compared to a control group of cancer patients who did not participate in Huntsman at Home.

Huntsman at Home launched in 2018 and is currently exclusive to patients living within a 20-mile radius of HCI's flagship hospital on the campus of the UofU. This gift announcement allows Huntsman at Home to dramatically expand its reach, HCI said. Huntsman at Home services range from symptom management to acute medical, post-surgical and end-of-life care. The Huntsman at Home team includes HCI nurse practitioners and oncologists. It is operated in partnership with Community Nursing Services (CNS), a home health and hospice agency. Working with CNS staff, the team

provides registered nurses, nursing aids, social workers and physical therapists. All aspects of care are done in consultation with the patient's medical oncologist at HCI.

"Cancer patients and their family caregivers are often thrust into a challenging environment of managing complicated treatments, symptoms and more," said Dr. John Ward, HCI physician-in-chief and professor of internal medicine at the UofU. "We are grateful for the opportunity to determine how we can better serve our rural communities by bringing the Huntsman touch to patients in their own homes."

"Our family foundation has decided to add this support in addition to our previous commitments. This is a program designed to combine home care with the latest care and research from Huntsman Cancer Institute," said Peter R. Huntsman, CEO of Huntsman Foundation and chairman and CEO of Huntsman Cancer Foundation. "In treating certain cases of cancer, this should allow care to be more personalized to the needs of the patient."

Amazon hiring 1,500 workers in West Jordan

Amazon is hiring to fill more than 1,500 new full-time positions ahead of the launch of its upcoming fulfillment center in West Jordan. The company has also recently opened its new delivery station in Salt Lake City. With the opening of these new buildings, Amazon will grow to more than 5,000 full-time employees in Utah.

Employees at the new West Jordan location will play an integral role in customer fulfillment operations — receiving inventory, picking and shipping customer orders and supporting network logistics, the company said.

"We are thrilled to begin hiring for this fulfillment center, particularly because we are

launching a brand-new service for customers here in Utah," said Ben Anderson, site leader for the more than 1 million-square-foot facility. "Associates will pick, pack and ship large items such as bulk cleaning supplies and paper goods, pet food and supplies, patio furniture, baby strollers and outdoor sports equipment like kayaks, skis, and fishing gear. This is the first building of this type in Amazon's Utah operations, which means customers will be able to get large items that much faster."

In addition to Amazon's minimum \$15 wage, employees at the new fulfillment center and delivery station will receive benefits starting on Day One, including health, vision and dental insurance,

401(k) with 50 percent match and up to 20 weeks paid parental leave.

As the company opens these facilities, it is reinforcing its commitment to keeping employees safe at work.

"We are doing everything we can to keep our employees as safe as possible as we prepare for the launch," said Anderson. "In addition to following social distancing guidelines, employees are temperature-screened and provided with masks, which must be worn at all times in the building. We are taking all COVID-19 precautions into consideration. Amazon remains committed to the health and safety of our employees, partners and the customers we serve."

Business-to-business payments: Moving from high-touch to high-tech

Over the past few months, our workplaces have changed tremendously. Offices that were once full of people are now nearly empty. Work that was once done in person is now being done at home. With so many now working remotely, COVID-19 has forced many companies to re-think the way they do business and transition from a high-touch environment to a high-tech environment.

Even before COVID-19, recent technological advancements have spurred the development of solutions that address increasingly specific business-to-business (B2B) pain points. B2B payments, in particular, have begun to see the early benefits of this specialization in what Deloitte referred to as a "tectonic shift underway" in the landscape. With Goldman Sachs recently estimating the B2B payments market to reach \$200 trillion by 2028 — over five times the volume of the retail payments market — we know the potential impact of technology on the facilitation of B2B payments is significant.

Many businesses still run with manual back-office operations. According to the same Goldman

report, 70 percent of small and medium-sized business (SMB) payment volume is still paid through paper check, and companies currently

spend \$2.7 trillion globally on manual, paper-based processing. While the increase in payment volume is beneficial for the broader economy, that cumulative cost will rise in correlation with the influx of payments that need processing. But it

doesn't have to. To stay competitive and poised for growth amid this external evolution, forward-thinking financial leaders are re-evaluating their internal operations for areas of inefficiency. Departments like accounts payable (AP) are top of mind for many, as 64 percent of controllers surveyed by the Institute of Finance and Management (IOFM) identified AP as a priority for improvement. The majority of these controllers also believe AP will receive additional investment for improvements, so it's no surprise that they rate their AP departments as being "high-value" and a "critical component of their business."

Leading organizations are turning to innovative technology, like AP automation software, to transform historically time-con-

suming, tactical processes. The resulting improvements enable AP teams to contribute to businesses' broader goals of greater flexibility, stronger financial positions and healthier bottom lines by providing cost savings, increased visibility and greater control.

Organizations that have chosen to automate their AP processes have seen results. Reduction in paper invoice volume and invoice approval timelines are the two most commonly stated improvements since implementing an AP management solution. But in addition, these companies also reported seeing strategic benefits after automating their AP process. These include research and visibility into historical invoices, improved visibility into unpaid invoices and increased employee productivity. These benefits contribute to increased business control, lower financial risk, and greater accuracy in financial forecasting. Not only does automation help teams eliminate their identified inefficiencies, it affords the AP staff the opportunity to proactively provide additional value to the company.

While the initial focus of many financial leaders looking to automate is the procedural, office-based pain of paper-based processes, there are economic benefits to consider as well. First, there are

hard costs associated with processing paper payments — including the costs of checks, envelopes, and postage — that add up when processing hundreds, if not thousands, of payments on a monthly basis. Then there are soft cost considerations. Time is money, and companies are paying for hours of employee time dedicated to manual data entry and approval workflows that could be spent on more impactful work. By implementing a more efficient solution, companies can eliminate tens of thousands of dollars in processing costs and reallocate those funds more effectively for sustained growth.

After an improvement in procedural efficiency and cost reduction comes the final phase of strategic transformation as a result of automation: greater goal setting. Organizations that automate and successfully transform their AP departments enjoy the opportunity to set holistic goals that are both tactical and strategic. For example, organizations that have embraced technology report their primary goal over the next year is to increase the productivity of their AP staff, which reflects a more forward-thinking focus on increasing the value of internal resources. Another innovative goal among AP leaders is to improve cash flow

management and working capital optimization. Typically, organizations struggling under a manual process only have the bandwidth to focus on tactical improvement goals like reducing paper invoices or manual data entry. In contrast, automated organizations can use more of their time and resources in an analytical capacity to help the company understand ways it can improve its financial position and bottom line.

Now, more than ever, AP departments can grow beyond tactical execution centers into strategic contributors, thanks in large part to technology like automation. To help their teams reach their full potential, financial leaders must recognize the symbiotic relationship between tactical enhancement and strategic development. Companies that identify and prioritize this opportunity to evaluate and enhance their current processes with an eye on the future will have a significant advantage in a business payments landscape that is consistently reinventing itself.

Drew Yergensen is the commercial banking sales leader with KeyBank in Utah.

This material is presented for informational purposes only and should not be construed as individual tax or financial advice. Please consult with legal, tax and/or financial advisors.



Succeeding in Your Business

How to value your business when a 'triggering' event occurs

The toughest part of drafting any owners' agreement for a corporation, partnership or limited liability company (LLC) is figuring out how to value the company when a "triggering" event (somebody dies, divorces, withdraws from the business, etc.) occurs and an owner must be bought out.

The following are the six basic approaches:

Nominal Value.

Some agreements attempt to penalize departing owners by valuing their shares for a nominal amount like \$1, especially in "bad-owner scenarios" such as:

- An owner quits the company and takes a job with a competitor.
- An owner's employment is terminated for cause (he did something bad that hurt the company).

- An owner's shares are taken from him involuntarily by court order (for example, in a divorce or bankruptcy proceeding) and the new owner is hostile to the company founders



CLIFF ENNICO

Courts don't like nominal valuation clauses, so if you want a nominal valuation clause in your agreement, make sure a lawyer drafts it carefully so there are no loopholes a judge could wiggle through to get around it.

Book Value. In a book value or liquidation value clause, you put a price on each tangible and intangible asset the company owns — usually it's whatever the company paid for each asset, less depreciation — and add them up. This is a helpful way to value a company that's going out of business, but it's a terrible way

to value a going concern because it doesn't take into account the goodwill the business has built up over the years.

Earnings Formula. This is the most common way of valuing manufacturing businesses. Basically, you look at the company pretax profits for the past two to three years, add them up and then divide by the number of years to reach the current value. Then, this arithmetic average is multiplied by a number from two to five, based on the average actual selling prices of similar businesses in the same geographic area.

The problem with using an earnings formula is that it assumes the company earnings are fairly steady. If a company has had several terrific years but a lousy one this year, an earnings formula valuation may result in an inflated valuation of the company going forward. Likewise, if a com-

pany has had several lousy years in a row but a great one this year (or isn't yet profitable but has developed killer technology that will attract a premium price from an acquirer), an earnings formula valuation may result in an artificially low valuation of the company's future prospects.

Outside Appraisal. If there is a single individual outside the company who all owners trust — such as an accountant or lawyer — you may provide that he or she will determine the valuation of the company. Be sure to get the individual's consent first, as some lawyers and accountants are nervous about playing this role (rightly so, in my opinion, as no matter how you value the company, you end up alienating one side or the other). Also, consider what would happen if that individual were to die or retire.

"Three Stooges" Appraisal.

In a Three Stooges valuation, the withdrawing owner picks one appraiser and the remaining owners pick a second appraiser. The two appraisers meet and go over the company books, and if they can't reach agreement on a value within a specified period of time (usually 30 days), the two appraisers appoint a third appraiser who plays Judge Judy and determines the value.

While this looks extremely fair on paper, in practice it can be — well, kinda like a "Three Stooges" movie. The appraisers don't get together on time or they refuse to talk to each other or they don't decide on a third appraiser. The process sometimes drags on for weeks and months while the business owners keep pressuring their experts to get the job done.

Certificate of Agreed Value.

The owners can pick a number out of thin air and sign a certificate stating, "This is what we think the company value is." Great, except that as a company grows, people forget about this certificate. So, if a triggering event occurs under the owners' agreement, the withdrawing owner is stuck with an outdated value that hasn't been brought current.

So, what's the best approach? Generally, the trend is moving away from earnings formula and agreed values and toward outside-appraisal approaches. I take a three-step approach in my agreements:

First, the departing owner (or her representative) and the remaining owners meet and try to agree on a valuation in 30 days. If that fails, they have another 30 days to choose an independent appraiser to value the company. If that fails (they cannot agree on an appraiser), then the remaining owners get to choose the appraiser.

That may seem unfair to the departing owner, but I would argue that, a. It's more important to ensure the company's survival than to give the departing owner the maximum possible value for her shares, and b. The appraiser chosen by the company is still independent and required by professional appraisal standards to come up with a fair valuation.

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

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UDOT holds surplus land auction

The Utah Department of Transportation (UDOT) is selling 18 properties through an online auction process. Interested buyers can bid on the land parcels from July 30 through Aug. 6 through an online auction platform managed by SVN Auction Services.

One of the premier properties available is a 62-acre parcel in Saratoga Springs, near highways 145 and 68. While currently zoned for light manufacturing, a buyer or developer may apply for rezoning to better realize the needs of the fast-growing community, UDOT said. With a starting bid of \$3.8 million, the land is close to a number of major retail shops and restaurants, including a

new Costco.

An adjacent 57-acre parcel is also being offered, with a starting bid of \$3.5 million. Both of these parcels are ideal for mixed-use development and are situated in areas with rapid and dynamic economic growth.

Other offerings are in the cities of Bluffdale, West Valley City, Riverton, West Point, Highland, Levan, Herriman and South Ogden.

The auction complies with the Utah's process for the sale of surplus property. The website www.UDOTAuctions.Utah.gov provides continuous access to UDOT property information. Qualified buyers can bid from the site in real time.

CORPORATE FINANCIAL REPORTS

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 \$57 million, or 34 cents per share, for the second quarter. That compares with \$189 million, or 99 cents per share, for the same quarter a year earlier.

Zions is a financial services company with more than \$75 billion of total assets. Zions operates under local management teams and distinct brands in 11 western states.

The company said pre-provision net revenue was \$256 million, down 10 percent. The provisions for loan losses were elevated in anticipation of future credit loss.

Zions said it gained more than 10,000 new customers, both from the Paycheck Protection Program (PPP) loans and other sources. That program was “a great success,” the bank said, “helping to preserve many small businesses” and expecting to result in “a long-term major boost to the reputation of the bank.”

“By most any measure, the past three months have been one of the most extraordinary periods in the bank’s history,” Harris H. Simmons, chairman and CEO, said in announcing the results. “Despite having sent thousands of our employees to work from home through the pandemic, we swiftly responded to the urgent needs of over 46,000 small businesses — many of them new to the bank — by providing them with Paycheck Protection Program loans totaling nearly \$7 billion, making Zions one of the 10 largest providers of PPP loans in the nation.”

Zions provided 46,707 PPP loans during the quarter. They totaled \$6.9 billion, with the average size being \$148,623 and the median size being less than \$35,000. The highest dollar amounts were extended to companies in the accommodation and food service industries, it said.

“At the same time, we’ve been conducting exhaustive credit reviews of our exposures in industries particularly hard hit by the economic impact of the pandemic and find ourselves general-

see EARNINGS page 16

Profire Energy announces executive changes

Profire Energy Inc., a technology company in the oil and gas industry based in Lindon, has announced several changes in its executive leadership. Current chief financial officer Ryan W. Oviatt and Cameron M. Tidball, current chief business development officer, have been named co-CEOs and co-presidents of the company.

The new leaders were named as Brenton W. Hatch is leaving his post as CEO to become executive chairman of the board for a period of 12 months, after which he will become an special advisor to the executive committee and chairman of the board of Profire. All changes became effective on July 2.

“On behalf of myself and the board of directors, we are pleased to select both Ryan and Cameron as co-CEOs of Profire moving forward,” said Hatch. “Both Ryan and Cameron have served alongside me for many years and have been groomed for this exact opportunity. I am confident that together they will continue to position Profire for growth in support of our customers and our employees, while continuing to drive shareholder value for decades to come.

“Having served over 18 years as CEO after co-founding Profire in 2002, I feel this is the right time for a leadership transition,” Hatch continued. “I remain confident and vested in the long-term success of Profire by continuing as chairman of the board and remaining the largest individual shareholder. Playing a smaller role on the management team will finally allow me to spend more time with my 21 grandchildren and now my very first great-grandchild. It has been my honor and privilege to serve this great com-

pany, our employees and our shareholders.”

“Since joining Profire five years ago, I have built an excellent working relationship with both Brent and Cameron,” said Oviatt. “I look forward to Brent’s continued guidance and industry knowledge as we continue to lead Profire in the future. The company’s guiding principles of fiscal conservatism and investments in new and emerging technology remain unchanged. It is an honor to follow in Brent’s footsteps and a pleasure to do so with Cameron.”

“Brent has served as a mentor to me for the past 10 years, and I look forward to him continuing to serve as executive chairman as we assume our new positions within the organization,” said Tidball. “Over the past five years, Ryan and I have collaborated on multiple internal projects, strategic management decisions, M&A opportunities, as well as investor communications and functions.”

Oviatt joined the company as CFO in 2015 and has served as a director since October 2018. Previously, Oviatt was a senior manager at Rio Tinto. Prior to Rio Tinto, he was an audit manager at Ernst & Young. Oviatt received his bachelor’s degree in accounting from Westminster College and master’s degree in accountancy from Brigham Young University.

Tidball joined Profire in 2010 as a regional sales manager. He became vice president of sales and marketing in 2012 and was named chief business development officer in 2018. He earned a bachelor of commerce degree in marketing and management science from the University of Alberta and a technical diploma in engineering design from the Northern Alberta Institute of Technology.

UPDATES

from page 1

event, originally scheduled for Aug. 24 at Fox Hollow Golf Club, has been postponed until a date to be determined.

Utah Economic & Energy Summit is scheduled for Oct. 26, 8 a.m.-5 p.m. It is presented by the Utah Governor’s Office of Energy Development, Governor’s Office of Economic Development, World Trade Center Utah and the Salt Lake Chamber. The 14th Annual Utah Economic Summit was originally scheduled for June 18. The Ninth Annual Governor’s Energy Summit was originally scheduled for May 18, then postponed until Oct. 21. Activities include morning and lunchtime plenary sessions, awards presentations, and morning and afternoon breakout sessions in three tracks: economic development, energy and global trade. Event also will highlight Gov. Gary Herbert’s economic and energy accomplishments since 2009. Location is Grand America Hotel, 555 S. Main St., Salt Lake City. Early-bird virtual admission is \$79. Early-bird registration is \$155. Details are at <https://utahconomicsummit.com/>.

The South Jordan Business and Entrepreneurial Summit and Expo, a South Jordan Chamber of Commerce event originally scheduled for April 29 at the Karen Gail Miller Conference Center in Sandy, has been postponed until Sept. 19, 7:30 a.m.-12:30 p.m. Details are at southjordanchamber.org.

Business After Hours, a Salt Lake Chamber event, originally scheduled for March 19 at the Utah Museum of Contemporary Art, 20 S. West Temple, Salt Lake City, has been rescheduled for Sept. 17, 5-7 p.m. Details are at slchamber.com.

Annual ChamberWest Golf Classic, originally scheduled for June 24 at Stonebridge Golf Club in West Valley City, has been postponed until Aug. 20.

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

“We Are Utah” 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.

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.

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 invitation-only event originally set for April 6 at the Grand America Hotel in Salt Lake City, has been postponed until a date to be determined.

The 2020 Chamber Golf Classic, an Ogden-Weber Chamber of Commerce event, originally scheduled for May 14, has been postponed until Aug. 19, 7:30 a.m.-3 p.m., at Mount Ogden Golf Course, 1787 Constitution Way, Ogden. Details are at ogdenweberchamber.com.

OTHER INFORMATION

The Gateway in Salt Lake City has modified its four summer events to accommodate social distancing guidelines and safety protocols. The events are Free Movies on the Plaza, Yoga on the Plaza, Urban Flea Market and the Art & Craft Market presented by the Utah Arts Alliance. Movies on the Plaza takes place Wednesdays, 9 p.m., at Olympic Plaza. Advance registration is required for groups up to six people. Each reservation will be assigned a specific spot on the plaza. Yoga on the Plaza takes place Sundays, 10-11 a.m., outside the Grand Hall. Participants must bring their own mats. Capacity is limited to 50. The Urban Flea Market takes place the second Sunday of each month through Oct. 11. The Art & Craft Market takes place Saturdays, 10 a.m.-2 p.m. until October. The craft portion of the Salt Lake Farmers Market at Pioneer Park has relo-

cated to The Gateway.

Women in Business Networking, an Ogden-Weber Chamber of Commerce event set for Aug. 14, 7:45-9 a.m., will take place at a location to be determined. Details are at ogdenweberchamber.com.

Morning Speaker Series, an Ogden-Weber Chamber of Commerce event set for Aug. 6, 9-10 a.m., will take place online via Zoom. Speaker DJ Sprague, chief marketing officer of Trust Brands, will discuss “Propelling Your Business to Economic Recovery.” Free for chamber members and first-time guests. Details are at ogdenweberchamber.com.

“Coffee With Clancy,” a Women’s Business Center of Utah event originally scheduled for Aug. 23, has been rescheduled for Aug. 20. Event takes place online. Free. Details are at wbcutah.org.

“FitCon 2020,” an annual outdoor expo, will take place outdoors Aug. 21-22. Location is Electric Park in Lehi. General admission cost is \$30 for a two-day pass. A digital version will be available to people unable to attend in person, for \$10. Details are at <https://fitcon.com/outdoors-edition/>.

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.

ASSOCIATIONS

• The **Utah Black Chamber** and **Podium**, a Lehi-based customer messaging platform company, have partnered to create Utah's first online portal to find and connect consumers with local black-owned companies. The joint resource is called **Utah Black Pages**. Over the past 10 years, both the Utah Black Chamber and Black Lives Matter Utah have hosted similar lists of companies on their websites, and the new site will combine those efforts. The website is utahblackpages.com.

• Starting in August, the **National Alliance on Mental Illness (NAMI) Utah** will offer a free online class for parents of youth with mental health conditions. Basics, a six-week course, is taught by a trained team of parents who have personal experience

raising a child or teen with a mental health condition. Parents and caregivers learn the signs and symptoms of mental illness; treatment options; crisis prevention and preparation; the importance of self-care; communication strategies; and how to advocate for their youth in school systems, medical systems and the juvenile justice system. The class will be Tuesday evenings, 7-8:30 p.m. Registration can be completed at namiut.org or (385) 246-5931.

ECONOMIC INDICATORS

• **Utah** is ranked No. 8 among the **best states for businesses to survive the pandemic**, compiled by **FitSmallBusiness**. It surveyed every state using metrics including overall financial health, infection rates, emergency reserve totals, and consumer confidence to determine in which states businesses were most likely to survive the coronavirus-driven recession. Utah, it said, was bolstered by its competitive maximum, weekly unemployment benefits, \$560;

a highly affordable average corporate tax rate, 4.95 percent; a best overall state unemployment ranking; and a formidable consumer confidence index, 89.2. Ohio was top-ranked. New York was bottom-ranked.

• **Summit County** leads all Utah counties for **having the highest earners**, according to a recent analysis by financial technology company **SmartAsset**. The analysis was completed as part of the company's study on the places with the most purchasing power. Summit's cost of living is \$59,115 and its median income is \$94,952, according to the study. Following Summit are (in order) Morgan, Daggett, Davis, Wasatch, Salt Lake, Utah, Uintah, Tooele and Duchesne counties. Details are at <https://smartasset.com/mortgage/cost-of-living-calculator/#Utah/median-income>.

PARTNERSHIPS

• **Becklar LLC**, an Ogden-based parent company of both AvantGuard Monitoring Centers and Freeus, has completed a transaction on a new partner-

ship with Boston-based **BV Investment Partners**. Becklar was formed in 2017 by Josh Garner to unite the complementary Freeus and AvantGuard businesses under one entity. Freeus is a North American provider of mobile personal emergency response system solutions to life safety, security and technology businesses. BV Investment Partners is a sector-focused private equity firm in North America. The **Edmonds Group** served as exclusive financial advisor to Becklar.

PHILANTHROPY

• **Bank of Utah**, Ogden, has begun a fundraising campaign to help **Weber County Search and Rescue (WCSAR)** purchase a new high-tech drone that will cut rescue time in reaching stranded and injured people in the county's diverse terrain. The bank is backing WCSAR with a "Reaching New Heights" campaign to generate \$30,000 in donations to buy a DJI Matrice 300 RTK Drone. Roger Christensen, senior vice president for Bank of Utah, recently presented a \$1,000 check to launch the fundraiser at a demonstration of the DJI M300 for local dignitaries at Weber State University's Stewart Stadium. The bank will support the month-long campaign with billboard advertisements, internal signage, an email campaign and social media. Centerville-based **Rocky Mountain Unmanned Systems (RMUS)** is donating \$2,500 in training for WCSAR. Donations can be made at <http://webersar.org/donate-to-wcsar/>.

REAL ESTATE

• A development venture between **Patrinely Group** and **USAA Real Estate** has broken ground break ground on **650 Main**, a 10-story, 332,100-square foot Class A office and retail development at the corner of Main Street and 600 South in downtown Salt Lake City. It is scheduled to be completed in early 2022. It will have floor plate sizes ranging from 40,000 rentable square feet on the first four floors and 29,500 rentable square feet on floors five through 10. EnerBank USA is the first company to sign an office lease. It will occupy 88,900 square feet on the top three floors of the building.

• The **Utah Department of Transportation** will have its first online auction this year of surplus land. The 18 properties will be auctioned July 30-Aug. 6 at www.UDOTAuctions.Utah.gov. Examples of properties is a 62-acre parcel in Saratoga Springs currently zoned for light manufacturing, with a starting bid of \$3.8 million; and an adjacent 57-acre parcel with a starting bid at \$3.5 million. Other offerings are in Bluffdale, West Valley City, Riverton, West Point, Highland, Levan, Herriman and South Ogden.

• **Van Daele Homes**, a privately held California-based homebuilder, has announced its expansion into the Utah market. It currently has operations in California and has built more than 20,000 homes since its

see BRIEFS next page

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Industry Briefs

inception in 1987. The company is in the process of identifying and recruiting talent in the Utah market to join the company's expansion efforts.

RETAIL

• **Uncharted Supply Co.**, an emergency preparedness company, has hired **Todd Ballard** as acting chief marketing officer and **Mike Dufner** as chief financial officer, and expanded its Park City headquarters. Ballard most recently spent nearly a decade serving in multiple C-level marketing roles at GoPro. As acting chief marketing officer, Ballard will work closely with marketing manager **Kate Cier** and newly appointed partnerships manager **Cathryn Haberman**. Dufner has years of experience at DPS Skis and Reynolds Cycling. The company also has expanded its operational functions, hiring two full-time managers for its customer service and warehouse teams and a lead purchasing manager, Black Diamond veteran **Jon Foster**. The warehouse will be led by new warehouse manager **Joe Nuzzolo**. **Bobby Armijo**, who came on board when Uncharted moved into Cotopaxi's warehouse, will fill the role of customer service manager.

SERVICES

• **Ovation Up Inc.**, an Orem-based company focused on a guest feedback tool for restaurants and retailers, has appointed **Kelly MacPherson** to its advisory board. MacPherson has 30 years of experience in the restaurant and retail space, including serving as chief information officer for



Kelly MacPherson

Burger King, Popeyes and Tim Hortons and leading technology for Abercrombie and Fitch, MICRO S, Planet Hollywood and

Hard Rock Cafe.

• **Drybar Salt Lake City** has opened with a 2,000-square-foot location at 1133 E. Wilmington Ave., Salt Lake City, featuring 14 styling chairs. Drybar is on track to have more than 145 locations by year-end.

TECHNOLOGY/LIFE SCIENCES

• **MX**, a Lehi-based financial data platform company, has announced it will host **Money Experience Summit 2020**, an online event Sept. 1-2 for people in the banking and fintech industry to help organizations

deliver data-driven experiences that address the challenges of today and transform the future of money. It will feature four keynote presentations, more than 30 breakout sessions and more than 2,000 one-on-one networking meetings. Details are at <https://www.mx.com/summit/>.



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Soaring High WITH SoFi

After breaking ground on November 17, 2016, followed by constant, high-level team collaboration, the new SoFi Stadium (home of Los Angeles Rams and Chargers) is now preparing for its grand opening on August 14, 2020. For its first official event, SoFi Stadium has scheduled a preseason game between the Rams and Saints.

Located on the former site of Hollywood Park Racetrack and just down the street from LAX International Airport, this enormous project encompasses 298 acres. Almost the entire suite of SME Industries companies participated in this iconic project: SME Steel Contractors, Southwest Steel, Southwest Architectural Metals, CoreBrace, and SME Logistics.

Long before the first pick of the first column, daily constructability and logistics meetings occurred weekly with SME Steel and Southwest Steel, the entire construction team, and the design team. The meetings would last 8-10 hours each day going over every aspect of the job with the end goal of not only successfully building the job, but also building it safely.

AECOM Hunt is known for building epic sports venues. "We get such a charge out of building iconic structures and coming back to enjoy them with our families. But if we can't do it safely and send everyone home to their families every night, there isn't joy in the project anymore. We simply must build it safely," says Bill Deiter, Project Executive and Team Captain for Bowl Structures and Enclosures, AECOM Hunt.

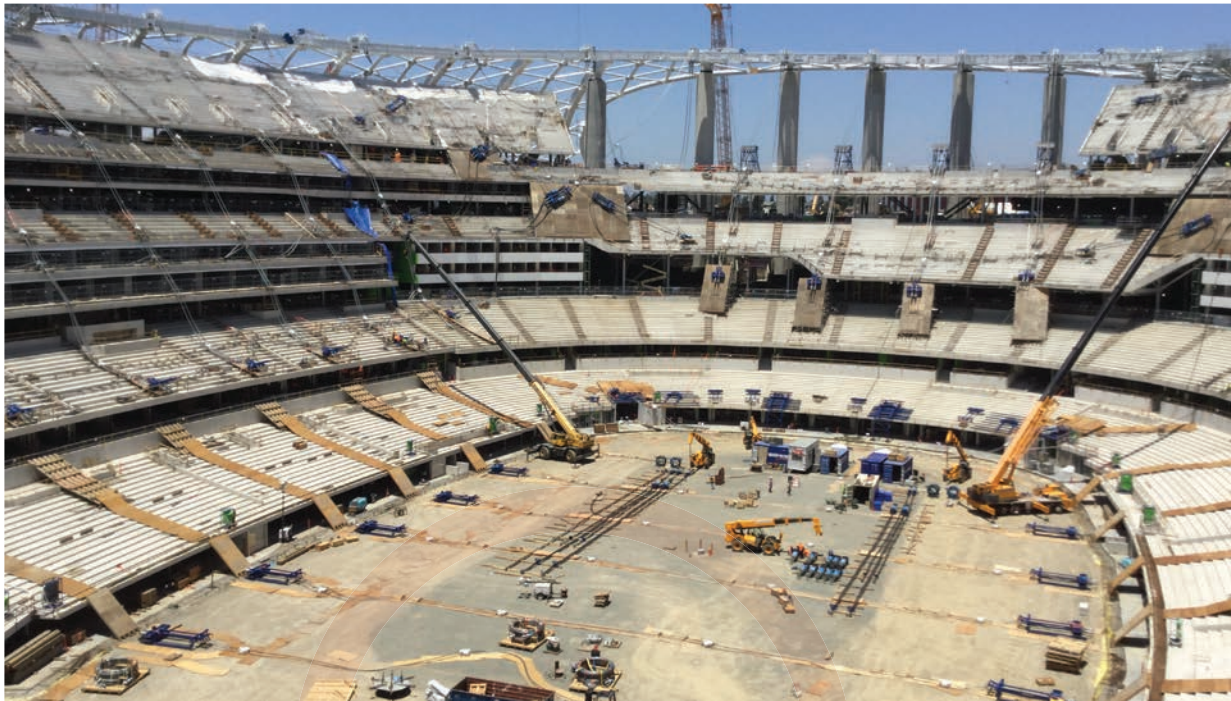
SoFi Stadium is an open-air, ETFE roof-covered stadium and entertainment complex and is the host site for Super Bowl LVI (2022), College Football Playoff National Championship (2023), and 2028 Summer Olympics. This monumental project includes enormous truss components measuring up to 206' long by 30' deep and weighing up to 600,000 pounds.

The stadium rises from a depth of 100-feet below grade to a towering 130-feet above grade for an impressive total of 230 feet from field to rooftop. It features an Oculus video board which wraps around the center to create a 120-yard-long visual display of scores, stats, and highlights. This impressive Oculus is supported with steel components fabricated by Southwest Steel.

Constant communication was critical to the success of this dynamic project. This impressive, high-profile structure began with a Design Assist process and was completed on time with ZERO lost time injuries due to constant collaboration, diligence, and expertise.



According to the Bureau of Labor Statistics, industry-standard Recordable Incident Rate (RIR) for construction is 3.1 and structural steel is 4.9. With a project RIR of 0.51 overall and 0.52 for structural steel, these are impressive enough numbers for the whole world to pause and take note. "The positive feedback from Turner I



Architect: HKS, Inc. **Engineer:** Walter P. Moore **Contractor:** Turner | AECOM Hunt **Bowl:** SME Steel Contractors
Misc. Metals: Southwest Steel **Ornamental Metals:** Southwest Architectural Metals **Seismic Design Partner:** CoreBrace
Heavy Haul Provider: SME Logistics

AECOM Hunt was constant. They expressed their satisfaction with our team approach with the SME Steel and Southwest Steel teams in terms of production and safety. They truly treated us as a trade partner," says James Rivera, Vice President Safety, SME Industries. "Having such an outstanding safety record on this project is a testament to the effort put in by the SME Steel and Southwest teams."

This is the first indoor-outdoor stadium to have been constructed and includes a sizeable retail development on the property where the stadium is the 3.1 million-square-foot centerpiece. The Southwest Steel team is working hard on this phase of the project which is comprised of a mixed-use buildout featuring 890,000-square feet of retail space, 780,000-square-feet of commercial office space, 300 hotel rooms, 2,500 modern residences, and approximately 25 acres of public outdoor park spaces.

SME Industries is honored to be part the of the design and construction team to create this state-of-the-art entertainment venue that will be enjoyed by fans for generations to come. The skill and craftsmanship of the SME Industries companies are showcased throughout this impressive landmark project.

SME Steel Contractors is one of the largest fabricators/erectors of structural steel in the United States with over 400,000 square feet of fabrication facilities located in West Jordan, Utah, and Pocatello, Idaho, producing approximately 20,000 shop hours per week. Their shops utilize the most up-to-date, sophisticated equipment available in the industry. Supporting the structural fabrication shops are two miscellaneous steel facilities (**Southwest Steel**) located in Phoenix and Las Vegas, an ornamental metals facility (**Southwest Architectural Metals**) located in Las Vegas, and a heavy haul trucking company (**SME Logistics**)

located in West Jordan. Rounding out the suite of products and services are two seismic protection companies: **CoreBrace** and **DuraFuse Frames**. This unique combination of products and services allows SME to provide the capacity to fabricate and ship in excess of 2,000 tons of structural steel per week working normal hours.

SME maintains its own erection crews and on average has over 350 ironworkers on projects at any given time to ensure shipping, sequencing, and fabrication are all in line with the requirements of the erection crews. Safety is a critical focus in all aspects of SME operations. Additionally, SME works as an integral member to facilitate budget management and design assistance in addition to offering value engineering to clients as part of the service package.



Patricia Johnson
Vice President, Marketing
Patricia Johnson is responsible for marketing, public relations, and community outreach for all SME Industries companies.



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7.5 Line Truss 206' long 30' deep 600,000 lbs	8 Line Truss 190' long 32' deep 400,000 lbs
5,000' Steel Rails	2,300 Stair Risers
60,600 Tons of steel	
371,471 Field Hours	Shop Hours 687,395

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.

July 27-29

Virtual Trade Mission to Israel, organized by World Trade Center Utah and the Governor's Office of Economic Development and focused on Utah interested in learning about Israel, expanding into the area, or increasing their business in the market. July 27, 8:30 a.m., includes "Market Briefing with the Consul General of Israel," featuring Hillel Newman, consul general of Israel to the Pacific Southwest. Industry-specific breakout sessions include July 27, 9:45 a.m., "Technology and Innovation"; July 28, 8:30 a.m., "Defense and Security (Including Cybersecurity)"; and July 28, 8:30 a.m., "Life Science & Healthcare." July 29, 9:45 a.m., features a "Roundtable Discussion with Utah and Israeli Companies." Details are at wtcutah.com.

July 28, 10-11 a.m.

"The 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 westjordanchamber.com.

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

Women in Business Luncheon, an Ogden-Weber Chamber of Commerce event. Location is Friendship Park, 5500 S. 650 E., South Ogden. Cost is \$20 for WIB first-time guests, \$30 for nonmembers. Details are at ogdenweberchamber.com.

July 28, 11:30 a.m.-2:30 p.m.

Women in Business Golf Clinic, a ChamberWest event that includes lunch; refreshments; contests; prizes; and lessons by pros on driving, chipping and putting. Location is The Ridge Golf Course, 5055 S. Westridge Blvd., West Valley City. Cost is \$80. Details are at chamberwest.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, 9-10 a.m.

"Virtual Coffee with Clancy," a Women's Business Center of Utah event. Speakers are Tara McHugh, business advisor for WBCUtah, event manager for the Salt Lake Chamber and owner of Jupiter Dog Sitting; and Clancy Stone, business advisor for the Northern Region for the Women's Business Center of Utah. Event takes place online. Free. Details are at wbcutah.org.

July 30, 10-11 a.m.

2020 Legislative Business Champion Awards Ceremony, a Salt Lake Chamber event for Circle of Influence board members and Circle Level members to interact with key legislators and thank them for their service to the state. Event will recognize legislators who supported businesses and the economy during the 2020 general legislative session. During the event, the U.S. Chamber of Commerce will honor members of Utah's federal delegation as 2020 Spirit of Enterprise Award recipients. Event takes place online. Details are at slchamber.com.

July 30, 11 a.m.-noon

"Post-COVID-19 Capital Markets Update," part of ULI (Urban Land Institute) Utah's Summer Speaker Series titled "Interdisciplinary Insights on our New Normal." Speaker Mike White, managing director of capital markets at JLL, will discuss how lenders and private equity are dealing with rapidly changing economic risks, liquidity, and actions by the Federal Reserve and central banks. Event takes place online via Zoom. Free for ULI Utah members; \$45 for nonmembers for the entire series; \$15 for nonmembers for individual webinars. Details are at <https://utah.uli.org/events-2/>.

Aug. 4, 8:30 a.m.-12:30 p.m.

"HR Management Program: Introduction to Core HR Functions," an Employers Council event taking place over five consecutive Tuesdays. Location is Employers Council, Utah office, 423 W. Broadway, Suite 200, Salt Lake City. Cost is \$740. Details are at employerscouncil.org.

Aug. 4, 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.

Aug. 5, 8:30 a.m.-noon

"Recordkeeping for Human Resources," 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.

Aug. 5, 3:30-5 p.m.

"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.

Aug. 5, 5-7 p.m.

Business After Hours, an Ogden-Weber Chamber of Commerce event. Location is Golden Spike Event Center, 1181 Fairgrounds Drive, Ogden. Free for chamber members and first-time guests, \$10 for nonmembers. Details are at ogdenweberchamber.com.

Aug. 6, 9-10 a.m.

Morning Speaker Series, an Ogden-Weber Chamber of Commerce event. DJ Sprague, chief marketing officer of Trust Brands, will discuss "Propelling Your Business to Economic Recovery." Event to be held online via Zoom. Free for chamber members and first-time guests. Details are at ogdenweberchamber.com.

Aug. 6, 9-10 a.m.

"Coffee With Clancy," a Women's Business Center of Utah event. Speaker is Clancy Stone, business advisor for the Northern Region of the Women's Business Center of Utah. Event takes place online. Free. Details are at wbcutah.org.

Aug. 6, 3-6 p.m.

Veteran Deal Forum, a VentureCapital.Org event hosted along with the PenFed Foundation and Warriors Rising and featuring five entrepreneurs pitching their startups to a panel of active investors. Event takes place online. Registration can be completed at Eventbrite.

Aug. 6, 6-8 p.m.

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

Aug. 7, 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.

Aug. 8, 9-10:30 a.m.

"Jump Start: Intro to Entrepreneurship," a Women's

Business Center of Utah event that takes place online. Free. Details are at wbcutah.org.

Aug. 10, 7 a.m.-2 p.m.

UMA Annual Golf Tournament, a Utah Manufacturers Association event. Activities include registration at 7 a.m. and shotgun start at 8 a.m. Location is Stonebridge Golf Course, 4415 Links Drive, West Valley City. Cost is \$175, \$600 for a foursome. Registration can be completed at umaweb.org.

Aug. 11, 8 a.m.-4 p.m.

"Practical Leadership," part of the Salt Lake Community College Frontline Leader Workshop Series focusing on the transition from an individual contributor to a leader with the practical skills needed to motivate, coach, communicate with, and effectively teach employees. Location is SLCC's Miller Campus in Sandy. Cost is \$250. Details are at <https://www.slcc.edu/workforce/courses/frontlineleader.aspx>.

Aug. 12, noon-1 p.m.

"Let's Do Lunch," a South Valley Chamber event. Location is Slackwater Pub & Pizzeria, 10290 S. State St., Sandy. Details are at southvalleychamber.com.

Aug. 13, 9-11:30 a.m.

"Power of the P.I.V.O.T.," presented by the Women's Business Center of Utah and the Small Business Development Center (SBDC). Event takes place online. Free. Details are at wbcutah.org.

Aug. 13, 6-8 p.m.

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

Aug. 14, 7:45-9 a.m.

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

Aug. 14, 11:30 a.m.-1 p.m.

Second Friday Casual Lunch, a ChamberWest event. Location is Applebee's, 3736 W. 7800 S., West Jordan. Cost is the purchase of lunch. Details are at chamberwest.com.

Aug. 14, 10 a.m.-noon

"Strengthening Our Influence as Women: Confidence, Competence and Leadership," a Women's Business Center of Utah event. Speakers are Susan Madsen, founding director of

the Utah Women & Leadership Project; and Ann Marie Wallace, state director of the Women's Business Center of Utah. Event takes place online. Details are at wbcutah.org.

Aug. 18, 8 a.m.-4 p.m.

"Practical Leadership," part of the Salt Lake Community College Frontline Leader Workshop Series focusing on the transition from an individual contributor to a leader with the practical skills needed to motivate, coach, communicate with, and effectively teach employees. Location is SLCC's Westpointe Campus in Salt Lake City. Cost is \$250. Details are at <https://www.slcc.edu/workforce/courses/frontlineleader.aspx>.

Aug. 18, 9-10:30 a.m.

"Financial Foundations: Understanding Financial Jargon," a Women's Business Center of Utah event. Speaker is Elizabeth Zeldes, CPA and Certified Daily Money Manager. Event takes place online. Free. Details are at wbcutah.org.

Aug. 18, 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.

Aug. 19, 7:30 a.m.-3 p.m.

2020 Chamber Golf Classic, an Ogden-Weber Chamber of Commerce event originally scheduled for May 14. Activities include breakfast at 7:30 a.m., shotgun start at 8:30 a.m. (four-person scramble format) and 1 p.m. lunch and awards. Location is Mount Ogden Golf Course, 1787 Constitution Way, Ogden. Cost is \$250. Details are at ogdenweberchamber.com.

Aug. 19, 3:30-5 p.m.

"Business Connections and Bowling," a ChamberWest event. Location is All-Star Bowling & Entertainment, 3601 S. 2700 W., Valley Fair Mall, West Valley City. Cost is \$15 for members, \$20 for nonmembers. Details are at chamberwest.com.

Aug. 19, 5:30-6:30 p.m.

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

Aug. 20, 7 a.m.-3 p.m.

Annual ChamberWest Golf

see CALENDAR page 12

CALENDAR

from page 11

Classic, originally scheduled for June 24 and for ChamberWest members only. Activities include 7 a.m. check-in and breakfast, and 8 a.m. shotgun start. Location is Stonebridge Golf Club, 4415 Links Drive, West Valley City. Details are at chamberwest.com or (801) 977-8755.

Aug. 20, 9-10 a.m.

"Coffee With Clancy," a Women's Business Center of Utah event. Speaker is Clancy Stone, business advisor for the Northern Region of the Women's Business Center of Utah. Event takes place online. Free. Details are at wbcutah.org.

Aug. 20, 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 westjordan-chamber.com.

Aug. 21, 8 a.m.-2 p.m.

Golf Classic, a South Valley Chamber event. Registration begins at 7 a.m., followed by the tournament at 8:30 a.m. Location is River Oaks Golf Course, 9300 Riverside Drive, Sandy. Details are at southvalleychamber.com.

Aug. 24, 7:45-9 a.m.

WIB Networking, an Ogden-Weber Chamber of Commerce event. Location is The Argo House, 526 25th St., Ogden. Free for WIB members. Details are at ogdenweberchamber.com.

Aug. 25-26

"Outdoors Together," the 2020 Annual Outdoor Recreation Summit, presented by the Utah Office of Outdoor Recreation. Hybrid format offers in-person meetings and virtual sessions. Location is Utah Valley

Convention Center, 220 W. Center St., Provo. Cost is \$149 for early-bird registration, \$65 for virtual attendance. Details are at utahoutdoorsummit.com.

Aug. 25, 10-11 a.m.

"The 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 westjordan-chamber.com.

Aug. 25, 11:30 a.m.-1 p.m.

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

Aug. 25, 6-8 p.m.

"Get Known Everywhere," a Women's Business Center of Utah event in partnership with the eWomenNetwork. Speaker is

Jill Lublin, international speaker, author and publicity strategist. Event takes place online. Details are at wbcutah.org.

Aug. 26, 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.

Aug. 26, 8 a.m.-5 p.m.

"Intro to Excel," a Salt Lake Community College Employee Development Workshop focused on organizing, formatting and calculating data using Microsoft Excel software. This introduction discusses the ribbon, mini toolbar, ranges, formulas, charts and basic spreadsheets. Location is Salt Lake Community College's Miller Campus in Sandy. Cost is \$249. Details at <http://www.slcc.edu/workforce/courses/index.aspx>.

Aug. 26, 8:30-10 a.m.

"FMLA: The Rules and

How the Courts Interpret Them," 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 for members, \$150 for nonmembers. Details are at employerscouncil.org.

Aug. 26, noon-1:30 p.m.

"Solve the Business Puzzle," a Women's Business Center of Utah event. Topic and presenter to be announced. Event takes place online. Free. Details are at wbcutah.org.

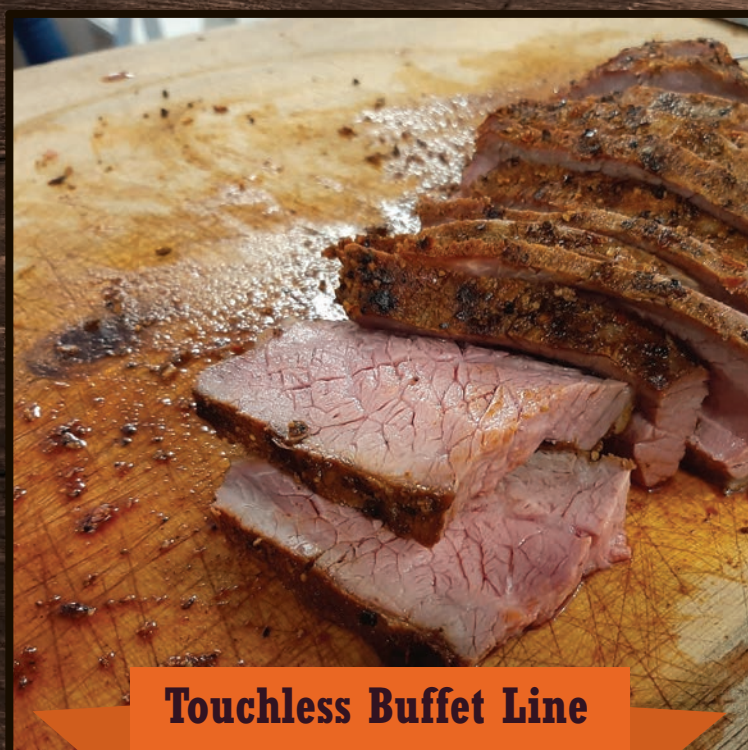
Aug. 27, 7 a.m.-2 p.m.

15th Annual Scholarship Golf Tournament, a South Jordan Chamber of Commerce event. Location is Glenmoor Golf Course, 9800 S. 4800 W., South Jordan. Details are at southjordanchamber.org.

see CALENDAR page 16

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Opinion

State and local governments could learn from crises like this one

There's no doubt that this pandemic-induced recession is hitting states hard. But that's no reason to bail them out, especially when many failed to prepare for emergencies, which are inevitable.

States today are dealing with a huge mess because of a sudden and steep reduction in their revenues while their pandemic spending is going up. But lost in the lamenting about the states' misfortunes is the fact that politicians in these states spent the past decade bloating their budgets rather than cutting spending to be better prepared for crises.

Stories abound about the sorry condition of state and local government finances. A recent report in *The Wall Street Journal* explains, "State and local governments from Georgia to California are cutting money for schools, universities and other services as the coronavirus-induced recession wreaks havoc on their finances," and, "Governments have cut 1.5 million jobs since March, mostly in education, and more reductions are likely barring a quick economic recovery."

Yes, recessions are difficult. Millions of employees in the private sector have recently lost their jobs. In fact, tradition-

ally, private-sector employees are hit harder by recessions than state and local government employees are. Business owners, too, understand that recessions are terrible for one's bottom line. Millions of them have watched as their livelihoods were pulverized in the span of a few weeks. Yet these business owners, after being allowed to delay their tax payments for a few months, are still on the hook for paying the salaries of government workers.

What's more, these stories about state and local governments being hit hard rarely

explain that politicians in those states failed to responsibly budget for crises. Such rainy-day budgeting should not have been that difficult, given that the country was experiencing an unprecedented decade of economic growth when rivers of revenue poured into state and local coffers. More revenue makes it easier to beef up rainy-day funds, which then helps fill in budget gaps. While some states have learned their lessons from the last recession, most states did not.

The Cato Institute's Chris Edwards reports: "After a decade of economic growth, (some states) have saved little or

nothing. Illinois and Kansas have completely empty cupboards, while Pennsylvania and New Jersey have rainy day funds of just 1 percent of their budgets. The largest funds are in energy producing states, which build war chests to handle the strong cyclical ups and downs in their economies." If states never learn from their mistakes, why should we now feel sorry for them?

Between recessions, states should reduce their financial exposure in anticipation of the next crisis and learn to operate with fewer employees. In particular, they should reform their public employees' benefits — a great source of fiscal woes. But most of them have done no such thing, especially the ones that needed it the most. Illinois, for instance, shelters its public employees from reductions in benefits while the private sector endures higher taxes and cuts in services.

With few exceptions, states used their boom-time revenue — cash extracted from the private sector — to increase spending and employ more people. Edwards highlights that: "Spending grew during the 2000s, hit \$2.4 trillion in 2009 and flatlined for a few years, then began growing again to reach \$3.1 trillion by 2019. ... Real spending spiked in 2009 and then dipped a bit below the pre-recession level. Spending

then began growing again and eclipsed the 2009 peak by 2016."

This outcome is good only in a world where investments made by politicians spending other people's money earn higher returns than those made by investors spending their own money. Not likely.

And let's not forget that state and local governments have already received aid from the federal government to the tune of \$150 billion for a Coronavirus Relief Fund, \$30 billion for an Education Stabilization Fund, \$45 billion for the Disaster Relief Fund, \$25 billion for public transit systems, an increase in the federal government's share of Medicaid spending and more.

The call for sympathy for state and local governments' financial hardship is usually followed by a plea to bail them out. While a few states, such as Florida, were relatively fiscally responsible and better prepared to handle this pandemic, many others weren't. Why should the responsible states bail out the irresponsible ones? If these big spenders want a bailout, they should go only to their taxpayers.

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

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VERONIQUE de RUGY

My interview with Trump: 'The real hate is the hate from the other side'

Writer's note: This column is the first of two I'm writing based on my recent interview with President Donald Trump.

As I walked into the Oval Office, President Donald Trump was going over new polls — some internal, some not — showing him tied or leading Joe Biden in key swing states. "Pennsylvania tied. Florida, up one. Wisconsin, up one. Texas, up five. Arizona, Trump 49, Biden 45; North Carolina, Trump up three. And then Montana: Trump up a lot — 52-38," he said.

While some in the Republican Party may be panicking over other polls showing an uphill climb for reelection, the president remains confident. "I haven't really even started to campaign yet," he said, adding: "Now, campaigning's a little bit tough because of the coronavirus. This thing, what China did to us, is just unbelievable. We were sailing, it was unstoppable. And then, this happened. And it's [a] shame, but now [we've] got to go back to work. But I think we're doing really well."

Our conversation turned to negative media coverage of his outstanding speech at Mount Rushmore on July 3. The speech, he said, "was actually not dark, it was the opposite of dark."

"What's dark is the other side. ... They're trying to take everything down. And I think they're crazy, but I also think they're evil. There's an evilness to it. And I can't believe that there's not more push-back. I mean, I push back. But people who

are on the other side of the issue, are like lambs being led to slaughter. They're like lambs being led to slaughter. They're going to get slaughtered if they don't push back."

During his speech, Trump praised Abraham Lincoln for winning the Civil War and issuing the Emancipation Proclamation, and called slavery an "evil institution." So why is Trump so adamant about defending Confederate memorials?

"Oh, I'm not," the president says. "But I am adamant about defending the past. It's part of our history. They're taking down everything. They're taking down history, they're taking down so much, Marc. They're taking down everything and they call it 'cancel culture.' I don't think it's a beautiful term, but it's actually very descriptive. ... They want to cancel everything. They want to cancel the good and the bad. They started off by canceling things that were controversial, and I actually said years ago, ... 'Well, does that mean that George Washington and Thomas Jefferson are next?' And it turns out that they are next. I was sort of half-joking, and people are now saying 'Trump was right.' These people are crazy. They've gone stone-cold crazy."

The president's critics in the media conflate his criticism of mobs tearing down statues with criticism of the broader racial justice movement. So, I asked him point blank: Do you support the peaceful protests? "Peaceful protests for racial justice?

Absolutely. Peaceful protests, period. Absolutely. I support peaceful protests," he said.

What he does not support is mob violence and cancel culture. "You had people that were far-left radical maniacs, they were anarchists, and they were agitators, and you also had other people that were there and they didn't know what they were doing. They got caught up in the whole thing."

He believes his tough response has tamped down the violence. "In Minneapo-

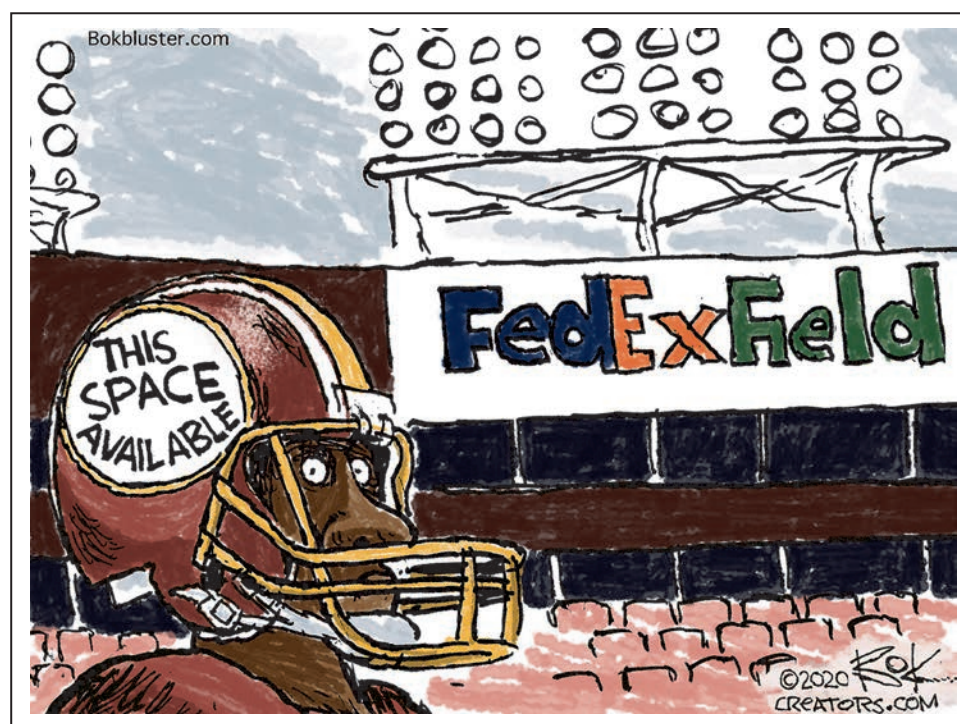
lis, after a number of days of watching that fiasco, I demanded that the National Guard be sent in," he said. "And as soon as they were in — I don't know if you remember — they showed up, they lined up in the street, they walked through like butter being cut by a knife, and it all ended. It was over."

Trump also contends that the Black Lives Matter movement preaches vio-

see THIESSEN next page



MARC THIESSEN



Four lessons from coronavirus for improving work performance

"The comfort zone is the dead zone," states Mike Manes, a business consultant in New Iberia, Louisiana. If we've learned anything so far this year, it's that an unseen — but deadly — force kicked us out of our comfort zone — way out!

Although the pressure is on to put the coronavirus behind us and get businesses up-and-running, it would be a mistake not to learn from this horrendous experience. Here are some takeaways for business:

We've found that going it alone is an illusion. Almost instantly earlier this year, everyone became sensitized to those around us, perhaps like never before. At our condo community, for example, there was concern for neighbors we didn't even know. We were keeping tabs on one another. We went from being individuals living under a common roof to being members of a community.

Yes, there were outliers. One demanded that the pool be opened because it was why she bought here. But something good happened. Most the voices quieted down and we discovered we are not just an accumulation of individuals. We not only had an investment in a property, we had one in each other.

We're more creative than we thought possible. If there's anything we need to put

behind us, it's all the talk about the "New Normal." It's nonsense. Just a few months ago, the nation's offices emptied almost overnight and millions were WFH (work from home) and haven't missed a beat. The crisis unleashed their creativity. Now many say they aren't sure they want to go back to the "Old Normal," including their bosses.



JOHN GRAHAM

An equally impressive example of creativity occurred a few months ago when the governor of Ohio, wanting young people to stay at home and practice social distancing, turned to Ohio-based Procter & Gamble for help.

Almost instantly #DistanceDance, featuring an original dance by Charli D'Amelio, went viral with its stay at home/stay safe message and reached 17 billion or more views, spawning the posting videos by the millions and setting off a worldwide phenomenon.

To say the least, the governor got far more than he expected. It shows what happens when we turn on our creative juices.

We've faced up to our own ignorance. It's been a long dry spell since we last got really excited about scientific knowledge. It may have been when we planted our flag on the moon 50 years ago. Then, out of the blue, we were hit with the coronavirus — which left us not knowing what to think. What followed has been an

unending flow of technical information. It was then that it struck us that we were far more ignorant than we dared to think possible.

As it turns out, that was good news. We figured out, finally, that ignorance is not bliss, far from it. What we don't know can not only hurt our health, but harm in other ways as well. For example, we are just now beginning to understand that customers are deeply interested in doing business with companies that reflect their values and concerns. All along, we thought they liked us and what we sold them.

The virus has taught us guessing in business leads to trouble. Or, as Harvard psychology professor Steven Pinker points out, how easy it is to "surrender to the cognitive bias of assessing the world through anecdotes and images rather than data and facts." And then wind up in trouble.

We've discovered what it means to be grateful. Why did it take a pandemic to become aware of those who literally work every day to support our lives? The number is shocking. It's not just physicians and nurses, but the faceless and nameless who deliver our packages, fix our cars, make appointments, answer our questions and stock the supermarket shelves.

Why has it taken a pandemic to make them visible? Arguably, many are underpaid. But without them, we wouldn't make it 'til Friday. Yet, what's so amazing is that

they have been putting their lives on the line for us every day. The least we can do is let them know we recognize they exist by speaking up on their behalf.

Even though the experts had been warning us for years about possible pandemics, we didn't hear them. Then came the coronavirus, the greatest calamity to strike the world in at least 100 years. Nothing has ever made such a total impact on our lives, plans, dreams, and most of all, the future. COVID-19 was a slap on the face. All along we thought we were in control of our own destiny.

As I was writing this on a summer's day, right outside my window was a squirrel darting about picking up nuts and racing up a nearby tree to store them away for winter. Unlike the squirrel, we assume the future will deal us a winning hand. We expect tomorrow to be better than today, as if we're owed it. Squirrels don't make that mistake.

The coronavirus is relentless as it continues its devastation and pain. Even so, it won't win if we are smart enough to take advantage of what it can teach us that can make a difference in how we think, plan, work and live.

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 johngraham.com.

THIESSEN

from previous page

lence against the police. "You take a look at the people running it, they're Marxists, they're people that you don't want," he said. "And yet, they become almost like this wonderful group of people. And you look at what happened with the riots, and you look at all of the things that have happened, I think it's a very, very divisive group. And I'm not the only one to feel that way. Now, a lot of people don't want to talk about it because they haven't got the guts to talk about it. But they feel it.

"The [National Basketball Association] now is putting big 'Black Lives Matter' on the courts. It's mainstream, but the people running it are not mainstream."

I pointed out that millions of Americans have marched peacefully since the killing of George Floyd on Memorial Day, and that most are not for the cancel culture or violence against police, but they want racial justice. "I do, too," Trump interrupted.

Trump also says he has no love for the Confederacy. "I'm against it. It was my opponent. I was born in New York, I'm against it. ... I am a Yankee. But I also believe in free speech, and I

believe in history. You can't erase history. If you erase it, you're going to repeat it." The president's concern, he said, is that if you give in to the cancel culture, where does it end? "You take out the Confederate? OK, good. Then they're going to take out all opposition to the Confederates. I mean, they don't want George Washington. ... I've seen them rip down statues [of] abolitionists. It will never stop."

What about the military posts and bases named for Confederate generals? We don't have bases named for Benedict Arnold, who was part of our history, because he was a traitor. These Confederate generals were the Benedict Arnolds of their day. "I consider that a very different thing," Trump said. "The interesting thing, the bases were named after, long after the war. And they were named as a reconciliation to bring our country together. And then, all of a sudden, they cancel them out. Now, I'm not defending or judging any of the names because most of the names — you know Fort Bragg, but nobody knows who General Bragg is. But we won two world wars from these forts. We won two world wars. Is anyone just a little superstitious? We had great success and great luck from all of these places. And now we're going to all of a sudden change the name? And who are we going to

name them after?"

What about naming them for some of the American heroes Trump named during his remarks at Mount Rushmore? "I would, but I'm not sure that you could get them," he said. "It won't be accepted." Besides, he added, "I think it's a slippery slope. You're going to take the name off and then who are we going to name it after? You're going to end up with a fight, you're not just going to put a name on it."

But if he could control it, would he rename them? "If I could control it ..." He paused and thought for a moment, then said, "I believe in history. To me, this was Fort Bragg named after somebody as a reconciliation matter. I mean he was a general, he was a tough general, he's very tough, but this was done for reconciliation. These bases were named to bring the South because it was tremendous animosity from the many years to bring the South ..." But, I interjected, that's been accomplished, so the names are not needed anymore.

"Yeah, but you could also say then did they go back on the deal?" Besides, the president said, "it's not going to be easy to find somebody that. ... I mean, what we're saying is let's find somebody who's universally loved. There is no such person. ... You couldn't even name the base [for]

George Washington."

This is a mistake. If Trump directed the Army to rename bases for the Founding Fathers, he would be striking a blow against the cancel culture, not giving in to it. The left argues that both the Confederacy and the Union were built on slavery.

Trump would be in a stronger position to defend the Union if he renamed the bases — and forced his opponents to protest that naming military installations after Washington and Jefferson was inappropriate.

But Trump is absolutely right to fight back against the cancel culture. And his message will resonate more than many in Washington realize. "It takes guts to say what I say," he said. "I mean, I understand, I could do it a lot easier, but it would be the wrong thing to do. I could say I'm against everything — 'I'm against everything, I'm totally in favor of all of the hate.' The real hate is not the hate from me. The real hate is the hate from the other side on many of the things that we talk about."

"Maybe I'm a voice in the wilderness," he said, "but most people agree with me. And many won't say it, and they might not even say it in a poll, but I think they'll say it in an election."

Marc Thiessen writes a twice-weekly column for *The Washington*

Post on foreign and domestic policy. He is a fellow at the American Enterprise Institute and the former chief speechwriter for Pres. George W. Bush.

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EMPLOYMENT

from page 1

tinues building upon May's improvement," said Mark Knold, chief economist at DWS. "Businesses continue to bring back furloughed workers. Across the past two months, just under half of the COVID-idled workers have been returned to work. These gains, in turn, have cut the unemployment rate in half in two months."

Utah's private-sector employment contraction continued easing in June, with the year-over-year decline dropping from earlier months. Three of 11 private-sector major industry groups measured in the survey posted net job gains in June, including construction (9,700 jobs); trade, transportation and utilities (1,400 jobs); and financial activities (600 jobs). The remaining eight industry groups posted employment declines. These were most impactful in leisure and hospitality services (-32,400 jobs), professional and business services (-8,400 jobs) and manufacturing (-1,900 jobs).

CALENDAR

from page 12

Aug. 27, 7:30 a.m.-2 p.m.

ACG Utah Golf Tournament, an Association for Corporate Growth event. Activities include breakfast and registration at 7:30 a.m., shotgun start at 8:30 a.m., and lunch and awards following play. Location is Eaglewood Golf Course, North Salt Lake. Cost is \$250 for ACG members, \$300 for nonmembers, \$1,000 for foursomes. Details are at <https://www.acg.org/utah/events/2020-golf-tournament>.

Aug. 27, 8:30 a.m.-12:30 p.m.

"I-9: Basic Compliance," 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.

Aug. 27, 1-5 p.m.

Business to Business Expo, a Davis Chamber of Commerce event. Location is Davis Conference Center, 1651 N. 700 W., Layton. Details are at davischamberofcommerce.com.

Sept. 1, 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.

Sept. 2, 8:30 a.m.-12:30 p.m.

"Employment Law Essentials for Supervisors and Managers," 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.

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

"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.

Sept. 3, 7:30-9 a.m.

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

Sept. 4, 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.

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

"Interpersonal Communication," part of the Salt Lake Community College Frontline Leader Workshop Series and focusing on verbal and non-verbal communication in the workplace. Location is Salt Lake Community College's Miller Campus in Sandy. Cost is \$250. Details at <http://www.slcc.edu/workforce/courses/index.aspx>.

Sept. 9, 5-7 p.m.

Business After Hours, an Ogden-Weber Chamber of Commerce event. Location to be announced. Free for chamber members and first-time guests, \$10 for nonmembers. Details are at ogdenweberchamber.com.

Sept. 10, 7:30 a.m.-12:30 p.m.

South Jordan Business and Entrepreneurial Summit and Expo, a South Jordan Chamber of Commerce event originally scheduled for April 20. Location is Karen Gail Miller Conference Center, 9750 S. 300 W., Sandy. Details are at southjordanchamber.org.

Sept. 10, 8:30 a.m.-12:30 p.m.

"Fair Labor Standards Act Advanced Practice," an Employers Council event. Location is Employers Council, Utah office, 423 W. Broadway, Suite 200, Salt Lake City. Cost is \$220. Details are at employerscouncil.org.

Sept. 10, 9-10 a.m.

"Coffee With Clancy," a Women's Business Center of Utah event. Speaker is Clancy Stone, business advisor for the Northern Region of the Women's Business Center of Utah. Event takes place online. Free. Details are at wbcutah.org.

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

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.

Sept. 11, 8 a.m.-4:30 p.m.

"PHR/SPHR Study Programs," an Employers Council event taking place over five consecutive Fridays. Location is Employers Council, Utah office, 423 W. Broadway, Suite 200, Salt Lake City. Cost is \$1,445 for members, \$1,645 for nonmembers. Details are at employerscouncil.org.

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

"Interpersonal Communication," part of the Salt Lake

Community College Frontline Leader Workshop Series and focusing on verbal and non-verbal communication in the workplace. Location is Salt Lake Community College's Westpointe Campus in Salt Lake City. Cost is \$250. Details at <http://www.slcc.edu/workforce/courses/index.aspx>.

Sept. 15, 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.

Sept. 16, 7:15 a.m.-3 p.m.

Annual Fall Business Conference, a ChamberWest event featuring keynote presenters, breakout sessions, exhibitor tables and more. Location is the Utah Cultural Celebration Center, 1355 W. 3100 S., West Valley City. Details are at chamberwest.com.

Sept. 16, 8:30 a.m.-3 p.m.

"Recruitment Strategies: Win the War for Talent," an Employers Council event. Location is Employers Council, Utah office, 423 W. Broadway, Suite 200, Salt Lake City. Cost is \$205 for members, \$310 for nonmembers. Details are at employerscouncil.org.

Sept. 16, 3:30-5 p.m.

"Business Connections and Bowling," a ChamberWest event. Location is All-Star Bowling & Entertainment, 3601 S. 2700 W., Valley Fair Mall, West Valley City. Cost is \$15 for members, \$20 for nonmembers. Details are at chamberwest.com.

Sept. 17, 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.

Sept. 17, 11:30 a.m.-1 p.m.

Annual Mayors Lunch, a Davis Chamber of Commerce event. Location to be determined. Details are at davischamberofcommerce.com.

Sept. 17, 5-7 p.m.

Business After Hours, a Salt Lake Chamber event, originally scheduled for March 19. Location is the Utah Museum of Contemporary Art, 20 S. West Temple, Salt Lake City. Cost is \$7 for members before Sept. 11, \$10 for members the week of the event, \$15 for nonmembers.

Details are at slchamber.com.

Sept. 22-24

2020 Utah Tourism Conference. Location is Salt Lake City. Details to be announced.

Sept. 22, 10-11 a.m.

"The 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 westjordanchamber.com.

Sept. 22, 11:30 a.m.-1 p.m.

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

Sept. 23, 8 a.m.-5 p.m.

"Lean Six Sigma: Yellow

Belt," a Salt Lake Community College Employee Development Workshop focused on the cost savings and personal benefit of eliminating waste through a step-by-step process to see and address problems. Location is Salt Lake Community College's Miller Campus in Sandy. Cost is \$300. Details at <http://www.slcc.edu/workforce/courses/index.aspx>.

Sept. 23, 1-8 p.m.

"We Are Utah" Manufacturers Expo, a Utah Manufacturers Association event. Location is Mountain America Expo Center, 9575 S. State St., Sandy. Free. Details are at umaweb.org.

Sept. 24, 9-10 a.m.

"Coffee With Clancy," a Women's Business Center of Utah event. Speaker is Clancy

see CALENDAR page 18

EARNINGS

from page 7

ly quite encouraged by the resilience of our borrowers, the great majority of whom entered this time of stress with strong balance sheets and liquidity."

Simmons said the bank believes its tendency to engage in collateralized lending will further strengthen its ability to work with borrowers while moderating its credit losses.

"During the quarter, we also maintained a strong focus on controlling operating expenses, which, when adjusted for the effects of the previously announced termination of our pension plan, decreased 5 percent from the second quarter a year ago."

Franklin Covey

Franklin Covey Co., based in Salt Lake City, reported a net loss of \$11 million, or 79 cents per share, for the third fiscal quarter ended May 31. That compares with a loss of \$2 million, or 14 cents per share, for the same quarter a year earlier.

Sales in the most recent quarter totaled \$37.5 million, down from \$56 million in the prior-year quarter.

The company said all of its business units were hurt by the closure of offices, schools and other gathering places in the United States and in other countries as governments, organizations and individuals sought to slow the spread of COVID-19.

"The company closed its corporate offices and restricted travel to protect the health and safety of its associates and clients in an effort to slow the spread of the

pandemic. The company's international direct offices followed the same pattern of closures and restrictions," the company said in explaining the sales decline as on-site training, coaching days and facilitated presentations were postponed or canceled.

Bob Whitman, chairman and CEO, said the company expects to "emerge from this period of uncertainty and resume our aggressive march forward to be a company with strong growth in revenue, adjusted EBITDA (earnings before interest, taxes, depreciation and amortization) and cash flow."

"While we know that the future is clouded by the COVID-19 pandemic and will present additional financial challenges," he said, "we believe our ongoing investments in offerings and electronic delivery capabilities uniquely position us to grow in the future. We believe now is the time to build on Franklin Covey's strengths and distinct capabilities to help our clients solve problems and achieve greatness at both the individual and organizational level."

The company previously withdrew its guidance and assumptions for fiscal 2020 due to the adverse impacts of the pandemic and the ongoing uncertainties related to business, governmental and educational institution disruptions.

"The company remains confident, however, that once national and local economies begin to return to normalcy, the same factors that have driven Franklin Covey's growth trajectory across recent years, will help the company begin to resume accelerated growth," it said.

Pre-Pandemic Home Office Chair



Covid 19 may go away, but working from home won't.

The recent shift to working remotely has been called the **Great Experiment**. So far, most workers are liking it and employers are seeing cost savings. A recent Mercer survey found that in the short-term, 76% of companies will continue to allow flexible work, and 43% of companies will continue with remote work.

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- Five-star base with casters for easy mobility.
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CALENDAR

from page 16

Stone, business advisor for the Northern Region of the Women's Business Center of Utah. Event takes place online. Free. Details are at wbcutah.org.

Sept. 30, 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.

Sept. 30, 8 a.m.-6:30 p.m.

Fourth Annual WeROC, a VentureCapital.Org event for woman-owned businesses and focusing on raising funds and overcoming issues. Event features keynote presentations, workshop panels and the WeROC Deal Forum. Keynote speakers are Judy Robinett, author of *Crack the Funding Code: How Investors Think and What They Need to Hear to Fund Your Startup*; and Sheryl Grant, mentor, speaker, networking expert and social entrepreneur. Location is Karen Gail Miller Conference Center, 9750 S. 300 W., Sandy. Registration can be completed at Eventbrite.com. Early-bird (through Aug. 31) in-person registration is \$75 for WeROC, \$95 for WeROC and reception. Early-bird (through Aug. 31) virtual registration is \$45 for WeROC, \$57 for WeROC and reception.

Registration can be completed at Eventbrite.com.

Sept. 30, 8:30-10 a.m.

"Pay Equity: This Train Isn't Stopping Any Time Soon, So You Better Be On Board," an Employers Council event that is part of the five-part Legal Breakfast Briefing Series. Location is Employers Council, Utah office, 423 W. Broadway, Suite 200, Salt Lake City. Cost is \$99 for members, \$150 for nonmembers. Details are at employerscouncil.org.

Oct. 1, 7:30-9 a.m.

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

Oct. 2, 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.

Oct. 6, 8:30 a.m.-12:30 p.m.

"Americans with Disabilities Act Advanced Practice," an Employers Council event. Cost is \$145 for members, \$220 for nonmembers. Details are at employerscouncil.org.

Oct. 6, 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.

Oct. 7, 3:30-5 p.m.

"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.

Oct. 8, 8:30 a.m.-4 p.m.

"Supervisory Skills Program," an Employers Council event taking place over four consecutive Thursdays. Cost is \$740 for members, \$1,110 for nonmembers. Details are at employerscouncil.org.

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

"Witches, Werewolves and Women in Business" October Luncheon, a Davis Chamber of Commerce Women in Business event. Location is Lagoon, 375 N. Lagoon Drive, Farmington. Cost is \$20 for members, \$30 for guests. Details are at davischamberofcommerce.com.

Oct. 9, 7:45-9 a.m.

Women in Business Networking, an Ogden-Weber Chamber of Commerce event. Location is The Argo House, 529 25th St., Ogden. Free for WIB

members. Details are at ogdenweberchamber.com.

Oct. 9, 8 a.m.-noon

"In the Beginning: Everything Starts with the Word," a Salt Lake Chamber event that is the final seminar in the chamber's series "Mastering Media Management." Speaker is William Nixon. Location is the Salt Lake Chamber, 175 E. 400 S., Suite 600, Salt Lake City. Cost is \$99 for members, \$149 for nonmembers. Details are at slchamber.com.

Oct. 9, 8:30 a.m.-1 p.m.

Business & Economic Summit and Training (BEST), a Davis Chamber of Commerce event. Details to be announced.

Oct. 14, 5-7 p.m.

Business After Hours, an Ogden-Weber Chamber of Commerce event. Location is Snowbasin Resort, Earl's Lodge, 3925 Snow Basin Road, Ogden. Free for chamber members and first-time guests, \$10 for nonmembers. Details are at ogdenweberchamber.com.

Oct. 15, 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.

Oct. 15, 11:30 a.m.-1 p.m.

Chamber Luncheon, a Davis Chamber of Commerce event. Location is the Weber State University Davis Campus in Layton. Cost is \$20 for members, \$30 for nonmembers. Details are at davischamberofcommerce.com.

Oct. 15, 2-6 p.m.

Job Fair, a ChamberWest event. Location is Granger High School, 3580 S. 3600 W., West Valley City. Details are at chamberwest.com.

Oct. 20, 8:30 a.m.-12:30 p.m.

"Unemployment Insurance Essentials-Utah," an Employers Council event. Cost is \$145 for members, \$220 for nonmembers. Details are at employerscouncil.org.

see CALENDAR next page

IN UTAH

from page 1

how we could apply it to a lot of things for economic development."

GOED envisions municipalities, associations, organizations, celebrities, athletes, teams, nonprofits and businesses using the campaign to show support for a healthy Utah, from both wellness and economic perspectives. That support can come in the form of displaying "In Utah" signage at physical locations and online, sponsoring promotions and giveaways, and ordering and distributing or selling "In Utah" promotional items.

During the GOED board briefing, Codella displayed images showing concepts for billboards, streetside banners, magazine ads and baseball caps.

"We want to be collaborative and work with all of these other groups so that there's an 'In Utah' message for them, and all of us working together can really help reactivate our economy," Codella told the board.

"I think it's going to be well-received," said Val Hale, GOED's executive director. "Everybody who's seen it so far has been very positive about it. And it's very versatile. It can be used for a lot of different things."

In a special session earlier this year, the Legislature asked for

an economic reactivation campaign and later requested a public information campaign to encourage healthy activity during the pandemic. GOED incorporated three outreach efforts into its contract with Rumor, which will be paid \$2.1 million through year-end. Funding is from the federal Coronavirus Aid, Relief & Economic Security (CARES) Act.

"We're thrilled the state saw value in our clear, concise and positive 'In Utah' campaign," Shane O'Toole, founder and CEO of Rumor Advertising, said in a prepared statement. "Our team has been hard at work for several weeks developing creative concepts we believe will help shape public attitudes and behaviors. We appreciate the trust placed in us and vow to use the CARES Act monies allocated for the campaign carefully."

The multimedia campaign will feature a website (inutah.org) and social media platforms as well as mass media components.

During a recent GOED podcast, Tyler Sohm, vice president and executive creative director at Rumor Advertising, said the campaign's flexibility and expandability allows for wide participation. "We feel like the ability to ask people to be involved in something is a universal idea," Sohm said, "regardless of what industry you're in."

Every day is a great day . . .

**MMMM...
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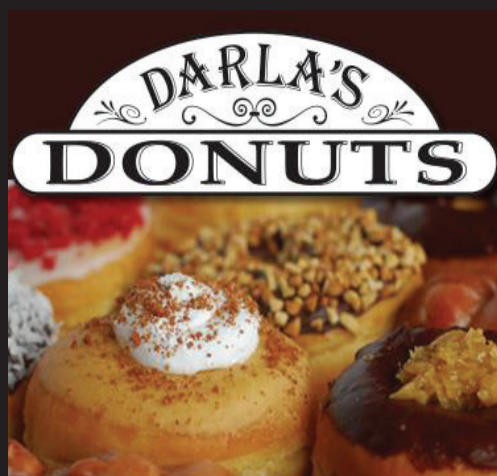
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plishments since 2009. Location is Grand America Hotel, 555 S. Main St., Salt Lake City. Early-bird virtual admission is \$79. Early-bird registration is \$155. Details are at <https://utaheconomicsummit.com/>.

Oct. 27, 8:30 a.m.-4 p.m.

"Legal Issues in Managing Employees for Governments and Special Districts," an Employers Council event. Cost is \$245 for members, \$370 for non-members. Details are at employerscouncil.org.

Oct. 27, 10-11 a.m.

"The 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 westjordanchamber.com.

Oct. 27, 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 members and first-time guests, \$30 for nonmembers. Details are at ogdenweberchamber.com.

Oct. 28, 7:30-8:30 a.m.

Coffee Connection, a Holladay Chamber of Commerce event. Location is Coffee & Cocoa, 6556 S. 3000 E., Holladay. Details are at holladaychamber.com.

Oct. 28, 8-10 a.m.

"Employment Law Lessons from the Headlines," an Employers Council event that is part of the five-part Legal Breakfast Briefing Series. Cost is \$99 for members, \$150 for nonmembers. Details are at employerscouncil.org.

Oct. 28, noon-1:30 p.m.

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

CALENDAR

from previous page

Oct. 20, 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.

Oct. 21, 3:30-5 p.m.

"Business Connections and Bowling," a ChamberWest event. Location is All-Star Bowling & Entertainment, 3601 S. 2700 W., Valley Fair Mall, West Valley City. Cost is \$15 for members, \$20 for nonmembers. Details are at chamberwest.com.

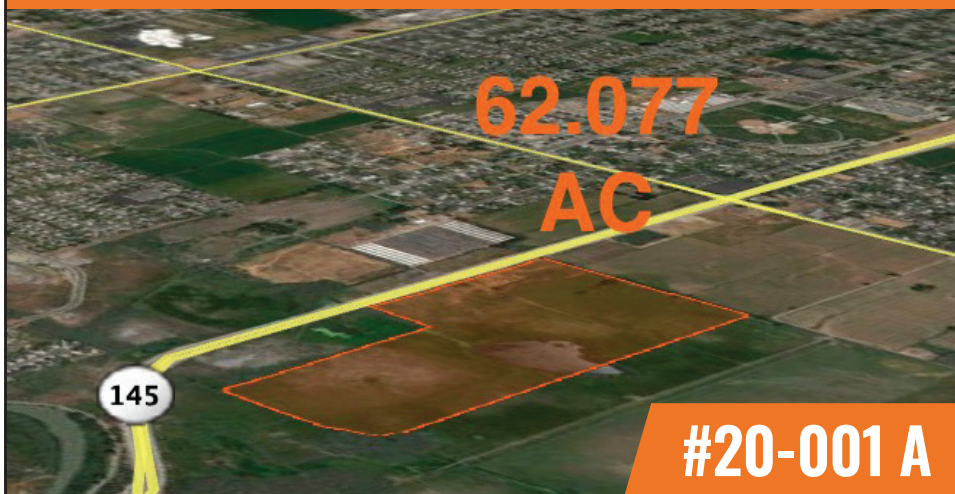
Oct. 26, 8 a.m.-5 p.m.

Utah Economic & Energy Summit, presented by the Utah Governor's Office of Energy Development, Governor's Office of Economic Development, World Trade Center Utah and the Salt Lake Chamber. The 14th Annual Utah Economic Summit was originally scheduled for June 18. The Ninth Annual Governor's Energy Summit was originally scheduled for May 18, then postponed until Oct. 21. Activities include morning and lunchtime plenary sessions, awards presentations, and morning and afternoon breakout sessions in three tracks: economic development, energy and global trade. Event also will highlight Gov. Gary Herbert's economic and energy accom-

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On behalf of the UMB Executive team, we want to thank the people listed above, along with each and every UMB team member, for your tireless work and dedication in processing PPP loans for our business customers during this challenging time. Thank you for showing the world that it's not the size of the bank that matters, but the size of the hearts of the people who work there.

