

## Focus



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## Economist: Worst may be over but we must stay diligent, smart

**Brice Wallace**  
*The Enterprise*

While saying “the worst is over” regarding COVID-19’s effects on the Utah economy, the state’s most prominent economist insists Utah already has taken steps that can help if it confronts a virus resurgence.

Speaking at a Salt Lake Chamber webinar about the economy, Natalie Gochmour, executive director of the Kem C. Gardner Policy Institute and the chamber’s

chief economist, said Utahns need to be diligent and smart and continue social distancing, mask-wearing and hygiene measures stressed since the spring.

“I do think the worst is over. I could be wrong,” Gochmour said. “We could have something much worse happen in a long winter or a dangerous fall. But my point is, we’ve already made so many adaptations and we don’t have to go make those again. ... There is convincing evidence that if we can

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Midvale Mayor Robert Hale, left, visits with Harris H. Simmons, chairman and CEO of Zions Bancorporation at the groundbreaking ceremony for a new Zions Bancorporation’s Technology Center in Midvale.

## Participants tout 'opportunity' at Zions center groundbreaking event

**Brice Wallace**  
*The Enterprise*

The recent groundbreaking for Zions Bancorporation’s Technology Center in Midvale featured several speakers, each touching on opportunities the center will provide when finished in 2022.

Opportunities for tech jobs for women and minorities. The opportunity to transform a former Superfund site. The opportu-

nity to expand the concept of Silicon Slopes and bolster Utah’s tech industry. The opportunity to provide wide-ranging benefits to the local economy.

Announced earlier this summer, the 400,000-square-foot technology campus will be the company’s primary technology and operations center, serving seven affiliate brands in 11 western states. It will ac-

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## 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

##### 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.

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

“Employment Law Essentials for Supervisors and Managers,” an Employers Council event at the Employers Council Utah office in Salt Lake City.

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

Morning Speaker Series, an Ogden-Weber Chamber of Commerce event at the Weber Center in Ogden.

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

“Fair Labor Standards Act Advanced Practice,” an Employers Council event at the Employers Council’s Utah office in Salt Lake City.

##### Sept. 9, 5-7 p.m.

Business After Hours, an Ogden-Weber Chamber of Commerce event at an undetermined location.

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

“PHR/SPHR Study Programs,” an Employers Council event taking place over five consecutive Fridays at the Employers Council’s Utah office in Salt Lake City.

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

“Recruitment Strategies: Win the War for Talent,” an Employers Council event at the Employers Council’s Utah office in Salt Lake City.

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

### Legislature exempts Utahns from taxes on COVID-19-related income

Utahns will not have to pay state income tax on money received through COVID-19 relief funds because of legislation passed by the state Legislature during its recent special session. State lawmakers passed SB6005, "Income Tax Amendments," with the goal of "easing burdens for Utah families and businesses," according to a news release.

"Eliminating income taxes on money individuals and businesses received from the CARES Act or PPP loans will help Utahns overcome current challenges and move forward on a path of recovery and success," said Rep. Robert Spendlove, R-Salt Lake City, who sponsored the bill in the House. The bill was passed during the special session in order to allow the state tax commission time to make the changes for 2020 taxes, the Legislature said.

"COVID-19 has impacted everyone in our state," said Sen. Wayne Harper, Senate sponsor of SB6005. "As state leaders, we want to ensure that Utahns and Utah businesses keep the rebates and grant funds to utilize for their specific situations, without the concern of taxation. Prohibiting all state income tax on COVID-19 funds and individual federal rebate checks provides Utahns with more resources during these challenging times."

### Seven Utah EDA districts to receive funding for post-pandemic relief

The U.S. Commerce Department is awarding \$2.6 million in CARES Act funding to seven Economic Development Administration (EDA) Economic Development Districts in Utah to update economic development plans and fortify programs to assist communities in responding to the coronavirus pandemic.

"These investments come at a crucial time to help Utah's and our nation's economy come roaring back and provide hard-working Americans with new opportunities," said Dana Gartzke, assistant secretary of commerce for economic development. "We are pleased to make these investments in Utah's EDA Economic Development Districts to help them prevent, prepare and respond to coronavirus."

The EDA districts receiving funding are the Bear River Association of Government in Logan, \$400,000; the Six County Economic Development District in Richfield, \$400,000; Southeastern Utah Economic Development District in Price, \$400,000; the Uintah Basin Economic Development District in Roosevelt, \$400,000; the Wasatch Front Regional Council/Wasatch Front Economic Development District in Salt Lake City, \$400,000; the Mountainland Economic Development District in Orem, \$390,786; and the Five County Association of Governments in St. George, \$210,444.

EDA CARES Act recovery assistance, which is being administered under the authority of the bureau's flexible Economic Adjustment Assistance program, provides a wide range of financial assistance to communities and regions as they respond to and recover from the impacts of the coronavirus pandemic.

### UofU study: Saliva C-19 test are just as effective as the deep nasal swab

Self-collected saliva and deep nasal swabs collected by healthcare providers are equally effective for detecting SARS-CoV-2, the virus that causes COVID-19, according to a new study conducted by ARUP Laboratories and University of Utah (UofU) Health.

The study, published in the *Journal of Clinical Microbiology*, represents one of the largest prospective specimen type comparisons to date, said Dr. Julio Delgado, ARUP chief medical officer. Other studies, including one from the Yale School of Public Health, have reached similar conclusions but with markedly fewer patients and specimens.

The results have important implications for patients

and providers. The collection process for saliva and anterior nasal specimens is less invasive than the deep nasal, or nasopharyngeal, swab. In addition, both specimen types can be self-collected, reducing the risk of exposure for healthcare workers who collect nasopharyngeal specimens, said Dr. Kimberly Hanson, section chief of clinical microbiology at ARUP and the primary author of the study.

ARUP and UofU Health anticipate being able to start offering testing on saliva in some UofU Health clinical settings in early September. They already are using anterior nasal swabs in combination with throat swabs to test some asymptomatic individuals.

Hanson and her colleagues analyzed more than 1,100 specimens from 368 volunteers at the UofU Health Redwood Health Center drive-through testing site from late May through June. Volunteers self-collected saliva that they spit into a tube and swabbed from the front of both nostrils to produce specimens for testing. The study showed that SARS-CoV-2 was detected in at least two specimen types in 90 percent of the patients who tested positive for the virus.

### Virus will keep public away from this year's Antelope Island bison drive

The Utah Division of Parks and Recreation has announced some significant changes to this year's Antelope Island Bison Roundup because of the coronavirus pandemic. The major change means that the general public will not be allowed to participate as in all past roundup events.

Traditionally, cowboys ride their own horses to assist park personnel in rounding up the 700-plus bison across Antelope Island and guiding them into the corrals for their annual checkup. One week later, these bison are sorted and separated one at a time to receive vaccinations and health screenings. Once the bison are checked, they are either released back onto the island or kept in the corral where they are later sold in a public auction.

In addition to the elimination of public participation, the actual date of the event will not be made public in advance. It is still expected to happen in October and the park will not be closed during the roundup. There will also not be any vendors, music or other festivities as have been the tradition. No media will be allowed to follow the roundup.

"The roundup has been a favorite of mine and many others for many years. It allows the public a chance to view a truly extraordinary event that showcases teamwork, patience, skill and highlights the beauty of these animals and the park," Antelope Island State Park manager Jeremy Shaw said. "However, it's important to remember that this event has a purpose, and that is to ensure the health and safety of the island and these animals for the coming year. So even though there won't be as much direct involvement this year from the public, it is still something that has to happen."

### Fewer activities mean lower fee for most Utah colleges and universities

Many of Utah's colleges and universities are reducing student fees for the fall semester in response to reduced activities and the receipt of federal COVID-19 relief funding.

The University of Utah will provide a \$150 credit to all students to reduce fees for the fall 2020 semester, a 25 percent reduction the school says comes after consultation with other university administrators across the state's public colleges and universities.

Utah State will also provide a \$150 fee reduction for its students, while Southern Utah announced a 40 percent reduction in student fees which amounts to an average savings of \$152.70 per student.

"We are sensitive to the fiscal challenges faced by our students at this time," said Utah associate vice president for budget Mark Winter, adding the reduction comes from a variety of fee programs.

In a letter to its campus, SUU President Scott L. Wy-

att said the reduction in student fees is tied to a reduction in student athletic fees, among others. With the Big Sky Athletic Conference's decision to postpone fall sports in light of the coronavirus pandemic, there will be no intercollegiate varsity sports on campus in the fall of 2020.

Similar decisions by the Pac-12 and Mountain West conferences have also been implemented at Utah and Utah State, respectively.

In addition to the \$150 reduction on its main campus in Logan, Utah State will also reduce student fees by \$95 on its satellite campuses.

Utah public colleges have received close to \$100 million in extra funding from the CARES Act provided by the U.S. Department of Education. The amount of funding ranged from \$23 million for the state's largest public university, Utah Valley University in Orem, to \$2.4 million for the smallest, Snow College in Ephraim. The University of Utah received \$18.8 million in CARES Act funding, while Utah State was allocated \$17.4 million.

### Salt Lake County reminds residents of deadline for property tax relief

Due to COVID-19 restrictions, the Salt Lake County treasurer's office has been limited in its efforts to promote the tax relief programs available to the residents and is therefore reminding residents of the approaching deadline for the programs. Application deadline is Sept. 1.

Property tax relief is available to certain military veterans, the legally blind in both eyes, those 66 years old and older with annual household income under \$34,168 (known as the Circuit Breaker Program) and those of any age experiencing hardship or who are indigent, according to Shireen Ghorbani, countywide council member, and Treasurer K. Wayne Cushing.

"We know our residents are experiencing both financial and emotional stress on a scale we haven't seen in a long time," said Ghorbani. "And we want them to know that the county is here for them. Because the nature of the information required to process tax relief applications is highly sensitive, residents may be required to visit the Government Center and meet in-person with staff in the Treasurer's Office."

Details on filing for property tax relief is available by calling treasurer's office at 385-468-8300.

### SLCC courses for COVID-19-caused terminated or furloughed employees

Salt Lake Community College (SLCC) is launching a new program designed to help unemployed or furloughed Utah residents whose job reduction is due to the effects of COVID-19. With funding secured through the CARES Act, the college is offering 27 courses and programs ranging from healthcare and advanced manufacturing to information technology and transportation.

"In this time of need, we are continuing to tap every resource available to help our community members enhance their careers or start a new one," said Rick Bouillon, associate vice president for workforce and economic development at SLCC. "We have a tremendous team of faculty, industry trainers and staff who have designed the most effective courses and programs being requested today."

Programs in SLCC's "Learn & Work in Utah" initiative range from computer programming and Adobe InDesign training to line worker pre-apprenticeship, advanced composites and professional truck driving.

"In the healthcare program, clinical lab assistants are trained to work in doctors' offices, hospital laboratories and other outpatient labs as an integral member of the allied healthcare delivery team," said Bouillon. "In another program, Microsoft Office System classes will provide a foundation to learn to write documents, take notes, cre-

# Employers Council conference to focus on 'refueling' for HR leaders

Human resources leaders are being invited to “refuel” with the 2020 HR Leadership Virtual Conference, taking place Sept. 1, 10 a.m.-2 p.m. Mountain time.

Utah’s Employers Council said this year’s theme focuses on building endurance, agility and resilience. The event will feature

presentations “to energize and inspire HR professionals as the world continues to navigate a new reality,” the organization said.

Among the sessions are “Four Actionable Steps to Achieving Long-term, Sustainable Success,” by Patrick Lencioni, founder and president of The Table Group;

“Worthy Leadership,” by Ron Johnson, a retired captain from Missouri Highway Patrol; “Inspiring Greatness through G.R.I.T.,” by Robyn Benincasa, adventure racing world champion; and “The Infinite Game,” by Simon Sinek, adjunct staff member of Rand Corp.

The half-day conference is designed for leaders; managers and compensation, benefits and HR professionals at all levels.

“Employers Council is thrilled to be a part of the conference that will buoy up HR professionals in need of some encouragement and pointers on how to

keep moving forward right now,” said Ryan D. Nelson, president of Employer Council’s Utah office. “Though we wish it could be in person, we are grateful to still have a way to reach a large number of employers at this time. The conference will give HR professionals ideas and tips for new practices to help navigate the abnormal workplace issues we are currently facing. We encourage all who can to listen in and let the conference be a line of support.”

Details and registration are available at [hrleadership2020.eventcreate.com/](http://hrleadership2020.eventcreate.com/).

Employers Council serves more than 4,500 employers, of all sizes and industries, by providing the resources needed to build and maintain profitable organizations. Members are assisted by more than 70 human resource, organizational development and survey professionals and 60 staff attorneys out of offices in Salt Lake City and five other locations.

## Logan's SDL to build six spacecraft for SunRISE program

The Space Dynamics Laboratory (SDL) in Logan has been awarded a contract by NASA’s Jet Propulsion Laboratory (JPL) to build six spacecraft for NASA’s Sun Radio Interferometer Space Experiment mission, known as SunRISE. The contract value was not disclosed.

SunRISE is led by principal investigator Justin Kasper at the University of Michigan in Ann Arbor and managed by JPL in Pasadena, California. It is scheduled to launch as a hosted ride-share with a commercial satel-

lite in 2023. Once launched, the constellation of six “CubeSats” will fly in a loose formation acting as a single radio telescope to observe radio images of low-frequency emissions from solar activity and share them via NASA’s Deep Space Network.

“SDL is pleased to partner with NASA’s Jet Propulsion Laboratory to support this NASA Mission of Opportunity, providing the agency with technology that enables relevant science by pairing new, relatively inexpensive, small spacecraft with launches on larger

spacecraft already approved and preparing to go into space,” said Asal Naseri, SDL’s satellite technologies branch head in Logan. “SDL is a leader in the small satellite revolution, which promotes technological advances that can be rapidly built in smaller packages at lower costs than larger, traditional satellites.”

Earth’s atmosphere blocks the low-frequency radio signals that SunRISE is designed to study. The SunRISE CubeSats will fly within 10 kilometers of each other in a supersynchronous orbit, creating three-dimensional maps that will determine where large particle eruptions come from on the sun and how they evolve as they expand outward into space. This new data will help scientists learn what triggers and accelerates these colossal jets of radiation.

SunRISE is designed to observe powerful solar storms that send trillions of tons of charged matter towards Earth. These storms have broad implications

for life on Earth and beyond. Solar storms feed into Earth’s complex space weather system, which, just like terrestrial weather, affects many of our daily Earthbound activities. Space weather can knock out power grids or block radio communications. Solar storms can also affect space systems, damaging Earth-orbiting satellites or endangering future astronauts who will travel to the moon or Mars. SunRISE data will provide insights into solar physics and space weather that will help predict and prepare for future solar storms.

“SunRISE represents a continuation of SDL’s decades-long legacy with NASA to provide technologies that help achieve the agency’s mission to ‘drive advances in science, technology, aeronautics, and space exploration to enhance knowledge, education, innovation, economic vitality and stewardship of Earth,’” said SDL SunRISE program manager Tim Nielsen.

## Hensien to head RizePoint

RizePoint, a Salt Lake City food safety technology company, has named Kari Hensien its new president. Before being named president, Hensien was vice president of product and brand experience at RizePoint, where she was responsible for driving product strategy and helping the business pivot to support customers’ quality and safety across the supply chain.

“As RizePoint’s president, I’m focusing on growth and championing a new continuous quality initiative,” Hensien said. “Since travel and interpersonal interactions have been devastated by COVID-19, it’s been challenging for businesses to obtain regular third-party audits, which are integral to assessing and ensuring safety compliance across a business. I’m excited to facilitate a new self-assessment solution, where businesses and their locations can conduct more frequent audits themselves, leading to broader visibility during the pandemic and beyond.”

Hensien started her tech career in 1992 at Microsoft, beginning in customer-facing roles, moving into product marketing for Microsoft Office and then to product management and product planning for the Office family of products. In that position, she managed a large global planning team responsible for the innovation process of the Microsoft Business division.

Hensien left Microsoft in 2013 to join Optimum Energy, where she helped the compa-

ny design, build and launch machine learning modules that optimize energy consumption of large chiller-driven buildings and campuses. From there, Hensien moved to Utah, where she joined Workfront to manage product and user experience departments before joining RizePoint.



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# Robust industry results in DoD Defense Manufacturing Community designation

Utah has been selected as one of six Defense Manufacturing Communities in the nation as part of the Defense Manufacturing Community Support Program (DMCSP) managed by the U.S. Department of Defense.

The Utah Governor's Office of Economic Development (GOED) leads the Utah De-

fense Manufacturing Community (UDMC) with the Utah Advanced Materials and Manufacturing Initiative (UAMMI) as the initiative's sub-lead. The UDMC consortium includes partners, supporters and national advisors. The Utah Industry Resource Alliance (UIRA) will be a lead partner organization for the UDMC.

Community supporters include more than 70 organizations and will implement the programs developed by the UDMC. Advisors will provide a national perspective, including America Makes, American Manufacturing Community Collaborative (AMCC), Institute for Advanced Composites Manufacturing Inno-

vation (IACMI), Idaho National Labs, Society for the Advancement of Material and Process Engineering (SAMPE), and American Composites Manufacturing Association (ACMA).

The Department of Defense screened, evaluated, scored and ranked 40 proposals for the 2020 fiscal year for presentation to the undersecretary of defense for acquisition and sustainment for decisions and designations as a Defense Manufacturing Community. As one of the six selected designations, the state was invited to submit a complete application for grant funding with the Office of Economic Adjustment (OEA) by Aug. 26.

Utah's application touted the state's robust aerospace and defense and composite manufacturing industries and outlined a plan to implement an integrated strategy to support the regional defense innovation ecosystem, focusing on carbon composites and advanced materials.

The Utah defense manufacturing community plays a critical role in the defense industry ecosystem. It has been a leader in innovation, both in alignment with national security and supply chain support for more than 80 years. The DMCSP will enable integration and expansion of successful programs and introduce new offerings to prepare for the future of defense manufacturing by creating a single integrated program incorporating a four-pillar approach that includes workforce, supply chain, research, and small business and incubators.

"This is big news for Utah's growing aerospace, defense and

manufacturing industry, and we are honored to be selected for this program," said Val Hale, GOED's executive director. "We look forward to the opportunities and the economic impact this will bring to our state."

The DMCSP is designed to support long-term community investments that strengthen national security innovation and expand the capabilities of the defense industrial ecosystem. The program is authorized under Section 846 of the fiscal year 2019 National Defense Authorization Act and was developed in collaboration with the Office of the Deputy Assistant Secretary of Defense for Industrial Policy and the Office of the Under Secretary of Defense for Research and Engineering.

## CORPORATE FINANCIAL REPORTS

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

### Co-Diagnostics

Co-Diagnostics Inc., based in Salt Lake City, reported net income of \$12.6 million, or 43 cents per share, for the quarter ended June 30. That compares with \$1.3 million, or 8 cents per share, for the same quarter a year earlier.

Revenue in the most recent quarter totaled \$24 million, up from \$61,574 in the year-earlier quarter.

Co-Diagnostics offers a platform for the development of molecular diagnostic tests.

The company said its COVID-19 test and equipment sales orders approached \$50 million year-to-date, including joint venture sales in India, through mid-third quarter.

"In the last four months since Co-Diagnostics received emergency use authorization from the FDA, the company has successfully grown our internationally recognized business and brand," Dwight Egan, CEO, said in announcing the results.

"With clients in over 50 countries, 25 U.S. states, and valida-

tions of test accuracy from regulatory bodies of numerous countries around the world, Co-Diagnostics has established a distribution platform that we believe will continue to support sales and profitability as our tests have gained widespread acceptance in the market.

"We have created a test menu and established the production capacity to meet demand for tests as the nations of the world continue to battle the pandemic, and believe these efforts will continue to bolster the company's durability in the months and years to come."

### LifeVantage

LifeVantage Corp., based in Salt Lake City, reported net income of \$3.8 million, or 26 cents per share, for the fiscal fourth quarter ended June 30. That compares with \$3.9 million, or 26 cents per share, for the same quarter a year earlier.

Revenue in the most recent quarter totaled \$59.4 million, up from \$56.2 million in the year-earlier quarter.

For the full fiscal year, the company reported net income of \$11.5 million, or 79 cents per share. That compares with \$7.4 million, or 50 cents per share,

for the prior fiscal year. Revenue in the most recent year totaled \$232.9 million, up from \$226 million in the prior fiscal year.

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

"We are pleased to finish fiscal 2020 with a strong quarter while navigating the challenges of the current global pandemic," Darren Jensen, president and CEO, said in announcing the results.

"During the quarter, we saw continued momentum in revenue, operating margin and EBITDA (earnings before interest, taxes, depreciation and amortization), as well as sequential growth in the number of total active accounts. We finished the year with 31 percent adjusted EBITDA growth and in a very strong financial position with \$22 million in cash and zero debt. I am so proud of our team across the board who has excelled during these unprecedented times and want to thank each and every one of our employees and distributors for making 2020 a record year."

## C-19 NEWS

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ate spreadsheets, develop PowerPoint presentations and more. The CARES Act funding will cover tuition costs, which will offset the financial obligation for any qualified Utah resident who's looking to enhance skills immediately."

Application for the program can be made at [slcc.edu/allin](http://slcc.edu/allin).

## St. George online co. offers free classes to the virus-displaced

St. George-based LearnKey, an online education company, has announced it is offering two free online certification courses aimed at jumpstarting careers and helping those whose jobs were affected by the COVID-19 pandemic to get back into the workforce.

"These are unprecedented times we all find ourselves in and as the world continues to live/work online we wanted to do our part in helping those left unemployed prepare themselves to get back into the workforce," said Kimberly Johnson, vice president of customer success for LearnKey.

The two courses LearnKey is offering are "Job Hunting in a Digital World" and "Communication Skills for Business."

"Job Hunting in a Digital World" is aimed at helping learners land jobs, while the "Communication Skills for Business" course will help both students in school and adults in the workforce learn effective communication that is vital in interviews, presentations and daily business communication, Johnson said.

Those interested can sign up at [employability.learnkey.com](http://employability.learnkey.com).

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# Succeeding in Your Business

## What you need to do today to survive the 'new normal'

Two weeks ago in this column, I wrote about several megatrends that I think will define the new normal for small business during the next couple of years.

Of course, the most logical response to a column like that is “great information, but what should we do about it?”

Hence this week's column.

Make no mistake about it: You likely won't be able to continue doing business as usual. The pandemic is causing profound — and, I think, long-lasting — changes not only in how we're doing stuff but who we are as people.

Even in the dullest and best of times, small businesses need to be alert to changes in the marketplace. To survive what's going on now, you will probably need to reinvent your business, and change your attitude — 180 degrees.

Here my observations from last time, with suggestions for your action plan:

**We Will All Be Hypochondriacs.** The pandemic has made us all more sensitive to (and less tolerant of) other people and their personal hygiene.

Let your customers and clients know you are as concerned about their safety as they are. Post photos on your website both with and without a face mask (I am not kidding), and send emails explaining what you are doing to protect people from infection. If your business is brick-and-mortar, you should make it physically impossible for customers to touch or get uncomfortably close to one another.

**We Will All Be Homebodies.** No longer just a place to sleep, home is once again becoming the center of our lives: our school, our workplace, our gym, our play place. Make home delivery an essential part of your business and think about complementary products and services you can add

to that delivery. If you are a restaurant, now is the time to become a ghost kitchen (look it up). If you run a bar that normally offers live music, get local musicians to loan you their CDs and offer them as background-music rentals with each food or liquor order (duly sanitized, of course) with an option to buy.

**Brick-and-Mortar Are Yielding to Silicon.** Most retail, service and other businesses will be conducted 100 percent online.

Cancel your lease (especially if there's more than a year left to go), and spend your entire marketing budget on building your websites (note the plural); social media pages; Amazon, eBay and Etsy seller accounts; and YouTube and Vimeo channels.

Consider reaching out to immigrants and overseas customers via websites in foreign languages (keep them on U.S. servers, though, to avoid Europe's draconian privacy laws). Learn more about international shipping and customs forms.

Your refunds, exchanges and rebates policy should be a simple “yes.” No one can tell from a web photo if shoes will fit.

**Technology Holds It All Together.** Your personal computer and smartphone have become your everything things and are now indispensable.

Older generations are now embracing the digital world but have little patience with tech stuff. Help them buy more and buy more often by making your web buttons bigger and your shopping cart easier to navigate. Since even short-lived power outages (such as those that crashed the northeastern United States recently following Hurricane Isaias) can shut your business down, buy a whole-house generator. It's deductible.

**Escape From New York (and Chicago and Los Angeles).** People will rethink living in large cities. When you

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## We're reinventing the Box Lunch!



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# Economy threatens Utah nonprofit closures and up to 20,000 jobs

When nonprofits close, communities suffer. Utahns rely on nonprofits to feed, heal, shelter, educate, inspire, enlighten and nurture people of every age, gender, race and socioeconomic status in Utah. The economic crisis caused by the COVID-19 pandemic creates a bleak outlook for nonprofits.

Nonprofits rely on public donations; revenue from services provide and grants from governments, foundations and corporations to complete their missions. The economic crisis has either diminished or threatened the financial stability of funders of nonprofits, making them unable or unwilling to give, resulting in a perfect storm for nonprofits. This storm means that more people in need will find themselves without resources — or have already.

“To put it mildly, the future for nonprofits across Utah is sobering,” says Liz Dana, CEO of Wabi-Sabi, a nonprofit in Moab, serving both the community and other Moab nonprofit organizations.

The reduced funding that has shuttered or threatens to shutter nonprofit organizations spares few and hits poorer rural communities even harder. According to a recent Utah Nonprofits As-

sociation survey, 14.6 percent of respondents told UNA that they would only be able to continue to provide services for five or fewer months — and 26 percent of respondents believed that their organization would be unable to survive the pandemic. Without the CARES Act and Paycheck Protection Program loans, many of these organizations would have already closed.

According to the Bureau of Labor and Statistics, nonprofits comprise 6.7 percent, or 78,235, of Utah’s 1,165,414 jobs. The closing of 26 percent of Utah’s nonprofits would amount to job losses of just over 20,000 — with 11,000 of those job losses coming in the next five months. The survey, completed Aug. 5 through Aug. 11, asked nonprofit staff about the financial conditions at their organizations and received 199 responses.

The impact of the pandemic and its economic consequences have been even greater for nonprofits outside of the Wasatch Front as well as for those serving the arts or environment and animals. Of those agencies outside the Wasatch Front, 19 percent predicted the end of services within five months, compared

to 13 percent along the Wasatch Front — an increased closure rate of just over 46 percent. Organizations providing health and human services saw an increase in donations in the immediate aftermath of the pandemic and many directed these funds to meet the increased demand for food and other necessities. Without additional funding, this relief will most likely be a temporary reprieve as these organizations, as a whole, now find themselves facing the same closure rates as the rest of nonprofits in Utah.

Reduced funding for nonprofit agencies hurts Utah’s most vulnerable populations. Safe Harbor Crisis Center finds itself in crisis mode. Gladys Larsen, director of development at Safe Harbor, said, “Domestic abuse and sexual assault have increased exponentially during the pandemic. Our donations have decreased and funding from some programs has been diverted towards COVID-19 efforts, thus leaving our programs with higher demands and less funding.”

Cherlyn Johnson, CEO of the Utah Down Syndrome Foundation (UDSF), echoed these same concerns: “We have lost a substantial amount of revenue ... We have put all of our

in-person activities on hold, but babies are still being born with Down syndrome and families desperately need the support UDSF offers.”

Arts organizations find themselves in an untenable position. Tessa Vachel, executive director of the Davis Arts Council, sees little hope for improvement: “As an arts organization, we will be among the last industries to return to full capacity ... Additional unemployment assistance and additional grant funding will be essential for us to continue to support our employees and provide programming to our community because we cannot return to anything resembling normal, revenue-generating work until this pandemic ends.”

When a nonprofit shuts its doors, employees and the community feel the pain. As people employed by nonprofits join other Utahns in the ranks of the unemployed, fewer agencies will be operating to help them with food, housing and healthcare — leaving them unable to receive the care they had provided in their jobs. The ramifications are not lost on UNA board member Shawn Newell. “It’s heartbreaking, just heartbreaking, to think

that the people who have devoted years, careers, and lives to missions that protect and nurture our communities are now in desperate need for the community and our elected officials to now reach out and support them.”

The longer-term impact of the loss of nonprofits on Utah’s communities is even more daunting than today’s reality.

“Imagine a Utah with more hungry people, more people experiencing domestic violence without hope for care, fewer people able to receive assistance for addiction and other mental health issues, increased pollution and worse air quality, and more people living on the streets as safety net after safety net fails them. Our arts — museums, music, dance — express our shared culture and inspire us. Losing them creates an even darker world,” said UNA CEO Kate Rubalcava.

Riley Brown of St. George’s Children’s Museum puts it succinctly: “Donations and public support can be the difference between an organization weathering the storm or permanently closing.”

This release was furnished by the Utah Nonprofits Association.



*GoHealth Inc., a health insurance marketplace company founded in 2018 by Clint Jones and Brandon Cruz, has broken ground on its new headquarters in Lindon, making way for an expansion that will bring nearly 1,200 jobs to the area over the next five years. Company and public officials attended a ceremony on Aug. 25, marking the beginning of construction on the facility. The five-floor, 156,000-square-foot building will include state-of-the-art meeting and training rooms, phone booths, a gym with lockers and showers, and a full-service café. The building will be designed and equipped for a post-COVID-19 world with safety precautions including furniture layouts that allow for social distancing, touchless dispensers in bathrooms and kitchens, state-of-the-art HVAC and ventilation systems, automatic doors, stations providing personal protective equipment and sanitation throughout the building and operable windows in certain areas.*

## San Diego-based firm buys Salt Lake City's Lineagen

Lineagen Inc., a Salt Lake City-based genetic diagnostic company, has been acquired by Bionano Genomics Inc. Bionano is a San Diego-based genome analysis company providing tools and services based on its Saphyr system to scientists and clinicians conducting genetic research and patient testing.

Bionano paid approximately \$9.6 million in consideration for Lineagen, consisting of 6,167,510 shares of Bionano’s common stock, approximately \$1.7 million in cash and assumption of approximately \$2.9 million in liabilities.

Bionano said in a statement that the acquisition was made “further supporting our market leadership in digital cytogenetics and comprehensive genetic diagnostics for pediatric neurodevelopmental disorders.”

Lineagen specializes in pediatric neurodevelopmental disorders, including autism spectrum disorder and developmental delay, and has developed proprietary technology and commercialized multiple laboratory developed tests.

Michael Paul, CEO of Lin-

eagen, will become chief strategy officer of Bionano. “Bionano Genomics is a natural fit for Lineagen,” Paul said. “Together with Erik (Holmlin, CEO of Bionano) and the Bionano team, we are eager and committed to continue our mission of serving individuals with autism spectrum disorders and other disorders of childhood development, their families and providers with advanced genetic diagnostic solutions. It is time to get to work.”

“Lineagen has been a pioneer in clinical testing for structural variations in patients with neurodevelopmental disorders, including autism spectrum disorder, developmental delay and other constitutional genetic diseases,” said Holmlin. “This acquisition adds that business and accelerates our efforts to bring Saphyr to clinical testing within a CLIA environment by adding essential skills and relationships with physicians and payors in place at Lineagen. I want to thank Michael Paul, the founder and CEO of Lineagen, and his board, investors and employees for believing in the power of this combination. Our work is just beginning.”

# Innovate Utah

## NEW IDEAS, PRODUCTS AND SERVICES FROM UTAH COMPANIES

**Workfront**, a Lehi-based developer of work management software for business, has introduced a pair of new products. **Workfront Align** is an application that gives companies the ability to set and communicate clear objectives, and keep teams and individuals aligned and focused on the right work to achieve the right outcomes. "Now more than ever, businesses must find new ways to deliver impact efficiently. Finding ways to align the workforce around corporate objectives when priorities continually shift and the market evolves has become one of the



greatest challenges for leaders during this extraordinary year," said **Alex Shootman**, CEO of Workfront. "Workfront Align shows everyone across the distributed workforce how their work is aligned to the broader strategy." In addition to Align, Workfront also announced **Scenario Planner**, a new application that allows business leaders to build, compare and deploy work management plans. Together, Align and Scenario Planner transform how enterprises align strategy, planning and work execution, the company said. "With Workfront Scenario Planner, companies and teams can, for the first time, build and compare multiple plans that connect work to be done with their people and resource capacity so they can achieve the right outcome," said Shootman.

**BlueWind Medical**, based in Park City, has received an Investigative Device Exemption (IDE) from the U.S. Food and Drug Administration and has begun enrollment for clinical trials for its **RENOVA**



**iStim** implantable tibial neuromodulation system for the treatment of overactive bladder (OAB). **RENOVA** is a tiny, battery-less neuro-stimulation implant that provides a

home-based alternative therapy option for women with OAB. "The **RENOVA** system has the potential to address the unmet need for a minimally invasive, home-based treatment option," said **Dr. Roger R. Dmochowski**, a practicing urologist, about the product. "Especially now, COVID-19 has exposed the benefits of wearables and treatments that do not require multiple visits to the physician's office."

Salt Lake City's **Carterra Inc.**, a leader in high-throughput antibody screening and characterization, has released a highly accurate assay for simultaneously measuring the concentration and binding of antibodies to the receptor binding domain of SARS-CoV-2, the virus behind the worldwide



COVID-19 pandemic. **Carterra LSA** represents a significant development for clinical research

teams studying immune responses to SARS-CoV-2, the company said. "The pandemic has forced the scientific community to find ways to discover and develop therapeutics and vaccines at light speed," said **Chris Silva**, Carterra's vice president of global marketing and product. "Carterra's LSA and emerging assay portfolio are well-positioned to enable this paradigm shift."

**CoughDrop**, a South Jordan company that develops and markets communications tools, has teamed with Florida-based LessonPix to release a new

video-calling platform called **Co-VidSpeak** targeted at supporting people who cannot speak. Co-



VidSpeak enables non-speaking individuals to participate in remote communication and connect with their loved ones and supporters. The product was created in response to COVID-caused no-visitor policies at hospitals and other institutions, the company said. "When I heard about people being isolated while on a breathing tube, my heart went out," said **Brian Whitmer**, founder of CoughDrop. "We wanted to create something that could help people stay connected even if they couldn't gather in-person."

To help optimize operations and ease daily workloads as automotive dealers return to normal operations, South Jordan-based **Dealertrack** has introduced a pair of integrations to its Dealertrack DMS software geared toward helping dealership staff — regardless of whether they are working in-store or remotely — to root out time-intensive, manual



processes slowing down workflows and hampering the customer experience. The new applications

— **VinSolutions** and **Pick-it** inventory control — increase efficiency in the car selling process, the company said. "With a more streamlined approach to data entry, my managers can feel confident in the numbers they see," said Dealertrack DMS user **Dustin Marriott**, Internet sales manager at Nate Wade Subaru in Salt Lake City.

**Nuvi**, a Lehi-based enterprise social customer experience platform, has released **emotion analytics (EA) software**, an addition to its proprietary language engine. The application, founded on psychologist Rober Plutchik's "wheel of emotion," is a



response to the need for the marriage of emotion and sentiment analysis as organizations seek for increased

audience data that retains a high degree of relevance. "In the world of social media analytics, we often think of sentiment as a key data point for understanding content en masse," said **Jake Jenne**, vice president of product at Nuvi. "Emotion analysis is a finer-grained form of sentiment analysis that helps brands better connect with and understand their customers."

Park City clinical-stage oncology company **NuView Life Sciences** has developed a new diagnostic test that when paired with therapeutic medicine can help



locate, target and treat cancer. The **NV-VPAC1** is an element of precision cancer theranostics, a new field of medicine that combines a paired diagnostic with treatment modalities to provide a more personalized and precise approach. "The NV-VPAC1 is a unique molecular tool with the ability to diagnose cancer in vitro, to localize it in vivo, to treat the primary and metastatic lesions and to allow one to determine the efficacy of therapeutic interventions," said inventor **Dr. Mathew Thakur** at Thomas Jefferson University.

**Peopletrail**, a Draper-based consumer reporting agency providing background checks and pre-employment screening, has introduced a new **AI-powered social media background screening product** for small and medium-sized businesses. The application examines employees and candidates



who have exhibited undesirable behavior online. This new system analyzes both text and images from a

subject's social media profiles. "Almost every candidate you come across will have a sizable imprint on social media. Usually, this appears in the form of a variety of accounts over several platforms, such as Twitter, Facebook, Instagram and many more," the company said. These social media accounts serve as a valuable resource for gaining information about an applicant's attitude, beliefs and behavior."

**Spirent Federal Systems** of Pleasant Grove, a developer and vendor of global navigation satellite systems (GNSS) testing solutions, has released **SimIQ**, software that will allow for earlier and more efficient GNSS testing during product development, from software-in-the-loop through to final form testing. Comprised of two modules, **SimIQ Capture** and



**SimIQ Replay**, SimIQ enables developers to collaborate across the full design lifecycle through the cre-

ation, sharing and replay of data files. **Jen Smith**, Spirent Federal director of business development, said, "SimIQ Capture allows developers to test their receiver algorithms in the earliest stages of design, minimizing costs and giving designers confidence as they proceed to the hardware design phase."

**University of Utah** scientists, in collaboration with researchers from the National Institute of Allergy and Infectious Diseases, Beth Israel Deaconess Medical Center in Boston and Navigen Inc., led a study that developed an **injectable drug that blocks HIV from entering cells**. "This is an exciting new HIV



**HEALTH**  
UNIVERSITY OF UTAH

therapeutic option for both prevention and treatment, with a unique mechanism of action compared to other approved drugs," said **Dr. Michael S. Kay**, a senior author of the study and a UofU Health professor of biochemistry. "It has great potential to help patients

who suffer from drug resistance as well as those who would benefit from a longer-acting, injectable anti-HIV drug cocktail."

Salt Lake City-based **USANA** has released a line of products for managing stress. The herbal-based **Mood and Relaxation product line** is designed to take a natural and mindful approach to overall health and well-being, the company said. "The launch of



our new product line marks a pivotal moment in USANA's history," said Dan Macuga, USANA's chief communications and marketing officer. "We are expanding our reach into a new market space, and the quality of our new products prove it's a space we belong. Day-to-day stressors and obstacles can be overwhelming and I'm proud USANA has formulated products to help our customers maintain positive emotional health."

# Industry Briefs

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

## CONSTRUCTION

• **Sunroc Corp.**, an Orem-based civil construction subsidiary of **Clyde Cos. Inc.**, has completed its asset acquisition of Idaho Falls-based company **Depatco Inc.** Financial terms were not disclosed. The acquisition will facilitate a strategic expansion into eastern Idaho for Sunroc, increasing its geographic footprint and product offering. The operations will continue doing business under the Depatco name. Depatco is a construction company in southeastern Idaho with about 200 employees.

## DIVIDENDS

• The board of directors of **Extra Space Storage Inc.**, Salt Lake City, has declared a quarterly dividend of 90 cents per share on the common stock of the company for the third quarter 2020. The dividend is payable Sept. 30 to stockholders of record Sept. 15. Extra Space Storage is a real estate investment trust that owns and/or operates 1,878 self-storage properties. It is the second-largest owner and/or operator of self-storage properties in the United States and is the largest self-storage management company in the nation.

## ECONOMIC INDICATORS

• **West Valley City** leads a ranking of Utah cities with the cheapest rent, compiled by **Rent.com**. The company compiled the list based on prices from April 2019 to April 2020 for a one-bedroom apartment (cities had to have an average of at least 20 units in Rent.com's available inventory during that time). The average in West Valley City was \$956. Following West Valley City were (in order) Midvale, \$969; Taylorsville, \$1,046; Pleasant Grove, \$1,027; North Salt Lake, \$1,011; West Jordan, \$1,010; Bountiful, \$1,014; Herriman, \$1,095; Layton, \$1,001; and Centerville, \$1,071.

## EDUCATION/TRAINING

• **Mountain America Credit Union**, Sandy, is offering education grants to teachers and school leaders for the upcoming

ing school year. Grants will be given to support learning-based projects in K-12 classrooms. Up to \$1,500 will be awarded to 10 grant recipients. Applicants must be members of Mountain America to be eligible. The deadline for applications is Oct. 9. Details are at [www.macu.com/scholarships](http://www.macu.com/scholarships).

## ENERGY/NATURAL RESOURCES

• **CleanSpark Inc.**, a Salt Lake City-based software and services company, and **International Land Alliance Inc.**, an international land investment and development firm based in San Diego, have announced project deployments to be executed as part their exclusive agreement. According to the latest agreement, CleanSpark will provide sustainable power solutions to ILAL's portfolio of properties. Under this phase, International has agreed that CleanSpark will provide microgrid power solutions to more than 400 unique residential resort properties.

## HEALTHCARE

• The proposed **Noorda College of Osteopathic Medicine** and **Rocky Mountain University of Health Professions** have announced the issuance of \$42.8 million in Public Infrastructure District (PID) bonds for the development of a medical education research campus in Provo. The issuance is the first in Utah since a legislative bill in 2019 allowed the formation of a PID to finance public infrastructure for both new development and redevelopment projects across the state. Upon completion, the development is planned to contain 400,000 square feet of medical education and research space, including the proposed Noorda-COM and the affiliated campus of RMUoHP, a combined Noorda-COM and RMUoHP student union and surgical/research space; 685,000 square feet of multi-family housing consisting of 685 units; and 234,000 square feet of parking structures consisting of 780 stalls. Noorda-COM (proposed) has been approved to accept medical student applications for its inaugural class to begin in August 2021. Noorda-COM and RMUoHP worked with **D.A. Davidson & Co.**'s Special District Group to secure the bond funding.

## LAW

• **Filevine**, a case management platform for attorneys, today announced plans to expand its operation to Salt Lake City. The company serves nearly 2,000 firms with over 20,000 users worldwide. The new 13,420-square-foot facility at 1242 Wilmington Ave. will ultimately move 100 employees to Salt Lake City, with a \$1 million capital expenditure.

## MANUFACTURING

• **Purple Innovation Inc.**, a Lehi-based manufacturer of comfort products, has announced that co-founders **Terry and Tony Pearce** have chosen to retire from their positions as co-directors of research and development and board directors, and that **Paul Zepf** has been appointed by the board to fill one of the vacant director seats. The Pearces have worked together for 31 years, founded Purple Innovation LLC, a subsidiary now owned and controlled by Purple, and served as managers of Purple LLC since its inception in 2010 up to the Feb. 2, 2018, business combination at which time Purple LLC



Terry Pearce



Tony Pearce



Paul Zepf

was acquired in a reverse merger. They served as directors of R&D since 2016 and following the business combination they have served on the board of Purple. Terry Pearce also served as chairman of the board and on the HR & Compensation Committee of the board. Prior to founding Purple LLC, the Pearces managed technology companies focused on developing advanced cushioning technology. **Gary DiCamillo** will provide interim leadership on the board, in his current role as lead independent director, until a new chairman is appointed by the board. Zepf has been serving as an observer and advisor to the board since the business combination. He is a Management Advisory Board member at

TowerBrook Capital Partners. Zepf was a member of the board of directors of Ironshore Ltd. and has also served on the boards of BIH Holdings and CP Financial.



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## NONPROFITS

• **Kevin Schwartz**, a resident of Park City and CEO and a founding partner of private equity firm Paine Schwartz Partners, recently joined the seven-member board council for national nonprofit **Hope for the Warriors**, which is dedicated to restoring a sense of self, family and hope for veterans, service members and military families. Prior to co-founding Paine Schwartz Partners in 2006, Schwartz was a managing director at the Predecessor Firm, which he joined in 2002. Schwartz also worked for the private equity firms Fremont Partners and American Industrial Partners. He began his professional career at Goldman, Sachs & Co. in the investment banking division. Schwartz serves on the boards of Advanced Agrilytics, FoodChain ID, Lyons Magnus, SNFL Group, Verdesian Life Sciences and Wawona Packing. Previously, he served on the boards of Advanta, AgBiTech, Costa Group, Icicle Seafoods, Seminis, Sunrise Growers and Verisem.



Kevin Schwartz

## PHILANTHROPY

• **The Malouf Foundation** raised over \$109,000 at its recent

third annual **Golf for Freedom** tournament at Birch Creek Golf Course in Smithfield. All proceeds will support child abuse survivors as well as the social workers and law enforcement assisting these children. More than 30 teams participated in this year's tournament, consisting of corporate partners, community sponsors and members of the public.

• **Valley Behavioral Health**, a Salt Lake City-based nonprofit network of clinics providing treatment for behavioral and health conditions, recently hosted its third annual **Children's Services Back to School** event at the Maverik Center in West Valley to provide school supplies for hundreds of at-risk youngsters. This year's event featured a drive-through where current Valley clients received free lunch, shoes and backpacks as they pulled through the parking lot. Non-clients also were welcomed with free lunch. **Real Salt Lake, Utah Food Bank** and other local organizations helped collect the school supplies donations.

## REAL ESTATE

• **Richmond American Homes of Utah Inc.**, a subsidiary of M.D.C. Holdings Inc., has debuted two model homes at its **Hidden Springs** community at 238 N. 1350 W., Pleasant Grove. The community offers two-story homes with three to six bedrooms.

## RECOGNITIONS

• **Method Communications**, a Salt Lake City-based tech PR firm, has been named to the **Agency Elite Top 100** and **Top 50 Places to Work** lists by **PRNEWS**. The lists recognize exceptional work among PR agencies as well as efforts related to building company culture, such as diversity and inclusion, gender equality, career development, giving back to the community and work-life balance.

• Five Utah companies earned platinum and seven companies earned gold **Hermes Creative Awards**. The international awards competition is administered by the **Association of Marketing and Communication Professionals (AMCP)** and recognizes cre-

see BRIEFS next page

# Industry Briefs

from previous page

ative professionals ranging from corporate marketing departments to freelancers for the concept, writing and design of materials. There were over 6,500 entries from the United States and 19 other countries this year. Earning platinum awards are **Layton Construction**, Sandy (three); **USANA Health Sciences**, Salt



Tyler Bolyard

Wealth Advisors focuses on delivering multigenerational wealth management services and comprehensive business planning solutions. As a key step in the firm's succession plan, the team added managing partner **Tyler Bolyard**, who brings nine years of experience executing long-term financial planning strategies within the wirehouse setting.

## TECHNOLOGY/LIFE SCIENCES

• **Patri**, a Springville-based cloud software and consulting firm, has announced a new Board of Advisors. The members are **Sunil Agrawal**, vice president and head of commercial excellence at ISS A/S; **Jeremy Brim**, managing director at Growth Ignition; **Larissa Cornelius**, managing director at nFold; **Naquan Ishman**, director of solutions engineering at Decision Lens; **Ashley Kayes**, senior proposal consultant at AOC Key Solutions; **Mike Mattson**, vice president of sales and CS at OpenGov; **Mike Maxwell**, national director of state and local government and education sales at Databricks; **Jennifer Namvar**, capture director in the federal government contracting industry; and **Jessie Yu**, CEO at EcoInteractive.

• **Rizepoint**, a Salt Lake City-based quality management software company, has named **Derek Beckstead** as vice president of finance. Beckstead has more than 20 years' experience in finance and operations management,



Derek Beckstead

with expertise in streamlining business processes and enhancing efficiency. He previously worked 18 years and held various positions with Park City Group Inc., most recently as controller. Beckstead earned an MBA from Westminster College and a B.S. in accounting from the University of Utah.

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Lake City (three); **ARIIX**, Bountiful (two); **England Logistics**, Salt Lake City; and **Tamarak**, Springville. Earning gold awards are **Layton Construction** (six); **USANA** (three); **Zions Bancorporation**, Salt Lake City (three); **England Logistics** (two); **ARIIX**; **BYU College of Nursing**, Provo; and **DoTerra International LLC**, Pleasant Grove.

## RETAIL

• **Valley Fair**, West Valley City, has announced several stores that recently opened: **The Candy Barrel**, **Paik's Noodle House** and **Awesome Coffee**. **Bank of America** is to follow in September and the 133-room **Marriott SpringHill Suites** in January 2021.

## SERVICES

• **Kestra Private Wealth Services LLC**, a registered investment advisor subsidiary of Kestra Financial Inc., recently welcomed **Elevated Private Wealth Advisors**, a wealth management practice whose financial professionals manage approximately \$325 million in total assets. It is based in Salt Lake City and has an office in Springville. Formerly Martucci Adams Wealth Advisors, Elevated Private



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# UTAH COUNTY UPDATE SPONSORED BY CENTRAL BANK

**People say that Cedar Hills is just a bedroom community ...**

*... and that's OK with us!*

Nestled at the mouth of American Fork Canyon on a mountain bench, Cedar Hills provides a beautiful view of the surrounding mountains, Utah Lake and Utah Valley. Because of the location, residents enjoy access to plenty of outdoor recreation opportunities. While Cedar Hills is one of the few cities in Utah County that doesn't have much room for additional growth, city officials and staff continue to plan for the future while also working to preserve the unique community features that our residents enjoy. I am happy to report on six key areas that we are working on as a city.

## **Economic Development**

We are grateful for the commercial and home-based businesses that are in Cedar Hills. Through them we have found partners who desire to participate in the community and have done so in a variety of ways, such as contributing to our annual Family Festival and other events held throughout the year. I am often told that Cedar Hills has the nicest commercial area in the county. While part of that may be due to our design standards for our commercial zone, it's also because the businesses that have located here have expressed a desire to be engaged in the community and seek opportunities to give back, creating a feeling of partnership with the city. As north Utah County has continued to grow, so has our commercial area. This year will include the opening of three new businesses and with approximately 10 acres still available for commercial development, we are seeing increased interest from businesses THAT are considering Cedar Hills for their next location.

## **Open Space**

From the time of incorporation in 1977, the residents of Cedar Hills have valued open space. The General Plan was first adopted when Cedar Hills was a town and in the opening paragraph it states, "The town sits on elevated hills and plateaus which provide striking vistas and is also in close proximity to majestic mountains and a beautiful canyon. For nearly 150 years, the peacefulness and beauty of this setting has drawn numbers of people to live here. The overall goal of Cedar Hills is to guide development in such a manner that allows for residents to enjoy the physical and human atmosphere of living in Cedar Hills, without changing the atmosphere to such a degree that its appeal is lost."

As city officials, we have strived to remain faithful to those original goals. While only two square miles, our city boasts a beautiful 18-hole golf course, nine parks and over six miles of trails, which connect our parks and schools, creating

opportunities for families and individuals to walk or bike throughout the city. This summer we opened Harvey Park, which, at 12 acres, is the largest park in the city.

Located along the Murdock Canal Trail, this park features basketball and pickleball courts, a baseball diamond, plenty of field space, a playground, a splash pad, pavilions and other amenities. It has quickly become a favorite location for many in Cedar Hills and the surrounding communities.

## **Budgeting for now and the future**

It is the goal of staff and elected officials to maintain the city's financial health. Using conservative budgeting principles, the city is on sound financial footing. We recently paid off an infrastructure bond nine years early. We were able to fund our new park with existing money in the Capital Projects fund and we currently boast an AA+ bond

## **Public Safety**

Based on statistics provided by the FBI's Uniform Crime Reporting Program, Cedar Hills is consistently rated among the safest cities in Utah. We contract with American Fork for police and fire services and appreciate the relationship we have with these agencies. In addition to providing public safety services, both participate in a variety of community outreach programs which provide an opportunity for members of our community to engage with public safety officers in a relaxed environment, building trust and increasing understanding of what our police officers, firefighters and EMT personnel do for our city.

## **Growth**

While Utah County is one of the fastest-growing counties in the state, Cedar Hills is almost built out. However, we are committed to doing our part to address the needs of a growing population. To help create affordable housing in our

currently building 80 homes conveniently located near our commercial zone and North County Boulevard.

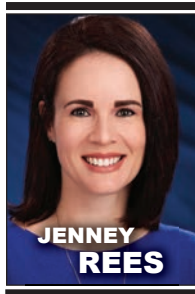
## **Community**

We are fortunate to have an amazing staff and incredible community members who contribute in many ways. One of my favorite quotes is "Volunteering is the ultimate exercise in democracy. You vote in elections once a year, but when you volunteer, you vote every day about the kind of community you want to live in." I strongly believe this to be true and see it in action in our city. Every year we have many volunteers who serve on various resident-driven committees to plan and implement several annual events. We also have many who help beautify the city on our annual Day of Service and who volunteer as families for our summer Family Festival.

I appreciate that we have engaged citizens who show up for each other, who share their ideas and feedback, and who contribute to making Cedar Hills a wonderful place to live. We will always be a bedroom community but for most of us, that is exactly why we choose to live here. Being 20 minutes from Provo and 45 minutes from Salt Lake, we are close enough to larger cities for whatever things we need while still enjoying the small-town atmosphere that Cedar Hills is known for.

Our growing commercial zone, ample open space, conservative budgeting principles, dedicated staff and community engagement have all contributed to making Cedar Hills a thriving city. I am optimistic about the future and look forward to working closely with our team, our citizens, and our business partners in keeping Cedar Hills one of the best-managed cities in Utah.

Jenney Rees was elected mayor of Cedar Hills 2017 after serving as a member of the city council for six years. Before her election, she was the chief of staff for MediConnect Global, a healthcare information technology company. She has a bachelor's degree in business management and a master's degree in public administration.



JENNEY REES



rating. For the past six consecutive years, the city has received the Certificate of Achievement for Excellence in Financial Reporting from the Government Finance Officers Association for its comprehensive annual financial report. The Certificate of Achievement is the highest form of recognition in the area of governmental accounting and financial reporting and its attainment represents a significant accomplishment by a government and its management. The city has also received annual budget awards for the past 18 years. This comes from the diligent efforts of our finance team and sound budgeting principles adopted by the city's elected officials and staff.

community, we updated our Accessory Dwelling Unit ordinance, eliminating all associated impact fees and reducing the registration fee from once-per-year to once-per-homeowner, making it more affordable for residents to own and operate an ADU. We have reduced regulations for home-based businesses in order to allow residents to use accessory buildings for business purposes, with the hope that doing so will provide opportunities for residents to bring in additional income for their families, especially as technology provides more opportunities to work from home. In 2018 we created a PD-1 zone south of Walmart, which allowed for some of the highest density in our city, and a developer is



## *How to keep going when you want it all to go away*


How long will the Damocles Sword of the pandemic hang over our heads? As the days drag on, will it threaten to upend us indefinitely? Even though we try to avoid thinking about the troubling possibilities, they keep creeping into our minds, creating more stress, clouding our ability to stay focused and leaving us irritable, angry, less effective — and tired.

It's not a pretty picture, not one we could possibly imagine ever facing. So, when we're confused and uncertain about the future, what are we to do? Here are some thoughts



about that bothersome questions.

**Don't listen to yourself.** Why does it always happen when we're trying to get to sleep at night? But that's the way it is.



What's so upsetting is that the person who causes the anxiety and does the damage is the one who lives inside our head. We are never our own best friend in the middle of the night.

**HAM** So, stop listening to yourself. It's time for a personal fact-checker, but neither Alexa nor Siri qualify. This is a job for someone you trust. "This is what's concerning me. Am I on track or off

the rails?"

**Look for new possibilities.** The good news is that life is not a matter of choosing the right fake Zoom background to convince ourselves (and others) that we're more than just OK. It amounts to more than that.

Recently, an editor sent me one of my sales articles. He had kept it until he found the right place for it. Recognizing that it had been around for about a year, he asked if I would look it over to see if it needed updating. Well, my first reaction was less than positive. But, swallowing my pride, I read it and was shocked at what I found. In a relatively short time, the world changed dramati-

cally and the article needed updating to reflect what had transpired.

People are no different, so it may be time to ask yourself a tough question: “Am I dated?” Think about it. What can you do to “update” yourself? Sure, you may know your job “backwards and forwards,” but that doesn’t count anymore. Focus on figuring out how to revise your performance. How can you make what you do more relevant? What can you do to enhance your value? Think about the possibilities.

**Get better acquainted with yourself.** If you really want to get to know yourself as you really are, you might want to spend time in Wyoming. But be prepared, Wyomingites aren't subtle. They don't tip-toe around; they're not afraid to tell it like it is, no matter who you are. Having lived there, I speak from experience. For example, I recall the memorable words of a motorcycle-riding English professor from the University of Wyoming: "If you can't write it, you don't know it." Got it!

Here's the point. If you want to get better acquainted with yourself, jot down life experiences from your early memories to what's happening now. Don't just remember them. Get them on paper. Write them down as they come to mind. Ideas never come all at once. If you really want to know yourself, start writing. You may like what you discover.

**Be ready for the unexpected.** How many times in the past six months have you heard someone say, perhaps wistfully, "I'll sure be glad when life gets back to the way it was." Even though we may not have said it out loud, most everyone has harbored the thought more than a few times. It's just too much to let ourselves think that going back is not an option.

If we've learned anything from the pandemic, it's that we should learn to keep an eye out for surprises and the unexpected, or, as the slang would have it, they come from "out of left field."

Even though we may not like to think that everything is up for grabs because of the pandemic, it is — the way we live, work, play, learn, shop, think, do business and behave. It's all changing and will surely continue to evolve. Keeping an eye out for the unpredictable will make living easier and more rewarding.

**Change the picture of yourself.** Add continuing uncertainty to the pervasive impact of COVID-19 and it's more than enough to distort our picture of ourselves and crush our self-confidence. It's too much to let ourselves think about what could possibly be coming next.

Perhaps not. How we happen to view ourselves is not a given or chiseled in stone unless we allow ourselves to look at it that way. In a wonderful essay, "Homo Sapiens: The Unfinished Animal," physicist George Stanciu writes, "Nature gives human beings no specific way of life — no fixed occupation, no fitting dress, no appropriate emotional profile. It's as if nature grew tired when she fashioned Homo sapiens and left this one species unfinished."

And that's good news! In spite of everything, what we do with what we're given has not been written or handed to us. Our story is unfinished — it's in our hands.

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

***Every day is a great day . . .***

***MMMM...***  
**Mondays!**

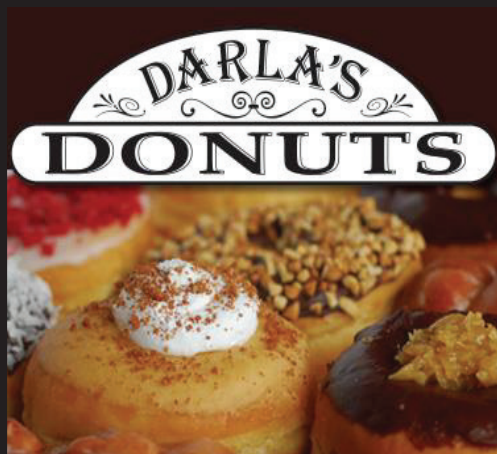
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**WOW**  
**Wednesdays!**

**TWISTY  
Thursdays!**

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# Calendar

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

## Aug. 31, 7 a.m.-2 p.m.

**Classic Golf Tournament 2020**, a Salt Lake Chamber event originally scheduled for June 22 at Salt Lake Country Club in Salt Lake City. Location is Jeremy Ranch Golf & Country Club, 8770 Jeremy Road, Park City. Foursomes will be assigned tee times (no shotgun start). Cost is \$400, \$1,600 for foursomes. Sponsorships are available. Details are at [slchamber.com](http://slchamber.com).

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

**Business Alliance Networking Luncheon**, a Davis Chamber of Commerce event. Location is Business Resource Center, 450 Simmons Way, Kaysville. Free. No RSVP required. Details are at [davischamberofcommerce.com](http://davischamberofcommerce.com).

## Sept. 2, 7:30-11 a.m.

**"Great Work,"** part of the Fall 2020 Leadership Series presented by Davis Technical College's employer and continuing education team and Ames Leadership Institute and continuing through Jan. 27. Location is the Davis Technical College, Simmons Building, 450 Simmons Way, Kaysville. Cost is \$175 per class (Custom Fit cost is \$88), \$600 for a bundle of four classes (Custom Fit cost is \$300). Details are at [davischamberofcommerce.com](http://davischamberofcommerce.com).

## Sept. 2, 9 a.m.-noon

**"Cash Flow Projections Lab,"** part of the Women's Business Center of Utah's nine-week "Next Step" program. Event takes place online via Zoom. Free. Details are at [wbcutah.org](http://wbcutah.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](http://chamberwest.com).

## Sept. 3, 1-2 p.m.

**"Sustaining Global Supply Chains in a Bankruptcy Tsunami,"** a World Trade Center Utah event, in partnership with Parsons Behle & Latimer. Speaker is J. Thomas Beckett, shareholder at Parsons Behle & Latimer. Event

takes place online. Free. Details are at [wtcutah.org](http://wtcutah.org).

## Sept. 3, 1:30-2:30 p.m.

**"Salt Lake Chamber-Business Live,"** a virtual networking event. Free for members, \$10 for nonmembers. Details are at [slchamber.com](http://slchamber.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](http://westjordanchamber.com).

## Sept. 4, 8-9 a.m.

**"WOW Women Training: The Value of Mentoring,"** a Women's Business Center of Utah event, in partnership with wowwomen.biz. Event takes place online. Free. Details are at [wbcutah.org](http://wbcutah.org).

## 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. 8, 3-4:30 p.m.

**"Virtual Jump Start Your Etsy Business,"** a Women's Business Center of Utah event that takes place online. Speaker is Clancy Stone, business advisor for the Northern Region of the Women's Business Center of Utah. Free. Details are at [wbcutah.org](http://wbcutah.org).

## Sept. 9, 9 a.m.-noon

**"Resiliency and Pivoting,"** part of the Women's Business Center of Utah's nine-week "Next Step" program. Event takes place online via Zoom. Free. Details are at [wbcutah.org](http://wbcutah.org).

## Sept. 9, 10 a.m.-noon

**"Working Minds: Suicide Prevention in the Workplace,"** presented by Working Minds and open to businesses, companies and organizations in Davis County. Event takes place online via Zoom. Registration deadline is Sept. 2. Registration can be completed at <https://www.dbhutah.org/training/working-minds/#working-minds/>.

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

**"Let's Do Lunch,"** a South Valley Chamber event. Location is Top Golf, 920 Jordan River Blvd., Midvale. Cost is \$15 for members,

\$25 for nonmembers and the day of the event. Registration can be completed at [Eventbrite.com](http://Eventbrite.com).

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

**"Balancing Personal and Professional Success,"** part of the three-part WeROC (Women Entrepreneurs Realizing Opportunities for Capital) Webinar Series presented by VentureCapital.Org prior to the Sept. 30 WeROC Conference. Cost is \$20 through Sept. 2, \$30 thereafter. Registration can be completed at [Eventbrite.com](http://Eventbrite.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](http://southjordanchamber.org).

## Sept. 10, 8-9:30 a.m.

**Annual Meeting**, a Salt Lake Chamber event with the theme "Adventure Awaits." Location is Loveland Living Planet Aquarium, 12033 Lone Peak Parkway, Draper. Cost is \$45 for members, \$60 for nonmembers. Details are at [slchamber.com](http://slchamber.com).

## Sept. 10, 8-10 a.m.

**"Dear Competitor: Our Online Marketing Strategy Works Out 27/7 365,"** part of the Business Recovery Series presented by Davis Technical College, in partnership with Davis County and the Davis Chamber of Commerce. In-person and virtual classes are available. In-person class location is the Business Resource Center, 450 Simmons Way, Kaysville. Cost for the series is \$150. Cost for individual classes is \$25. Details are at <http://davistech.edu/business-recovery>.

## 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](http://wbcutah.org).

## Sept. 10, 11 a.m.-noon

**"Returning to the WOKE place,"** a ULI (Urban Land Institute) event. Speakers are Rob Cottle, senior principal, Babcock Design; Dana Baird, executive managing director, Cushman & Wakefield; Matt Baldwin, director of real estate development, City Creek Reserve Inc.; and David Anderson, principal, Babcock Design. Event takes place online

via Zoom. Cost is \$15 for ULI members, \$30 for nonmembers. Details are at <https://utah.uli.org/events-2/>.

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

**Women in Business Networking**, an Ogden-Weber Chamber of Commerce event. Location to be announced. Free for WIB members. Details are at [ogdenweberchamber.com](http://ogdenweberchamber.com).

## Sept. 11, 8-9 a.m.

**"WOW Women Training: Time Management,"** a Women's Business Center of Utah event, in partnership with wowwomen.biz. Event takes place online. Free. Details are at [wbcutah.org](http://wbcutah.org).

## Sept. 14, 8:30 a.m.-4 p.m.

**Virtual Trade Mission to Canada**, a World Trade Center Utah event, in partnership with the Salt Lake Chamber and the Canadian Consulate General, and featuring educational opportunities and industry and topic-specific breakout sessions hosted by Canadian government and business leaders. Registration can be completed at [https://wtcutah.formstack.com/forms/vtm\\_to\\_canada](https://wtcutah.formstack.com/forms/vtm_to_canada).

## Sept. 15, 6:30 a.m.-2:30 p.m.

**2020 Chamber Champions Golf Classic**, a Utah Valley Chamber event originally scheduled for Aug. 24. Registration and breakfast begin at 6:30 a.m. Tee times start at 7:30 a.m. Location is Fox Hollow Golf Club, 1400 N. 200 E., American Fork. Cost is \$1,500 for foursomes of chamber members; \$2,000 for non-member foursomes; \$500 for single-player chamber members; \$750 for single-player nonmembers. Sponsorships are available. Details are at [thechamber.org](http://thechamber.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 Business Resource Center, 450 Simmons Way, Kaysville. Free. No RSVP required. Details are at [davischamberofcommerce.com](http://davischamberofcommerce.com).

## Sept. 15, 4-7 p.m.

**"Exploring Possibilities" Women's Business Conference**,

a Women's Business Center of Utah event that takes place online. Free. Details are at [wbcutah.org](http://wbcutah.org).

## Sept. 16, 7:30-11 a.m.

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

## Sept. 16, 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 are at <http://www.slcc.edu/workforce/courses/index.aspx>.

## Sept. 16, 9 a.m.-noon

**"Action Plan Presentations and Wrap-Up,"** part of the Women's Business Center of Utah's nine-week "Next Step" program. Event takes place online via Zoom. Free. Details are at [wbcutah.org](http://wbcutah.org).

## Sept. 16, 1-3 p.m.

**"Women Who Dream Big, Achieve Big,"** part of the three-part WeROC (Women Entrepreneurs Realizing Opportunities for Capital) Webinar Series presented by VentureCapital.Org prior to the Sept. 30 WeROC Conference. Cost is \$20 through Sept. 9, \$30 thereafter. Registration can be completed at [Eventbrite.com](http://Eventbrite.com).

## 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](http://chamberwest.com).

## Sept. 17, 24

**Digital Marketing Academy (Beginner Level)**, a South Valley Chamber event that will cover everything from SEO, pay-per-click advertising, GoogleAd words, programmatic display

# Nine ways to keep your job when your company starts layoffs

During these changing times, with such economic shifts and downturn in employment, you may be facing a reality of losing your job. Right now, there seems to be job loss in almost all industries.

What the future holds for you is dependent on how your industry reacts to this "new normal," how financially sound your company is, what role you truly played as an employee/team member, and decisions made by government officials that may impact how certain organizations will continue going forward.

Downsizing is no longer a '90s issue. It has become a current issue. Preparation is key. Start thinking about what moves you need to make to keep your job or if you want to take a new path.

Do you feel your position might be targeted next? Help secure your job with these key steps:

## Make Yourself Indispensable

One way to keep your job essential is to become a crucial part of making things flow in your company. Be known as a self-starter. Do things even if

it means going out of your job description. The more places you show up and the more problems you solve, the more indispensable you become.

## Become the "Go-To"

Get to know the company and the people you work for. Become a so-called "historian" of the business, someone that everyone would go to for answers that very few would know. Be able to connect the dots as to how each department functions with one another. Knowing what the game plan is for each department would give you an impressive advantage. Knowing who the team members are in each department is also vital. You know who to go to at any moment when a crucial decision must be taken for a task or a project.

## Add Value and Get Noticed

Contributions that add value to the bottom line via cost savings, process improvements, increased sales and new customers are noticed and will help in keeping your job. Don't just implement; make it known it was you. Contributions that can be measured count. The more contri-

butions you make, the more valuable you become and the more likely you are to hold on to that position.

## Ask How You Can Help

Employees who are willing to do more, help coworkers meet their deadlines and volunteer for increasingly challenging assignments are appreciated. The amount of work they contribute to the organization raises their value in the eyes of the company. If you are seen as someone willing to grow your skills and ability to contribute, this sends a powerful message that you are willing to grow and be a future part of the organization. Remember, change and adaptability equals value.

## Get More Personal with Your Manager or Department Head

This is simply a suggestion to develop a legitimate, friendly, positive, supportive relationship with your boss. In other words, be a people person and get in good with your department heads. If you are trusted, depended on and genuinely liked, they will resist laying you off. Two people must be convinced to let you go. That's not very likely if you're making measurable and appreciated contributions with one or more

department heads.

## Don't Be a Complainer

Be an employee who is low maintenance, is valued and is lauded. Almost no employment relationship is worse than the needy employee from whom the manager expects to always hear complaints or whines. Of course, your manager is there to listen should you have problems or issues at work. But don't dominate the conversation with constant complaining and difficulties. This most definitely affects how you are seen and valued.

## Longer Work Hours Get You Noticed

Work-life balance might have to wait for a little while. We're all in survival mode. Show solidarity, not only to your job, but also to your leader. If this requires you to be at the office longer than normal, so be it. You got to do what you got to do. Demonstrate your loyalty and perseverance by only leaving the office after your leader does.

## Keep Growing and Learning

Grow into your job and with any promotion that may come your way. This ability to stay curious and learn new skills will keep you relevant, and with a

job. It's good to be liked, but it's not enough. The company must be able to view and see that you can contribute in the future. Remember, when a company looks to the future and who can be part of it, only the best team members are considered.

## Team Building is Key

Get to know and become allies with the superstars of the company, those who have power and will speak up for you. Positive relationships with these elites will help you in your mission to keep your job. In times of strife and hard decision-making, this is the group with whom you want to be associated. It is, in the end, not enough what you know, but who you know.

Whether an employer will share them with you or not, these are the reasons why an employer will keep you employed when others are not. Of course, economic mishaps can take down even the best employees (for example, the company closes), but for anything short of that, do these things and exhibit these characteristics to stay on that all-important list of people to keep.

Angela Civitella is a certified business leadership coach and founder of Intinde ([www.intinde.com](http://www.intinde.com)).

## CALENDAR

from page 13

advertising, and how to maximize web traffic. Location is Salt Lake Community College Miller Campus, Miller Free Enterprise Center, Building 3, Room 223, 9750 S. 300 W., Sandy. Cost is \$50 for members, \$75 for nonmembers. Registration can be completed at [Eventbrite.com](http://Eventbrite.com).

### Sept. 17, 7:45 a.m.-5 p.m.

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

### Sept. 17, 9-11 a.m.

**"Moving Forward Through a Pandemic,"** presented by the Women's Business Center of Utah and SCORE. Event will feature discussions about how the pandemic has affected the small-business community and daily lives, what post-COVID-19 will look like for the business community, and how we can leverage our experiences and local resources to continue our professional and personal success. Event takes place online. Free. Details are at [wbcutah.org](http://wbcutah.org).

### 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 [westjordan-chamber.com](http://westjordan-chamber.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 [davischamberof-commerce.com](http://davischamberof-commerce.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](http://slchamber.com).

### Sept. 18, 8-9 a.m.

**"WOW Women Training: Social Media: Pinterest,"** a Women's Business Center of Utah event, in partnership with wow-women.biz. Event takes place online. Free. Details are at [wbcutah.org](http://wbcutah.org).

### Sept. 18, 8-10 a.m.

**"Sticky and Strong: Winning Campaign Strategies,"** a Salt Lake Chamber event. Speaker is William Nixon. Event takes place online via Zoom. Cost is \$99 for members, \$149 for nonmembers. Details are at [slchamber.com](http://slchamber.com).

### Sept. 22-23

**WECon Work Elevated Conference '20**, a Utah SHRM event taking place online. Full pass costs \$250. Individual session passes cost \$95. Details are at <https://weconutah.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 [westjordan-chamber.com](http://westjordan-chamber.com).

### Sept. 22, 11 a.m.-1 p.m.

**"Crucial Conversations,"** a Business Women's Forum event. Speaker is Jennifer Mayer-Glenn, director of University Neighborhood Partners. Event takes place online. Cost is \$20 for

members, \$25 for nonmembers. Details are at [slchamber.com](http://slchamber.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 [ogdenweber-chamber.com](http://ogdenweber-chamber.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, 9 a.m.-noon

**Second Annual Minority-Owned Business Workshop**, presented by the Women's Business Center of Utah and the Procurement Technical Assistance Center for minority-owned businesses in need of assistance to start/grow their business, how to obtain financing and how to successfully contract with the government. Event takes place online. Free. Details are at [wbcutah.org](http://wbcutah.org).

### Sept. 23, noon-1 p.m.

**"Solve the Business Puzzle: Save Time and Schedule Your Social Media,"** a Women's Business Center of Utah event. Speaker is Lynn Smargis of Write For You. Event takes place online via Zoom. Free. Details are at [wbcutah.org](http://wbcutah.org).

### 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](http://umaweb.org).

### Sept. 23, 1-3 p.m.

**"Winning Starts with Beginning,"** part of the three-part WeROC (Women Entrepreneurs Realizing Opportunities for Capital) Webinar Series presented by VentureCapital.Org prior to the Sept. 30 WeROC Conference. Cost is \$20 through Sept. 16, \$30 thereafter. Registration can be completed at [Eventbrite.com](http://Eventbrite.com).

### Sept. 24, 8-10 a.m.

**"Dear Competitor: Sorry We Took All the Funding,"** part of the Business Recovery Series presented by Davis Technical College, in partnership with Davis County and the

see **CALENDAR** next page

# The middle market has been shaken, but not broken, by COVID-19

Each quarter, to understand what impact current macroeconomic conditions and government policies have on the business environment, KeyBank surveys 400 middle market business owners and executives — defined as those in the \$10 million to \$2 billion range.

Months after the coronavirus national emergency began, the U.S. business community is laser-focused on a shared goal: how to safely rebound from the COVID-19 pandemic and its related shutdown. While the level of optimism is generally trending upward, the pandemic is not yet over and business owners are wary about the nation's economic health.

As companies see the impact of the federal recovery dollars, their own cost-cutting measures and operational adjustments, they've become slightly more optimistic than they were in late March when last surveyed. Some have begun measured reopening, fueling more optimism. However, as many areas of the country see a new spike or resurgence in COVID-19 cases, the need to remain vigilant in health and safety practices and to be flexible in operations continue to be important as businesses shape a

sustainable long-term recovery.

Overall, responses to the June survey suggest that the impact of COVID on middle market businesses has not gotten worse since the second quarter. Compared to late March, when shutdowns to combat the spread of COVID-19 took hold, outlooks have begun to shift back toward being slightly more positive, particularly at the state and national levels, where they were lowest. When asked about their business health, a slight majority (51 percent)

of business owners stated they were very positive or somewhat positive about their performance; additionally, those who reported a negative perception of their business health improved from 37 percent to 26 percent.

There is something to be said for having expected a dark economic scenario; there's room to be pleasantly surprised. A strong majority of respondents, 70 percent total, told KeyBank that the impact on their business so far hasn't been as bad as they expected. These respondents reported that their business health has been either as expected or better than the original projections made when they were first faced with the economic reality of COVID-

19 in March.

The nation's approach to reopening after shutdowns has been regional or state-driven, and most middle market businesses had to make changes to comply with regulations designed to keep their employees and communities healthy. A resounding majority of middle market businesses (76 percent) reported changing their operations somewhat or very much in response to COVID-19, with their top actions including implementation of enhanced safety measures, transition to a remote workforce, reducing employment headcount or compensation, and applying for loans or lines of credit.

The reopening so far has been measured and has had some disruptions since the virus spread is not yet under control. Planning and management have been clearly challenging for business owners.

However, half of middle market businesses who have made changes to their business operations as a result of COVID-19 are somewhat or fully operating again.

Even so, most owners and executives are not staffing their businesses at pre-pandemic levels. Of the middle market businesses that reduced their staffing in response to COVID-19, many companies are not likely to bring

back all employees. However, bringing back employees who were furloughed is generally more likely than bringing back those who were laid off.

The pandemic has also made the merger and acquisitions forecast murkier for middle market executives. Past consideration of acquisitions and future likelihood of completing one have remained consistent since December. However, most middle market businesses report that lower company valuations due to COVID-19 are making an impact on their likelihood to complete an acquisition.

Unsurprisingly, concerns with COVID-19 have significantly increased since early March and are the primary reason for a dim outlook with respect to the U.S. economy. Of those who have a good, fair or poor outlook about the national economy, coronavirus concerns are intertwined with worries about a potential economic recession (67 percent) and the volatile political landscape (56 percent). Increasing tariffs have tumbled down the list of worries for business owners.

The U.S. economy has reached a crucial point at the beginning of the third quarter, *The Wall Street Journal* says, pointing to a stronger end to the second quarter with rising retail sales causing a

bounce in gross domestic product: "But what really matters for investors and Americans generally is if the economy is in substantially better shape in September than it was in June, with more sales, more production, and more people working." Yet, the recent resurgence of COVID-19 threatens that recovery. After showing improvement in key indicators such as employment, consumer spending and stock performance over May and June, the economy more recently has started to be roiled by the country's inability to quash the virus's spread.

Middle market businesses are slowly restoring more normalized operating and financial positions after taking steps to help their companies withstand the initial brunt of the COVID-19 pandemic. However, it's clear that their worries are far from over. For the remainder of 2020, economic recovery will be tied to public health and require continued cooperation from the private sector and state and federal government.

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. KeyBank does not provide legal advice.*

## CALENDAR

from previous page

Davis Chamber of Commerce. In-person and virtual classes are available. In-person class location is the Business Resource Center, 450 Simmons Way, Kaysville. Cost for the series is \$150. Cost for individual classes is \$25. Details are at <http://davistech.edu/business-recovery>.

### Sept. 24, 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](http://wbcutah.org).

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

Networking Luncheon, a Murray Area Chamber of Commerce event featuring interviews with two chamber members and networking. Location is Murray Park Pavilion, 296 E. Murray Park Ave., Murray. Cost is \$15. Details are at [murraychamber.org](http://murraychamber.org).

### Sept. 25, 8-9 a.m.

"WOW Women Training:

Social Media: Pinterest," a Women's Business Center of Utah event, in partnership with wow-women.biz. Event takes place online. Free. Details are at [wbcutah.org](http://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](http://holladaychamber.com).

### Sept. 30, 8 a.m.-5 p.m.

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

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

Fourth Annual WeROC (Women Entrepreneurs Realizing Opportunities for Capital), 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 The Slopes EVNTS Center, 14216 Bangerter Parkway, Draper. 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](http://Eventbrite.com).

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

### Oct. 1, 8:30 a.m.-12:30 p.m.

"Accountability and Ethics," an Employers Council event. Location is Employers Council, Utah office, 423 W. Broadway, Suite 200, Salt Lake City. Cost is \$145 for members,

\$220 for nonmembers. Details are at [employerscouncil.org](http://employerscouncil.org).

### 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](http://westjordanchamber.com).

### Oct. 6, 8 a.m.-5 p.m.

Utah Rural Summit, hosted at Southern Utah University's Utah Center for Rural Life. Location is SUU's Hunter Conference Center, 351 W. University Blvd., Cedar City. Early-bird (through Aug. 31) cost is \$125. Registration can be completed at [Eventbrite.com](http://Eventbrite.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](http://employerscouncil.org).

### Oct. 6, 11:30 a.m.-1 p.m.

Business Alliance Networking Luncheon, a Davis Chamber of Commerce event. Location is Business Resource Center, 450 Simmons Way, Kaysville. Free. No RSVP required. Details are at

[davischamberofcommerce.com](http://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](http://chamberwest.com).

### Oct. 8, 8-10 a.m.

"Dear Competitor: They are All Following Us On Social Media," part of the Business Recovery Series presented by Davis Technical College, in partnership with Davis County and the Davis Chamber of Commerce. In-person and virtual classes are available. In-person class location is the Business Resource Center, 450 Simmons Way, Kaysville. Cost for the series is \$150. Cost for individual classes is \$25. Details are at <http://davistech.edu/business-recovery>.

### 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 non-

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## CHAMBER

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keep the virus at bay, the economy will be better.”

For business owners, she suggested they formulate a plan, be ready to adjust that plan, and focus not on the problem but instead the solutions.

“We said in May of 2020, with this fresh on us in March, to have a two-year plan, and that would have started in March 2020 and go through March 2022, and I don’t see anything that has changed at least my thinking on that,” Gochnour said. “I think everyone should have a two-year plan and then continue to iterate off that plan. We might have to add another six months to it or another year to it.”

As for the virus’ impacts to date, Gochnour listed several but noted that Utah has fared better than its counterparts. “All in all, I would say this has been a sudden, severe and uneven economic impact, and Utah has performed relatively well compared to other states,” she said.

Among the sudden and severe impacts were in first-time unemployment claims, which last year averaged less than 3,000 a week but shot to 33,000 in

April. Continuous claims used to average 8,000 per week, peaked at 126,000 in early May and has shrunk to less than 75,000 — “still a chilling number,” Gochnour said.

Likewise, the number of passengers at Salt Lake City International Airport had averaged about 2 million per month, but it shrunk to 176,000 in April.

“That is the definition of a shock to a system,” she said. “That is the definition of falling off a cliff. I just wanted to show you how stark that is in something as hard-hit as the airline industry.”

The uneven economic impacts can be seen in job statistics among industries. The year-over-year decline in leisure and hospitality is nearly 21 percent, with clothing shops and restaurants also among the job-losers. Seeing an uptick have been online sales, sporting goods, food stores and building materials. Construction has seen 8.7 percent growth.

“It is claiming favorites,” Gochnour said of the virus. “It’s definitely punishing some industries more than others.”

Nonetheless, prior to revision, the number of jobs in Utah was down 2.8 percent year over year in June, which might sound bad but tied Idaho for the nation’s smallest contraction. For com-

parison, Nevada was down 10.2 percent and California slipped 10 percent. The national drop was 8.7 percent. Utah’s unemployment rate in July was 4.5 percent, lowest in the U.S. and far better than the national rate of 10.2 percent.

Gochnour spoke of the need for further federal stimulus action. Funding from the Paycheck Protection Program (PPP) has run its course, and expanded and extended unemployment insurance “did a lot of what it was going to do,” she said.

She also spoke of the need for Utahns to understand that many changes prompted by the virus’ impacts are structural, or long-term. People have been spending less in restaurants and on gas and clothing, but more on home improvements, outdoor equipment and especially online purchases. Remote work has become commonplace, which is leading to a “reckoning” in commercial real estate. If more people choose to work from home and employers see good productivity from it, expect to see even more remote work in the future and resulting changes to office space.

“You have to just sort of put odds to see what’s happening in the future, and there’s a chance that we get through the fall and

get into the first quarter and have a vaccine and this gets behind us more quickly,” Gochnour said. “I’m not going to put odds on that because I just don’t know. There’s

another chance that we have the virus come on in the fall in a very significant way and we have to deal with that, and that changes the dynamics.”

## ZIONS CENTER

*from page 1*

commodate more than 2,000 employees who will serve individuals and businesses from Texas to the West Coast.

Harris H. Simmons, Zions Bancorporation chairman and CEO, said he envisions the center to be a place “where innovation will flourish.” That would follow earlier Zions innovations, including encrypted digital certificate transaction infrastructure and image capture technology to deposit checks remotely.

“My hope is that we’ll be able to continue to incubate great ideas and that there will be a lot of creativity that takes place on this site in the years ahead,” Simmons said at the ceremony at 7850 S. Bingham Junction Blvd.

On a bluff overlooking the Jordan River Parkway, the site is a former Sharon Steel mill location that became contaminated. About 1,500 people will work during construction by Okland Construction and Layton Construction. The building was designed by WRNS Studios and Method Studios and will be managed by Gardner Co. Colliers International assisted in the negotiation of the transaction for Salt Lake City-based Zions.

The center will try to attain a LEED Platinum designation, use solar panels to provide 75 percent of its electricity and be part of a restoration of the river corridor.

Gov. Gary Herbert said the project is “a significant reclamation effort, of taking a site that really was toxic ... to changing to something very positive.”

“Twenty-four months from now,” Simmons said, “[it] will be the home to one of the nation’s most environmentally friendly and compatible workplaces. So that’s a really exciting transformation, about as far as you can come from one end of the spectrum to the other. ...

“This is a beautiful spot, and we’re going to build a beautiful building that will do justice to the location that we have here, overlooking the Jordan River, and it’s going to bring the kinds of job opportunities that will be of benefit not only to those who work here but to the surrounding businesses that our employees patronize and the surrounding communities in which many of them will live.”

Clint Betts, CEO of Silicon Slopes, commended Zions for its influence on the state’s tech community. “Zions Bank is an important and critical part of Silicon Slopes. ... We would be nowhere near where we are today were it not for Zions Bank and the contributions you have made to our community,” Betts said.

“I believe this [project] expands Silicon Slopes. We always say Silicon Slopes is statewide — it’s not just Lehi — and it feels like this is the beginning of ‘Silicon Slopes North.’”

Aaron Skonnard, CEO of Pluralsight, co-founder of Silicon Slopes and a member of the Zions Bancorporation board of directors, said that among the center’s benefits will be to attract tech talent to Utah from across the country.

“This a clear representation of the continued expansion and growth of Silicon Slopes,” Skonnard said. “We see a lot of new companies coming up in the state, there’s a lot of talk about the startup ecosystem, but it’s equally exciting to me to see established, pioneering companies like Zions Bank growing, expanding and driving tech forward here in Utah.”

The Zions center will be part of Gardner Co.’s 200-acre, office-anchored, mixed-use development dubbed View 78. The site can accommodate up to 1.5 million square feet of new Class A office/tech workspace, 20,000 square of retail space, and is also entitled for 3,500 residential units.

View 78 is an extension of Gardner’s View 72, on a separate 250-acre plot. View 72 is already fully built out and consists of 1.5 million square feet of Class A office space, 1,800 residential apartment units, a hotel and retail space.

The Zions groundbreaking event also featured a \$100,000 Zions donation to the Pastor France A. Davis Scholarship Foundation, earmarked to support students of color pursuing science, technology, engineering and mathematics (STEM) degrees.

“It will have a lasting impact, not just on our economy right now but in the years to come,” Cydni Tetro, founder of Women’s Tech Council, entrepreneur and CEO of ForgeDX, said of the Zions project, “and it will change what will become available as opportunity for the generations to come behind us.”

## UPDATES

*from page 1*

### 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, at the Employers Council’s Utah office in Salt Lake City.

### POSTPONEMENTS

**The Classic Golf Tournament 2020**, a Salt Lake Chamber event originally scheduled for June 22 at Salt Lake Country Club in Salt Lake City, has been rescheduled for Aug. 31, 7 a.m.-2 p.m., at Jeremy Ranch Golf & Country Club, 8770 Jeremy Road, Park City. Foursomes will be assigned tee times (no shotgun start). Cost is \$400, \$1,600 for foursomes. Sponsorships are available. Details are at slchamber.com.

**Annual Fall Business Conference**, a ChamberWest event originally scheduled for Sept. 16, will take place Nov. 13, 7:15 a.m.-3 p.m., at the Utah Cultural Celebration Center, 1355 W. 3100 S., West Valley City. Details are at chamberwest.com.

**The Chamber Champions Golf Tournament**, a Utah Valley

Chamber event originally scheduled for Aug. 24, will take place Sept. 15, 6:30 a.m.-2:30 p.m. Registration and breakfast begin at 6:30 a.m. Tee times start at 7:30 a.m. Location is Fox Hollow Golf Club, 1400 N. 200 E., American Fork. Cost is \$1,500 for foursomes of chamber members; \$2,000 for nonmember foursomes; \$500 for single-player chamber members; \$750 for single-player nonmembers. Sponsorships are available. Details are at thechamber.org.

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

**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://utaheconomicsummit.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. 10, 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.

**“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.

## CALENDAR

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members. 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 to be announced. 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. 13, 8 a.m.-4 p.m.**

**“Emotional Intelligence,”** part of the Salt Lake Community College Frontline Leader Workshop Series and focusing on identifying the components of emotional intelligence, exploring strategies to increase awareness of emotions, developing the ability to manage your emotions, and improving social skills. Location is Salt Lake Community College’s Miller Campus in Sandy. Cost is \$250. Details are at <http://www.slcc.edu/workforce/courses/index.aspx>.

### **Oct. 14, 7:30-11 a.m.**

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

### **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 westjordan-chamber.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 a.m.-4 p.m.**

**“Emotional Intelligence,”** part of the Salt Lake Community College Frontline Leader Workshop Series and focusing on identifying the components of emotional intelligence, exploring strategies to increase awareness of emotions, developing the ability to manage your emotions, and improving social skills. Location is Salt Lake Community College’s Westpointe Campus in Salt Lake City. Cost is \$250. Details are at <http://www.slcc.edu/workforce/courses/index.aspx>.

### **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.

### **Oct. 20, 11:30 a.m.-1 p.m.**

**Business Alliance Networking Luncheon**, a Davis Chamber of Commerce event. Location is Business Resource Center, 450 Simmons Way, Kaysville. Free. No RSVP required. Details are at davischamberofcommerce.com.

### **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. 22, 8-10 a.m.**

**“Dear Competitor: Our Social Media Spend Makes Cents,”** part of the Business Recovery Series presented by Davis Technical College, in partnership with Davis County and the Davis Chamber of Commerce. In-person and virtual classes are available. In-person class location is the Business Resource Center, 450 Simmons Way, Kaysville. Cost for the series is \$150. Cost for individual classes is \$25. Details are at <http://davistech.edu/business-recovery>.

### **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 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://utah-economicsummit.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 nonmembers. 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, 7:30-11 a.m.**

**“Culture Development,”** part of the Fall 2020 Leadership Series presented by Davis Technical College’s employer and continuing education team

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

### **Oct. 28-Dec. 16, 8 a.m.-noon**

**“Lean Six Sigma: Green Belt,”** a Salt Lake Community College Employee Development Workshop focused on methodologies for waste reduction and process improvement skills, and applying problem-solving and quantifiable tools through Lean Six Sigma strategies. Location is Salt Lake Community College’s Miller Campus in Sandy. Cost is \$1,495. Details at <http://www.slcc.edu/workforce/courses/index.aspx>.

### **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.

### **Oct. 29, 11:30 a.m.-1 p.m.**

**Networking Luncheon**, a Murray Area Chamber of Commerce event featuring interviews with two chamber members and networking. Location is Murray Park Pavilion, 296 E. Murray Park Ave., Murray. Cost is \$15. Details are at murraychamber.org.

### **Nov. 3, 8:30 a.m.-noon**

**“Performance Management Essentials,”** an Employers Council event. Location is Employers Council, Utah office, 423 W. Broadway, Suite 200, Salt Lake City. Cost is \$145 for members, \$220 for nonmembers. Details are at employerscouncil.org.

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

**Business Alliance Networking Luncheon**, a Davis Chamber of Commerce event. Location is Business Resource Center, 450 Simmons Way, Kaysville. Free.

No RSVP required. Details are at davischamberofcommerce.com.

### **Nov. 5, 8-10 a.m.**

**“Dear Competitor: Everybody Who Is Anyone Knows Our Brand,”** part of the Business Recovery Series presented by Davis Technical College, in partnership with Davis County and the Davis Chamber of Commerce. In-person and virtual classes are available. In-person class location is the Business Resource Center, 450 Simmons Way, Kaysville. Cost for the series is \$150. Cost for individual classes is \$25. Details are at <http://davistech.edu/business-recovery>.

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

**“Family and Medical Leave Act Essentials,”** an Employers Council event. Location is Employers Council, Utah office, 423 W. Broadway, Suite 200, Salt Lake City. Cost is \$145 for members, \$220 for nonmembers. Details are at employerscouncil.org.

### **Nov. 6, 8:30 a.m.-12:30 p.m.**

**“HR Management Program: Advanced HR Competencies,”** an Employers Council event taking place Fridays through Dec. 11. Location is Employers Council, Utah office, 423 W. Broadway, Suite 200, Salt Lake City. Cost is \$740 for members, \$1,110 for nonmembers. Details are at employerscouncil.org.

### **Nov. 9-11**

**Utah Life Sciences Summit**, a BioUtah event that takes place online. Details to be announced.

### **Nov. 12, 8 a.m.-3 p.m.**

**Annual Women In Business Summit**, a Davis Chamber of Commerce event. Location is Davis Conference Center, 1651 N. 700 W., Layton. Details are at davischamberofcommerce.com.

### **Nov. 12, 8:30 a.m.-10:30 a.m.**

**“Managing Difficult Employees: Briefing for Managers and Supervisors,”** an Employers Council event. Location is Employers Council, Utah office, 423 W. Broadway, Suite 200, Salt Lake City. Cost is \$99 for members, \$150 for nonmembers. Details are at employerscouncil.org.

### **Nov. 13, 7:15 a.m.-3 p.m.**

**Annual Fall Business Conference**, a ChamberWest event originally scheduled for Sept. 16 and 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.

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## ENNICO

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can do anything anywhere, you don't have to be anywhere in particular.

Whatever your thoughts about flyover country, get over them. Move your business to a place where land, labor and taxes are as cheap as possible. Make state and local governments compete for your business and the jobs you create. If your business is brick-and-mortar, many small downtowns in rural parts of the country have astonishingly beautiful historic buildings you can buy or rent for a pittance.

If you absolutely must have a New York City address, open a UPS private mailbox there and have your mail and packages forwarded to wherever you actually are.

“We Can't Go on Together With Suspicious Minds” (apologies to Elvis Presley). One really negative consequence of social distancing is that it will likely lead to an increase in tribalism. People are becoming more focused on their silos, echo chambers and identity groups, and less inclined to trust those people who do not share the same thoughts, beliefs and culture.

Like any good politician,

your business will need to identify with as many different groups and points of view as possible, or at least not send a message that you identify with a hostile tribe.

Whatever your political affiliation, change your voting registration to independent today, and never — ever — discuss politics with customers or clients.

Great actors and actresses strive to avoid looking like a specific type so they can be considered for the widest possible variety of roles. Your website and social media should not make you appear too old, too young, too weird, too radical, too conservative, too scary, too judgmental, too opinionated, too ... different. And you should look as attractive as possible, because we attribute

positive things to people we like to look at.

In conversations with potential customers or clients, accentuate the things you have in common, whatever they may be. Empathizing with as many of your customers as possible (whether you like them or not), and humanizing yourself so people feel comfortable talking to you — whoever they are — will go a long way toward keeping your business on life support during the tough months ahead.

Cliff Ennico ([crennico@gmail.com](mailto:crennico@gmail.com)) is a syndicated columnist, author and former host of the PBS television series “Money Hunt.”

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## CLASSIFIED

### CAREERS

#### SENIOR MOBILE TESTER

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