

OF NOTE



Higher prices for O.J.

It's unlikely that you know what citrus greening disease is, but it's going to make your morning orange juice more expensive this year. The insect-borne infection causes fruit to shrink and fall and will result in a 16 percent drop this season in Florida's orange crop — the main source of juice that's not made from concentrate, the type that's favored by consumers — making it the smallest crop since 1945.

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Incentive to help LiveView grow, add 3,400 jobs

Brice Wallace
The Enterprise

An Orem-based security technology company will add up to 3,400 jobs over the next decade after being approved for a state tax credit incentive.

LiveView Technologies Inc. provides a cloud-based software platform that collects, stores and organizes data from various sensors via cellular networks. The primary source of the data comes from proprietary solar-powered portable trailers equipped with cameras and other sensors, typically providing safety and security ser-

vices. Its customers are in retail, construction, law enforcement, government and infrastructure, to name a few.

"We're excited to align with the Office of Economic Opportunity," Ryan Porter, CEO and founder, said in a prepared statement. "We started in Utah, and it's part of who we are as a company. These incentives will make it easier for us to stay competitive and attract top talent to Utah while we help make the world a safer place."

The company was approved for an incentive of up to \$17.6 million over 10 years by the Governor's Office of Economic Opportunity (Go Utah) board at the board's January meeting.

Daniel Royal, Go Utah's director of corporate growth and business development, said the company's original proposal to Go Utah was for an incentive over five years related to 1,100 new jobs. Go Utah sought increases for both figures. "So it was great," Royal said, "to see that growth, as well as increasing the average wage," now projected at \$96,677.

Asked about the 3,400 projected new jobs, Andrew Gale, the company's chief financial officer, said this to the board: "The 10-year model, given the amount of available market share and the growth that we're seeing amongst our largest customers in big-box retail as well as many other verti-



The Astra Tower, a residential development in downtown Salt Lake City, is destined to be the tallest building in Utah when it is completed late in 2024. A project of Park City's Kensington Investment Co., the tower will consist of 372 luxury home apartment rentals.

New downtown SLC residential skyscraper will be Utah's tallest

Construction has begun in downtown Salt Lake City on what will be Utah's tallest high-rise building. Ground was broken earlier this month at 200 S. State St. on the 40-floor Astra Tower, a development of Park City's Kensington Investment Co.

Representatives of Kensington, general contractor Jacobsen Construction Co. and global design firm HKS joined civic and business leaders at a kickoff ceremony at the site of the luxury residential building.

"Increasingly, people want to both live and work in the heart of Salt Lake City, because it offers not only innovation and growth but also the thrilling experiences of a highly accessible, active and exciting day-to-day urban lifestyle," said Salt Lake City Councilmember Ana Valdemoros. "The Astra Tower will accelerate and accentuate all of these strengths of Salt Lake."

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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

Feb. 2, 8 a.m.-noon

DISC Training, a Salt Lake Community College Employee Development Workshop at SLCC's Westpointe Campus in Salt Lake City.

Feb. 2, 11:30 a.m.-1 p.m.

Business Alliance Luncheon at Boondocks Fun Center in Kaysville.

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

"Industry Forum: Nonprofits," a Park City Chamber/Bureau event for non-profit partners at the Blair Education Center at Intermountain Park City Hospital.

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Vaccine mandate stayed by Supreme Court, remains for health workers

The U.S. Supreme Court has put a stop to the Biden Administration's mandate that employees at large businesses get a vaccine or test regularly and wear a mask on the job. At the same time, the court is allowing the administration to proceed with a vaccine mandate for most healthcare workers in the U.S.

The court concluded the administration overstepped its authority by seeking to impose the Occupational Safety and Health Administration's vaccine-or-test rule on U.S. businesses with at least 100 employees. More than 80 million people would have been affected.

"OSHA has never before imposed such a mandate. Nor has Congress. Indeed, although Congress has enacted significant legislation addressing the COVID-19 pandemic, it has declined to enact any measure similar to what OSHA has promulgated here," Supreme Court conservatives wrote in an unsigned opinion.

In dissent, the court's three liberals argued that it was the court that was overreaching by substituting its judgment for that of health experts. "Acting outside of its competence and without legal basis, the Court displaces the judgments of the government officials given the responsibility to respond to workplace health emergencies," Justices Stephen Breyer, Elena Kagan and

Sonia Sotomayor wrote in a joint dissent.

Pres. Joe Biden said he was "disappointed that the Supreme Court has chosen to block common-sense life-saving requirements for employees at large businesses that were grounded squarely in both science and the law." Biden called on businesses to institute their own vaccination requirements, claiming that a third of Fortune 100 companies already have done so.

Both the large business and healthcare workers mandates had been challenged by Republican-led states, including Utah. In addition, business groups attacked the OSHA emergency regulation as too expensive and likely to cause workers to leave their jobs at a time when finding new employees already is difficult.

Reyes responds to Supreme Court ruling in vaccine mandate cases

Utah Attorney General Sean D. Reyes had a mixed reaction to the United States Supreme Court rulings on federal vaccine mandates for large businesses and healthcare workers.

In its decisions, the justices ruled to uphold the stay on the OSHA mandate, affecting businesses with more than 100 employees, but rejected the stay in the Centers for Medicare Services (CMS) case involving healthcare workers. The ruling means that employers

will be prevented from having to force employees to be vaccinated, while healthcare workers will face a new deadline to comply with the mandate.

"The Supreme Court's rejection of the OSHA mandate is a true victory for all Americans who believe in the rule of law," said Reyes. "There is no workaround when it comes to the Constitution — the federal government cannot dictate its policies where it lacks statutory authority. These liberties are not negotiable."

"We are extremely disappointed, however, in the court's decision involving healthcare workers," Reyes continued. "As the four dissenting justices correctly note, a 'hodgepodge' of statutes does not authorize the secretary to force healthcare workers to undergo a medical procedure. And we share the dissenting justices' concern that this decision will have a lasting negative impact on future agency decision-making."

"I want to thank all of our sister states who joined us in this fight. Due to the hard work of A.G. offices around the country, business owners and millions of their employees, for now, are protected from unprecedented executive overreach. We sympathize with medical workers who deserve to also be protected but will not be after today," Reyes concluded.

SL County Council leaves Health Dept.'s 30-day mask order in place

The Salt Lake County Council has decided not to challenge a COVID-19 mask mandate issued by the Salt Lake County Health Department Executive Director Dr. Angela Dunn and accepted by Mayor Jenny Wilson on Jan. 7.

Convened in a special meeting to consider the order, the council didn't have enough votes to overturn the order.

The order, No. 2022-01, went into effect on Jan 8 and is currently planned to be in force until 5 p.m. on Feb. 7. The public health order requires people in Salt Lake County, regardless of vaccination status or past COVID-19 infection, to wear "well-fitting masks" when indoors (or queuing outdoors) in public. For optimal protection, wearing respirators, such as KN95s, is recommended instead of cloth masks.

Survey: 40 percent of Utah residents think mask are attack on liberties

Four in 10 Utahns believe that vaccine mandates, whether imposed by the government or by businesses, are an attack on their individual liberties, according to a recent survey by MyBioSource.com, a biotechnical products distribution company. The survey was taken prior to a U.S. Supreme Court decision that blocked Pres. Joe Biden's order that all businesses with more than 100 employees be subject to mandatory vaccinations or frequent testing and mask-wearing.

The survey found that opinions on mandates and freedoms varied widely by location. In Hawaii, only 17 percent thought a vaccine mandate was an attack on their individual freedom. Comparatively, however, this figure was 70 percent in West Virginia.

More than half of Utah residents (53 percent) think that politicians making decisions concerning such things as vaccination mandates and masking should formally disclose their vaccination status, survey results showed. The national average on that question was 64 percent.



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Fed leader: 'COVID' and 'inflation' troublesome but 'these too shall pass'

Brice Wallace
The Enterprise

The leader of the Federal Reserve Bank of San Francisco acknowledged that the simple two- and three-syllable words "COVID" and "inflation" have

had far-reaching effects on the U.S. economy.

However, speaking virtually to an audience at the 2022 Utah Economic Outlook & Public Policy Summit in Salt Lake City, Mary C. Daly espoused a viewpoint on those two matters of, essentially, "these too shall pass."

"I think we are, barring any surprises on COVID, on the COVID front, we are on our way," Daly, president and CEO of the Federal Reserve Bank of San Francisco and host of the podcast "Zip Code Economies," said at the summit, presented by the Salt Lake Chamber and the Kem C.

Gardner Policy Institute.

The nation, she said, "will be living with something that we now have learned how to manage" and the pandemic will not substantially affect how the nation's economy moves forward. "So in 2022, I see the beginnings of really building back from what we have gone through," Daly said.

Regarding COVID, Daly said the omicron variant appears to be less deadly, less virulent, than other variants despite its more-contagious nature, making it "not as challenging and painful as the previous variants."

"I'm very bullish that once we get past this, then we will be ready to re-engage," she said, conceding that COVID currently "prohibits us from living the life we truly want."

Right now, the phrase "as goes COVID, so goes the econo-

my" still holds, she said.

"I do think that the omicron variant will only make a dent in the growth rate and then we'll kick back up, just like we did with delta," she said, referring to an earlier variant. "We had a dent in the growth rate of the U.S. economy, we had a dent in the slowed growth in the labor markets and things of that sort, [we had] increased inflation, but then as we saw it move out, before we got omicron, we saw improvements."

"Now we've got omicron, so I wouldn't be surprised if we get another dent, but I am optimistic that we'll get through this, we'll continue to move forward. Consumers want to spend, businesses want to open and people want to work, and those things will all come back together. But, again, we have to get through this."

As for inflation, she described it as "uncomfortably high for an uncomfortably long time." In December, the year-over-year inflation rate was 7 percent, mak-

U.S. Beverage to acquire Uinta Brewing

United States Beverage LLC of Stamford, Connecticut, has formed a joint partnership with Boulder, Colorado-based Crestone Capital to acquire Uinta Brewing. Founded in 1993, Uinta Brewing crafts beers in a variety of styles and flavors, including Cutthroat Pale Ale, Detour Double IPA and Lime Pilsner.

"Uinta is a strong brand with a state-of-the-art brewery. The

team and culture that has been developed over the years is second to none in the industry," said Justin Fisch, president of U.S. Beverage. "The acquisition of Uinta creates tremendous opportunities and synergies, and we share a robust strategic vision for the future."

While details of the transaction were not released, both U.S. Beverage and Uinta have confirmed that Uinta leadership, op-

erations and staff will remain in place.

"In joining U.S. Beverage, we align two exceptionally strong, complementary beverage teams at the perfect time," said Jeremy Ragonese, president of Uinta. "I am thrilled to have the opportunity to collaborate with U.S. Beverage to expand opportunities for our brewery, advance our current initiatives and invest in our future."

Larry H. Miller Real Estate plans to acquire Destination Homes

Larry H. Miller Real Estate (LHMRE), a portfolio company of the Larry H. Miller Group of Companies (LHM Group), has announced plans to acquire Layton-based Destination Homes' residential construction business.

Destination Homes, founded in 2002 by David Bailey and Brad Wilson, focuses its mission on building exceptional homes and lasting communities and is a long-time partner of LHMRE, a Miller release said.

"With the 2021 acquisition of the Daybreak master-planned community, plus other land holdings, acquiring a home building company allows us to further vertically integrate Larry H. Miller Real Estate," said Steve Starks, CEO of the LHM Group. "Destination Homes is a highly respected builder with a strong culture and we couldn't be more excited to welcome their great team to the Larry H. Miller family."

"At Larry H. Miller Real Estate, having the ability to develop the land and participate in vertical construction creates synergies and scalability," said Brad Holmes, president of LHMRE. "Destination Homes, along with our other construction partners, will continue to build within the Daybreak community in South Jordan. We also anticipate integrating Destination Homes into our other current and future land projects."

"David and I built this business over the last 20 years to become one of the most respected home builders in the region," said Wilson. "As we evaluated the company's future, our prima-

ry goal was ensuring our mission continues. Given our long-standing relationship with LHMRE and the opportunity to combine organizations with similar values, both parties explored the potential transaction. We believe that this exciting next step will provide longevity for Destination Homes and create an opportunity for it to grow beyond its current potential. This acquisition by LHMRE will provide continued stability for our

talented employees and the ability for Destination Homes to perform at a larger scale for the people of Utah and our region."

"Customers can continue to expect the same high-quality craftsmanship and service from Destination Homes, which will retain its name," said Scott Lalli, president of Destination Homes. "In the last 15 years, we have completed over 2,000 homes. Destination Homes currently has projects

in Daybreak, where we were one of the original homebuilders, as well as Hill Farms, Windmill Estates, Towns on Main and Wilcox Farms in Davis County and Beacon Pointe in Utah County."

Bailey, Wilson and Carter Owens, Destination Homes' CFO, plan to continue to focus their efforts on their multifamily business, Newtown Residential, and will not remain with Destination Homes.

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Geraty named CEO of PG-based Dental Intelligence

Dental Intelligence, a dentistry analytics, workflow automation and payments platform based in Pleasant Grove, has announced the appointment of Dan Geraty as CEO. Geraty has 20 years of experience scaling software and payments companies. He will replace Weston Lunsford, who is leaving the company.

“We believe Dental Intel delivers an important suite of solutions to help dental practices grow and thrive. I’m excited to join and lead a team with a firm commitment to technological innovation and creating the best possible user experience,” said Geraty. “Dental Intel’s acquisition of Modento in 2021 added exciting tools to our platform, and we will seek to strategically expand our capabilities through

investments in product, go-to-market strategies, and additional acquisitions. We believe that we have a tremendous opportunity to evolve business management and growth within dental practices across the industry and I’m looking forward to applying my experience in vertical software and payments to better serve Dental Intel’s clients.”

Prior to joining Dental Intel, Geraty founded Clearent, an integrated software and payments provider. In this role, he grew the company through a combination of organic growth and strategic acquisitions to become a provider to over 70,000 businesses. Before joining Clearent, he was president and chief operating officer of DynamicSoft, a provider of software that supports communications service providers in the

delivery of voice, data and multimedia content.

“It’s been a wonderful experience leading Dental Intel over the last nine years, and I’m confident the company has an exciting future ahead, given Dan’s experience scaling leading software businesses,” said Lunsford.

Dental Intelligence has also added three executives to its leadership team, including Marty Ostermiller as chief financial officer, Jeff Adams as chief revenue officer and James Grover as chief product officer.

Dental Intelligence provides dental practices with cloud-based data analytics and patient engagement software and payments. Dental Intel is used by thousands of dentists to manage and grow their practices. The company was founded in 2012.

Ivy buys Utah Fertility Center

Ivy Fertility, a San Diego-based provider of advanced reproductive technologies, in-vitro fertilization and third-party reproduction, has acquired Utah Fertility Center, along with two fertility practices in Nevada: Nevada Center for Reproductive Medicine and Nevada Fertility Center. Utah Fertility Center is headquartered in Pleasant Grove with clinics in Pleasant Grove, Murray, Ogden, Park City and St. George, as well as its Idaho Fertility Center in Idaho Falls.

Ivy Fertility is a portfolio company of InTandem Capital Partners, a healthcare services-focused private equity firm based in New York City.

“My colleagues and I are thrilled to join the esteemed professionals at Ivy Fertility. We are energized by like-minded professionals who share our mission to help every patient achieve pregnancy,” said Dr. Russell Foulk, founder of Utah Fertility Center. “The entire Ivy Fertility team shares our desire to provide high-quality care to each patient in a supportive and informative manner. Working together will further enhance our ability to give every patient the highest chance of success and to realize the dream of parenthood.”

“We are excited to partner with the highly skilled teams of specialists at these leading fertility centers,” said Lisa Van Dolah, CEO of Ivy Fertility. “We have the utmost respect and admiration for their numerous achievements and accomplishments and look forward to having them join the Ivy family.”

SmartSearch appoints new CEO

SmartSearch, an anti-money laundering platform based in Lehi, has announced the appointment of Guy Harrison as CEO. The company said Harrison will be responsible to drive its plan to build additional growth and will report to the company’s board of directors.

Harrison is a seasoned business leader with a proven track record of scaling fast-growth data, analytics and technology businesses, according to a SmartSearch release. He comes from Dow Jones, where he was general manager of Dow Jones Risk & Compliance, a global provider of regulatory compliance and risk management solutions. Prior to that, he was managing director for risk, regulatory and compliance solutions at IHS Markit. Before joining IHS Markit, he spent eight years at Goldman Sachs and started his career as a management consultant with Deloitte.

Harrison’s replaces SmartSearch’s founder, John Dobson, as CEO. Dobson launched the business in 2011 and will remain an active part of the company as a non-executive director.

“SmartSearch has already delivered impressive growth and I’m very much looking forward to working with the team to lead the business towards even greater success,” said Harrison. “Fraud and money laundering attempts have risen considerably since the outbreak of the COVID-19 pandemic, increasing the need for regulated businesses to have effective anti-money laundering (AML) technology. SmartSearch’s state-of-the-art tech-

nology is perfectly positioned to meet this need by accurately identifying and verifying customers in just two seconds.”


“There is a clear and growing need for robust electronic verification to help counter money laundering and fraud. The strong growth we have achieved at SmartSearch over the past decade clearly indicates this need as paper documents can no longer be relied upon. It also gives an indication of our huge potential for further expansion,” said Dobson. “I feel a lot of pride in having led a worthy and successful business which will continue to grow and prosper with a very competent, energetic and innovative team remaining. I felt the time had come for my second retirement and I am very happy to hand over the leadership to Guy, who I know has the experience and strategic vision to steer the business through the next expansion phase as it continues to become recognized as the default solution for AML verification, both in the UK and globally.”

Richard Law, chairman designate of SmartSearch, said: “On behalf of the board and the team as SmartSearch I’d like to thank and congratulate John on his skill and dedication to building SmartSearch so effectively and on achieving the financial success the business has seen to date. I’m very pleased that the business has been able to attract Guy to join the business. His track record, experience and skills are a great fit for the ambitious next stage of SmartSearch’s development and growth.”

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DigiCert Acquires Mocana

DigiCert Inc., a Lehi provider of Internet security and Internet of things (IoT) solutions, has acquired IoT cybersecurity provider Mocana based in San Jose, California. DigiCert is has the capital backing of Clearlake Capital Group LP, Crosspoint Capital and TA Associates. Terms of the transaction were not disclosed.

“The combination of DigiCert and Mocana technologies provides IoT manufacturers and operators with a comprehensive platform for managing security across the full IoT device life-cycle,” DigiCert said in a release. “The acquisition strategically accelerates DigiCerts presence in the fast-growing IoT market.”

“IoT security has been a challenge for device manufactures and operators,” said DigiCert CEO John Merrill. “With the addition of Mocana, DigiCert is building on its vision for delivering digital trust, a growing necessity in the IoT market as smart devices become ubiquitous in every corner of our personal and professional lives. We are excited to introduce new and existing customers to our integrated platform and welcome the addition of Mocana’s expertise in IoT technology and the industrial and manufacturing verticals to the DigiCert team.”

“Mocana is excited to be joining the DigiCert team,” said Srinivas Kumar, Mocana chief technology officer. “Together, our solutions uniquely solve the challenges of IoT security, from embedding security protections on-chip or at device manufacturing to on-device secure communications and firmware updates once in the field.”

Founded in 2003, DigiCert employs about 1,600 in its operations.

Phoenix firm purchases RMM

South Salt Lake-based Rocky Mountain Mechanical has been acquired by Pueblo Mechanical & Controls, an HVAC and plumbing installation, retrofit and repair services platform based in Phoenix. Pueblo is owned by middle-market private equity firm Huron Capital of Detroit.

Rocky Mountain Mechanical (RMM), founded in 1990, is of one of the largest mechanical contracting companies in Utah and provides plumbing, controls and HVAC installation and retrofit/repair services across Utah.

Dan Bueschel, CEO of Pueblo, said, “The addition of RMM extends our company’s presence into a new geographical market, and allows us to help RMM expand its client base to larger, regional customers while continuing to maintain and grow services with their longtime customers across Utah. We are eager to work with RMM’s experienced management team — especially former owner Chad Heward — whose business values and goals mirror ours.”

“I am immensely proud of the company our team has built over more than three decades here in Utah. But the industry is

changing and with it so are our customers’ needs,” said Heward, who will continue as president of the Rocky Mountain division of Pueblo. “By joining forces with Pueblo, we will have access to greater resources that will allow us to provide a broader range of services with larger geographic reach across the entire Rocky Mountain Region.”

The acquisition of RMM is Pueblo’s fourth add-on acquisition in six months and the 10th overall for the company. Huron Capital acquired Pueblo in 2017 in a partnership with Bueschel.

Scott Hauncher, Huron Capital partner, said, “This acquisition positions Pueblo to grow both organically and through additional acquisitions. We acquired Pueblo Mechanical four years ago because we believed demand for HVAC repair and installation services would increase and the sector was ripe for consolidation. Since then, regional population growth, aging infrastructure and increased demand for cooling systems has driven demand for Pueblo’s services and we expect those industry trends will continue in 2022 and beyond.”

California firm bought by eLearning Brothers

American Fork education solutions company eLearning Brothers has announced the acquisition of Rehearsal, a video-based practice and coaching platform based in Reno, Nevada.

The Rehearsal platform lets users practice skills with their webcam, submit videos for review and receive manager feedback or automated scoring powered by advanced AI technology. Since the beginning of 2021, Rehearsal has been directly integrated into eLearning Brothers’ Rockstar Learning Platform. The software is used by companies such as Paychex, 3M, Stryker, Abbvie and Takeda, according to

an eLearning Brothers release.

“eLearning Brothers is creating a unique learning ecosystem to help learning professionals create better learning experiences,” a company release said. “This acquisition fills today’s need for innovative and effective remote training and enables eLearning Brothers to help organizations offer more video-based learning and coaching experiences to remote and in-office employees.”

“I love the uniqueness of the Rehearsal tool and the way it drives true behavior change and skill development,” said Andrew Scivally, CEO of eLearning Brothers. “Adding Rehearsal to the eLearning

Brothers suite of learning technology fills an important need in our learning and development offering while also allowing us to expand our footprint in sales enablement.”

“Rehearsal shifts the focus from knowledge to skill application, which is essential as companies move to upskill and reskill employees in response to a rapidly changing world,” said Darik Volpa, founder and CEO of Rehearsal. “I’ve known the leadership team at eLearning Brothers for many years and I have been impressed with their growth, execution and vision. My team is excited to be a part of what they are building and to contribute to their continued success.”

Maryland co. acquires SLC-based Restruction

Structural Preservation Systems LLC, one of the nation’s largest concrete repair and maintenance providers, has acquired Restruction Corp. of Salt Lake City. With offices located in Colorado, Arizona and Utah, Restruction is a contracting company that specializes in concrete repair and structural strengthening. Structural is headquartered in Elkridge, Maryland, and has branch offices throughout the United States and

the Middle East.

“Structural has built a very impressive organization. Their ability to integrate technologies, engineering and construction is a great added benefit to Restruction’s specialized contracting services,” said Tim Gumina of Restruction Corp. “We at Restruction have always looked to Structural as a leader in this industry.”

“Restruction will increase our capabilities, resources and presence

in the Mountain West region of the United States,” said Jeff Venanzi, president of Structural. “By adding Restruction, we have strengthened our team with a superior group of construction professionals providing excellent service throughout the region. Restruction’s commitment to quality and safety, approach to customer service and dedication to employee training are a great match to Structural’s mission, values and operating principles.”

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Nomi acquires Artemis Health

Orem's Nomi Health, a provider of direct healthcare services nationwide, has acquired Artemis Health, a healthcare data and analytics service provider based in Salt Lake City.

Artemis Health's platform is used by more than 500 U.S. employers and benefits advisors to enhance health benefits using data.

"The transaction gives Nomi Health customers actionable, data-driven insights to materially lower costs and improve the quality of care they deliver to their communities," Nomi said. "The acquisition will also accelerate the growth of Nomi Health's platform and services, which has already delivered higher-quality care at lower costs for major buyers of healthcare in more than 15 states."

"We launched in 2019 as a modern platform that enables U.S. healthcare to run better, faster and more cost-effectively than the status quo for buyers of healthcare, for providers and for all of us as patients," said Mark Newman, founder and CEO of Nomi Health. "Since then, we've helped our public- and private sector customers cut the cost of care by 30 percent while improving access to care for over 10 million Americans. Artemis will play a key role in how the next phase of our platform comes to life."

Nomi said the Artemis Health acquisition immediately bolsters the company's Nomi Connect platform, a business operating system and payment system that directly connects providers to buyers.

"Nomi Health shares our passion to improve the cost and quality of healthcare in the U.S.," said Grant Gordon, co-founder and CEO of Artemis Health. "We are excited to bring our best-in-class data analytics capabilities to Nomi's customers and work together to close the gap between insight and action in healthcare. Together we will continue to accelerate Artemis' development of innovative analytics solutions for employers and their advisors, and further our mission by expanding our impact."

EV committee appointed

The Utah Office of Energy Development (OED), in partnership with the Utah Department of Transportation (UDOT), has created a steering committee to work through topics and strategies related to the implementation of the Statewide Electric Vehicle Charging Network Plan. The Electric Vehicle Service Equipment Steering Committee, conceived under Section 5.1 of the plan, met for the first time earlier this month.

The committee includes 15 people from public and private organizations throughout the state. Thom Carter, energy advisor to Gov. Spencer Cox, will chair the committee.

Members of the committee and their affiliations include Lyle McMillan, Utah Department of Transportation; Bailey Toolson, OED; Becky Close, Division of Air Quality of the Department of Environmental Quality; Michelle Brown, Department of Government Operations (DGO); Daniel Black, DGO; and Robert Slade, DGO.

Also on the committee are Vicki Varella, Office of Tourism and the Governor's Office of Economic Opportunity; Scott Strong, Division of Parks and Recreation, and the Department of Natural Resources; Laura Hanson, Gov-

ernor's Office of Planning and Budget; Kim Frost, Utah Clean Air Partnership (UCAIR); Britton Bettrige, Leaders For Clean Air; David Christensen, ASPIRE Research Center; James Campbell, Rocky Mountain Power; and Jeff Peterson, Utah Rural Electric Cooperatives Association.

One of their primary goals is to alleviate range anxiety that may come with ownership of an electric vehicle, the organization said in a release.

"Electric vehicle infrastructure is critical to our transportation future," said Carlos Braccas, executive director of UDOT. "This steering committee will help us implement an electric vehicle charging network to support the increasing use of electric vehicles statewide."

"With the vast amounts of private and public investment focused on EVs and EV infrastructure, we are excited to get this committee together to focus on the best ways to serve the people of the state," said Carter. "As we focus on policy, trends, research and partnerships, we want to ensure Utah is in a position to lead in the evolution of our energy and transportation sectors."

The committee is expected to meet quarterly.

Lehi's MX names Evans CEO & board member

MX, a Lehi-based financial data and connectivity platform, has announced that Shane Evans has been appointed interim CEO and member of the board of directors. Evans succeeds founder Ryan Caldwell, who is transitioning from his role as CEO to a new role as executive chair in order to spend more time with family and focus on his daughter's health. Caldwell will continue to advise the executive team and board of directors on go-to-market, product development and long-term business growth.

"As president, Shane has worked extensively with the board and executive team to increase

revenue, scale the business and position MX as the leading financial data platform for organizations everywhere. I am confident that Shane is the right person to lead MX through this next phase of growth and category leadership," said Caldwell. "I look forward to working closely with Shane as we continue to build the business, help organizations connect to and harness the power of financial data to grow their business, and transform the way people engage with their money."

Evans was promoted to president of MX in 2021 after joining the organization in 2019 as the company's first chief revenue of-

ficer. Prior to MX, he spent five years at Qualtrics.

"I am grateful for the opportunity to help lead MX through our next phase of growth, as we accelerate the business and help organizations unlock the power of financial data," said Evans. "The MX founders — Ryan Caldwell and Brandon Dewitt — have built an incredible culture and team despite unprecedented health challenges for themselves and their families. We are grateful for Ryan Caldwell's continued strategic leadership moving forward as executive chair and stand committed to honoring their vision and legacy as we continue to build MX."

SnugZ USA buys California-based Sweda Co.

Promotional products company SnugZ USA LLC, based in West Jordan, has acquired Sweda Co. LLC of City of Industry, California. Sweda is also a promotional and gifting products provider.

SnugZ is a portfolio company of Tower Arch Capital, a private equity firm based in Draper.

The new company combines "two top-40 promotional products suppliers to enhance their ability to offer distributor partners an unparalleled product selection and the highest-quality service," a SnugZ release said.

"We believe this acquisition of Sweda will further strengthen our ability to innovate new

products, expand into additional product segments, and most importantly, take advantage of the similarities between both companies to better serve our loyal customers," said SnugZ President and CEO Brandon Mackay.

"I am thrilled about the combination of Sweda and SnugZ and know that our future, elevated together, is bright," said Jim Hagan, CEO of Sweda. "The synergies between our two companies, from our core values to our differentiators, will only strengthen our position in the marketplace. It is the perfect fusion of culture and creativity."

David Topham, a partner at Tower Arch Capital, said, "We

are honored to partner with Jim Hagan and the entire Sweda team. Sweda's innovation and commitment to serving their distributor customers has redefined what it means to deliver high-quality and creative products. This next chapter of growth will be very exciting as we leverage the expertise of both businesses."

Based on 2020 promotional product sales, the combination of SnugZ and Sweda will create one of the top-10 largest suppliers and would provide customers with one of the most diverse product offerings in the industry, Mackay, who will remain CEO, said. Hagan will remain as president of Sweda.

Wright named president/CEO of Noorda College

The Noorda College of Osteopathic Medicine (Noorda-COM) board of trustees has selected Norman S. Wright president and chief executive officer of the college following a national search. Wright has been serving as the Provo for-profit institution's interim president since July 2021 and will assume full-time responsibilities in February.

"The Noorda College of Osteopathic Medicine is fortunate to have someone with Dr. Wright's unique set of skills and experience as its next president," said Francis Gibson, chair of the board of trustees of the college. "Dr. Wright's strong business acumen together with his experience within the local community and in higher education will be incredibly valuable as the college continues its path to becoming a leader in medical education in Utah."

"The president is a crucial appointment in the senior executive administration that will lead the college forward in engaging local,

regional and national communities in building awareness and support for the osteopathic profession, the school and its medical students as they pursue residency placements," the college said in a release.

"I am deeply honored to have been chosen to lead the Noorda College of Osteopathic Medicine at such a critical time in higher education," said Wright. "We are at a crossroads where old models no longer meet the needs of today's digitally savvy students who are curious, capable, and committed to harnessing knowledge for the betterment of their communities. I am excited to work together with the board, students, faculty, staff and our community as we transform medical education in the service of our community."

The board-appointed Presidential Search Committee began the search process in September. The 14-member committee — with representation from faculty, professional staff, administrative support staff, students, the Board of Trust-

ees and the community — recommended two finalists to the board whose final decision was then ratified by the board.

Wright is the current dean of the Woodbury School of Business at Utah Valley University, a position he has held since 2010. During his time as dean, the business school has added graduate degree programs, raised \$75 million in funding for a new facility, added support for women and Latinx students and extended ties with the Utah business community. Prior to his appointment as dean, Wright held various leadership roles with startup and young business schools in the Middle East and Africa as well as numerous consultancy projects around the globe.

Wright graduated from Brigham Young University with a degree in economics and a Master of Public Administration degree. He went on to earn Master of Arts and Ph.D. degrees from the Wharton School of Business at the University of Pennsylvania.



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ASSOCIATIONS

• The **United States Hispanic Business Council** (USHBC) has appointed **Troy Rawlings** to its board of directors as general counsel. Rawlings is district attorney of Davis County. Rawlings has over 27 years of experience in the legal arena. He has served as the elected district attorney in Davis County since 2007. Over the course of his career, he has served on a variety of boards and professional associations. Rawlings' education includes earning Bachelor of Science degrees in both political science and speech communication from the University of Utah. The United States Hispanic Business Council is a nonprofit organization that focuses on improving access to contracting in the public and private sector; fair representation of Hispanics in business, media and politics; and ensuring Hispanics have a voice in the national dialogue.

CORPORATE

• **RainFocus**, a Lehi-based provider of an enterprise event marketing platform, has announced that its **RainFocus Insight 2022** event, originally a hybrid program with in-person components Feb. 7-9, will now be offered as a fully virtual experience. The event includes live webinars, keynote sessions, track sessions, virtual access to the exhibitor catalog, peer-to-peer networking, on-demand session viewing and tech tours. A preparation event Jan. 25 will provide previews. An Insight Encore takes place Feb. 23.

ECONOMIC INDICATORS

• **Salt Lake City** is ranked No. 13 among U.S. destinations in the December 2021 **Interim Convention Cities Index**, compiled by **Northstar Meetings Group**, a B2B information and marketing solutions company. The index uses a weighted ranking system to determine which destinations in the U.S. and around the world are ideally suited to hosting large events. Salt Lake City moved up two positions from the June 2021 index. Atlanta is ranked No. 1 among U.S. destinations.

• **Salt Lake City** is ranked No. 9 on a list of **top housing markets for Gen X**, compiled by **Knock**. It evaluated the top housing market picks by generation based on affordability, the availability of housing stock and key attributes important at each stage of life. Among the advantages Salt Lake City has is a relatively low cost of living; good schools; close proximity to skiing, hiking and fishing; a large number of managerial positions; and a growing tech hub. Miami is the top-ranked city for Gen X. Austin, Texas, ranks No. 1 for millennials, while Pittsburgh tops the list for baby boomers.

EDUCATION/TRAINING

• **Western Governors University**, a Salt Lake City-based online university, has created a **Utah Advisory Board** that focus on empowering adult learners to complete degrees and fill workforce needs. The newly created, 10-member board will work directly with Ismar Vallecillos, WGU's Northwest regional director. **Ben McAdams** will serve as the first board chair. He is a former congressman, Utah state

senator and Salt Lake County mayor. **Silvia Castro** is the executive director of the Suazo Business Center, a Utah nonprofit focused on economic mobility for the minority community. She has more than 20 years of experience working with nonprofit, government and for-profit organizations. Castro completed her MBA with an emphasis in international business from the University of Utah and received her bachelor's degree in international business from Westminster College. **Carine Clark** is a three-time president and CEO of high-growth tech companies. She recently joined Pelion Venture Partners as a general partner. Clark earned a bachelor's degree in organizational communications and an MBA from Brigham Young University.

Kristen Cox is a former executive director of the Governor's Office of Management and Budget for Utah. She is currently the executive director of the new Initiative on Government Improvement as well as an instructor at the University of Utah's Eccles School of Business. **Lew Cramer** is the CEO for Utah of commercial real estate company Colliers International. He has worked extensively in the global telecommunications and broadband sectors, taught international business at Georgetown University and real estate finance at the University of Southern California, and practiced corporate law at major law firms in the San Francisco Bay/Silicon Valley area and in Los Angeles. Cramer holds bachelor's and juris doctor degrees from Brigham Young University. **Richard E. Kendell** has a 35-year professional career, highlighted by his time as the commissioner of the Utah System of Higher Education. He was an associate dean for two different schools at the University of Utah and the interim president for Southern Utah University. Kendell also was the deputy to former Gov. Mike Leavitt for public education, higher education and economic development. He earned a bachelor of science in English at Weber State University as well as a master's degree and Ph.D. in leadership and policy at the University of Utah. **James Jackson III** serves as the supplier diversity program manager at Zions Bancorporation and has worked in various areas of the financial industry for almost 20 years. He serves on several boards of directors and is the founder of the Utah Black Chamber. **Jacqueline (Jacque) S. Lee** is the director of government vertical strategy at T-Mobile USA and has over 25 years of public-sector experience at the company. **Ryan L. Smith** is the chief information officer and

vice president at Intermountain Healthcare and has over 25 years of experience in information technology. He earned a bachelor's degree in computer science from the University of Utah and later an MBA from Western Governors University. **David Utrilla** founded the U.S. Translation Co. in 1995 and currently serves as its CEO. He is also the honorary consul of Peru in Utah and has held this position since being appointed by the president of Peru in 2009. He studied international business and economics in Peru and in the U.S.

• **Fullstack Academy**, a New York City-based tech education provider, has launched four tech bootcamps with **Utah State University** to meet demand across the state for qualified industry professionals. The USU Tech Bootcamps will equip graduates with a portfolio of work, industry certifications and refined technical skills. Offered in 12- and 26-week cohorts, the bootcamps will offer training in coding, "devops," cybersecurity and data analytics. They require no previous tech background and no university enrollment. Details are at <https://techbootcamps.usu.edu>.

• **Nightingale College**, a Salt Lake City-based institution offering blended-learning programs for nursing education, has scheduled an interim candidacy evaluation and virtual site visit from the **Northwest Commission on Colleges and Universities** for April 11-13. The college's application was granted candidacy status by NWCCU last February and set forth the college's path toward regional accreditation with NWCCU. As part of the candidacy process, any public comments will be forwarded to the college and the evaluation committee prior to the visit. See <https://nwccu.org/member-institutions/upcoming-evaluations/> for details.

GOVERNMENT

• The U.S. Department of **Housing and Urban Development** (HUD) has awarded **Salt Lake County** \$2 million to protect children and families from home health hazards. It is part of nearly \$104.7 million awarded to 60 nonprofit organizations and state and local government agencies in 29 states. HUD is providing the grants through its Healthy Homes Production Grant Program, which is designed to address multiple childhood diseases and injuries in the home by focusing on housing-related hazards in a coordinated fashion, rather than addressing a single hazard at a time.

HEALTHCARE

• **Nexus Spine**, a Salt Lake

City-based developer of spinal implants, has appointed **David Ivanko** as vice president of quality engineering and manufacturing and **Andrew Shepherd** as vice president of marketing. Ivanko brings more than 25 years of quality and manufacturing engineering experience in the medical device industry, most recently serving as vice president of quality engineering for NuVasive Inc. Shepherd is a veteran of the spinal implant industry that includes a lengthy career with Titan Spine, where he served as vice president of marketing and was instrumental in establishing the surface technology segment in spine.

• **Premier Family Medical**, a physician group in Utah County, has announced a collaboration with **evolvedMD** and announced additional services in response to the increased need for behavioral health support in Utah and the launch of its integrated behavioral health program at its American Fork location. Premier Family Medical will now offer patients access to behavioral health services in the same location as their primary care provider, starting with the American Fork location and expanding across its portfolio. Beginning in early 2022, evolvedMD will embed behavioral health specialists on site within Premier Family Medical's primary care sites. Premier Family Medical is the fourth major primary group in Utah to collaborate with evolvedMD.

• **Sentrx**, a Salt Lake City-based animal health company, has formed a U.S.-based **Ophthalmology Scientific and Medical Advisory Board** composed of veterinary and scientific leaders in ophthalmology and clinical trial design. The board will be chaired by **Sara Atzet**, chief scientific officer. Other board members are **David Maggs**, **Patricia E. Mundy**, **David Wilkie**, **D.J. Haessler** and **Kate Myrna**.

INSURANCE

• **Branch**, an Ohio-based home and auto insurance company, has announced its expansion into six new states, including Utah. Branch was launched in 2019.

INVESTMENTS

• **PassiveLogic**, a Salt Lake City-based company focused on an autonomous building controls platform, has secured \$34 million in Series B funding, led by **Addition** and **Keyframe**. They were joined by commercial real estate companies, including **RET Ventures**, **Brookfield Growth**

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Industry Briefs

from previous page

and **Era Ventures** from the U.S. and European proptech VC firm **A/O PropTech**. PassiveLogic was founded by Troy Harvey and Jeremy Fillingim in 2016.

• **Consensus**, a Lehi-based company offering a home sales demo automation platform, has raised \$15 million in a Series B funding round to drive additional growth. The round was led by longtime Consensus investors **Riverside Acceleration Capital** and **The Frazier Group**, bringing its total funding to more than \$20 million.

• **Giddy**, a Draper-based company offering a mobile app that enables mainstream DeFi adoption, has raised \$8 million in seed funding. The round was led by **Pelion Venture Partners** and also included **Blake Murray**, Divvy founder and CEO; **Derek White**, Galileo CEO; **Jeremy Andrus**, Traeger CEO; **Scott Paul**, angel investor; **Shaun Neff**, entrepreneur, advisor, investor and the founder of Neff Headwear; and **Brandon Fugal**, real estate executive and owner of Skinwalker Ranch. Additional participants in the funding round included financier **Eric Varvel**, Canopy CEO **Davis Bell**, Scan founder **Kirk Ouimet**, Chamber Media founder **Travis Chambers**, **Sepio Capital**, **Jeff Burningham** of Peak Capital, **Jared Hutchings** of Peer VC, FiberFix founder **Eric Child**, and KT Tape founder **Reed Quinn**.

• **Chess.com**, a Draper-based company offering a platform for playing, learning and watching chess, has announced that **General Atlantic**, a global growth equity investor, has become a "significant" investor and partner. Terms of the transaction were not disclosed. **Houlihan Lokey** advised on the deal. Legal services were provided by **Latham & Watkins**; **Paul, Weiss**; **Herzog Fox & Neeman**; **Shartsis Friese**; and **Poultan & Yordan**.

LAW

• **Parsons Behle & Latimer** has added four attorneys at its Salt Lake City office. **Kimberly M. Hansen** is of counsel. She represents clients in consumer financial services, securities and commercial litigation matters. She has experience defending lenders and loan servicers



Kimberly Hansen



Scott Hansen



Justin Palmer



Kelsy Young



Jason Steiert

in mortgage-related litigation arising from consumer protection laws. She received her J.D. from the S.J. Quinney College of Law at the University of Utah in 2004. **Scott D. Hansen**, shareholder, has more than 20 years' experience representing clients in a range of litigation matters, from anti-trust to regulatory inquiries, whistleblower and trade secret litigation to product liability and real estate issues. He also has experience in both creating and litigating commercial contracts. His education includes a B.A. in English from the University of Utah in 1995. **Justin B. Palmer**, shareholder, has more than 20 years of experience representing financial institutions and employers. He has experience managing high-

volume litigation for mortgage servicers. He also has experience defending employers in a wide array of disputes as well as advising employers on compliance with employment regulations. He obtained his J.D. from the University of Utah College of Law in 2000 and a B.A. from the UofU in 1997. **Kelsy Young**, of counsel, is focused on divorce and family law. The firm also announced that **Jason D. Steiert** of its Salt Lake City office has been promoted to the rank of shareholder. Steiert is a member of the firm's Environment Energy and Natural Resources Department. His practice is focused on the acquisition, sale and operation of natural resource property and projects. He earned his J.D. from the University of Utah's S.J. Quinney College of Law in 2014.

• **Holland & Hart LLP** has elected **Ian Clouse** of its Salt Lake City office to the firm's partnership. Clouse's practice focuses



Ian Clouse

on preparing and prosecuting patent applications within the electrical and mechanical arts. He brings specialized experience to support clients in telecommunications, electronics, semiconductors and other industries. Clouse's education includes a bachelor's degree in electrical engineering from Brigham Young University in 2011.

MEDIA/MARKETING

• **Pop Jots**, a marketing company, has launched in Pleasant Grove. It offers writing, copywriting and advertising services. Pop Jots was founded last year by **Jason R. Starr** under the parent company of Pop Radish Communications LLC in Pleasant Grove. Starr previously spent over seven years working for SkyVibe LLC and Two Little Hands Productions in Salt Lake City. His education includes a bachelor's in media arts from Brigham Young University in 2013.

MILESTONES

• **Image Studios**, a Salt Lake City-based franchise brand with a real estate model for the salon industry, has awarded its 150th location, opening 16 new markets and six new states. It awarded 66 locations in 2021 and this year will feature 40 additional locations. The company has more than 150 locations in development.

PHILANTHROPY

• **Snowbird** is continuing **Play Forever Wednesdays**, a give-back program, weekly

through April 27. It will donate \$5 of every ticket purchased online or at the ticket window for qualifying dates to participating nonprofit organizations, chosen based upon their commitment to increasing participation in the outdoors, protecting the environment or providing local relief. Last season, the resort donated nearly \$14,000 through the program. Details are at <https://www.snowbird.com/play-forever>.



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REAL ESTATE

• **River Park Commons**, a 40-unit townhome community at 4878 Murray Blvd., Murray, has been sold by **Brighton Homes**, based in North Salt Lake, to California-based **Ideal Capital Group** for an undisclosed amount. Completed in 2020, River Park Commons consists of two- and three-bedroom townhomes. The purchase is Ideal's first investment in the Utah market. The sale announcement was made by the Salt Lake office of **CBRE**. **Eli Mills** and **Patrick Bodnar** of CBRE represented Brighton Homes.

RECOGNITIONS

• **Five Utah companies** have been named to the **Inc. 2021 Best in Business** list. Sector winners are **Cotopaxi**, Salt Lake City, in the consumer products category; **Aptive Environment**, Provo, consumer services; **eLuma**, Lehi, education; and **HydroJug**, Ogden, wellness products. Among Extra Large Companies (500-plus employees) is **Conservice**, River Heights, in the business services category. The list recognizes small- and medium-size privately held U.S. businesses that have had an outstanding influence on their communities, their industries, the environment, or society as a whole. About 2,700 entries were in the applicant pool.

• **Scorpion**, a Salt Lake City-based provider of technology and services for local businesses, has been named an **Entrepreneur**

2021 Top Franchise Supplier and has earned six **eHealthcare Leadership Awards**. The Entrepreneur award is a ranking of the top franchise suppliers based on a survey of over 750 franchisors. Scorpion is ranked No. 11 in the Marketing category, while **Wheat Creative**, a leading franchise marketing agency that was acquired by Scorpion earlier this year, ranked No. 9. The eHealthcare awards recognize the best websites, digital communications and business improvement initiatives across a wide range of healthcare organizations. Scorpion's awards were for Best Internet Home Page (two silvers), Best Mobile Website (one gold and one silver), Best Overall Digital Patient Experience (one silver) and Best Overall Internet (one gold).

• **Searchbloom**, a Salt Lake City-based search engine marketing agency, has been awarded the **2021 Best Retail Search Marketing Initiative** by **Search Engine Land**, a digital marketing, advertising technology and marketing technology publication. The awards program recognizes the work of exceptional agencies.

TECHNOLOGY

• **Strider Technologies Inc.**, a Salt Lake City-based company offering technology and intelligence solutions to enable clients to identify, manage, and respond to nation-state-directed IP theft and supply chain vulnerabilities, has formed a new strategic advisory board. The founding members are **H.R. McMaster** and **Charles Carmakal**.



H.R. McMaster



Charles Carmakal

Strider plans to add additional advisory board members in 2022. McMaster served as the U.S. national security advisor from 2017 to 2018. He retired from the military in 2018 after 34 years of service. Carmakal is senior vice president and chief technology officer at cybersecurity company Mandiant. Prior to Mandiant, he served in various leadership roles with PricewaterhouseCoopers in the United States and Australia.

• **ReposiTrak**, a Salt Lake City-based company offering risk and compliance software for retailers, suppliers and wholesal-



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Succeeding in Your Business

Do atheists have a right to a 'religion-free workplace'?

"I own a commercial nursery with about 30 seasonal employees. My kids also work for me. One morning, my daughter tacked a hand-made poster with a Bible verse on my door. It referred to flowers and nature. My door faces into the break room.

"One of my supervisors tore down the poster and told me we were violating her rights to a religion-free workplace. She's worked for me for 18 years and

is a valuable employee.

"I was shocked. Is she right? Do I have the right to fire her for doing this?"

Well, here's a twist. Once upon a time, people had to fight to have their religious views respected in the workplace. But at least in the United States, a significant segment of the population, bolstered

by books such as Christopher Hitchens' *God Is Not Great: How Religion Poisons Every-*

thing and movies such as Bill Maher's "Religulous," identify themselves as atheists or secular humanists.

These folks want their rights, too, and are fighting against what they perceive as society's bias in favor of religiously minded people.

There is (as yet) no constitutional right to a religion-free workplace; the supervisor is dead wrong about that. In fact, attempting to create such a workplace may expose this employer to liability for denying religious employees the con-

stitutionally guaranteed right to express their beliefs in the workplace.

Generally, employers are required by law to make reasonable accommodations to employees with religious needs, just as they are required to do for the disabled. Title VII of the federal Civil Rights Act of 1964, among other laws, offers broad protections to religious-minded people. If a person's religion prohibits him from cutting his hair, and having long hair doesn't interfere with his work or create a hazardous work environment (for example, the employee sits at a desk all day and is not required to operate machinery in which his long hair could get caught), an employer cannot legally require the employee to cut his hair or deny him a promotion on the basis of his appearance.

The courts have been equally strict about not allowing one employee to create a hostile work environment for others by harassing them about what they do or don't believe. An evangelical Christian employee who passes out copies of the Gospel of John to all of his Jewish co-workers in an effort to convert them to Christianity would almost certainly have to be reprimanded for his behavior and possibly terminated if he fails to cease proselytizing in the workplace after due warning.

Posting a Bible quote on an office wall, as the reader's daughter did, almost certainly would not be viewed as creating a hostile environment, especially as the quote in this case is not designed to express a view that excludes, belittles or threatens people of other religions (as compared with, for example, a wall poster saying, "Jihad against non-believers is necessary in the service of God" or, "Members of Faith X are guilty of killing and eating children"). Most atheists of my acquaintance have nothing against flowers or nature, to my knowledge, and would probably agree with the quote regardless of its origin.

By tearing down the poster in full view of the reader's daughter and (presumably) oth-

er employees in the break area, the worker may have helped to create a hostile work environment for religious people that may justify a reprimand or termination.

The first thing this reader should do is consult with an attorney who specializes in civil rights or employee relations law to determine how the local federal courts have construed the rights of nonreligious people in the workplace. If those courts' rulings are consistent with the brief outline above, the reader should then meet privately with the supervisor and tell her in no uncertain terms that if she believes a hostile work environment has been created by any other employee's actions, she should speak first to her boss (the reader) before taking unilateral action that may expose the entire company to a lawsuit and negative publicity.

Assuming that doesn't work, and recognizing that the supervisor is a valued employee whom the reader would be reluctant to terminate, there are two commonsense options:

No. 1: Do nothing. It will cost tens of thousands of dollars to bring a federal lawsuit for religious discrimination, and hundreds of thousands more dollars to reach a judgment. Unless the supervisor is extremely wealthy (or has the backing of a well-funded atheists' rights group who can afford to bring a "test case"), it is highly unlikely the supervisor will sue her employer.

No. 2: Repost the offending wall poster and quotation but cover over the portion of the poster that attributes the quote to the Christian Bible. As far as I can tell, God is pretty mellow about such things and probably wouldn't sue this company for infringing his copyright to the quote.


Although, wouldn't it be a gas if he did? We wouldn't have to worry about atheists' rights then, would we?

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

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

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Calendar

Calendar listings are provided as a free service to our readers. Information about upcoming events may be sent to brice@slenterprise.com. The submission deadline is one week before publication. Because of COVID issues, events may be postponed or canceled. Contact the event organizers to determine whether events will take place.

Jan. 25, 8:30-10 a.m.

“Better Your Business” Employer Seminar, presented by the Utah Department of Workforce Services Workforce Development Division and the Wasatch Front South Employer Connection Advisory Board. Speaker Mark Knold, chief economist for the Department of Workforce Services, will provide an update on the state of the economy for 2022. Event takes place online. Free. RSVPs can be completed by emailing jlay@utah.gov.

Jan. 25, 9 a.m.

“Negotiating Like a Global Leader: Your Bottom Line Depends on It,” presented by World Trade Center Utah and the Salt Lake Chamber. Speaker is Jeremy Petranka, associate professor of the practice at Duke University’s Fuqua School of Business. Event takes place online. Registration can be completed at https://us02web.zoom.us/join/register/WN_SgU_eTCjSgeYcz-K2ifzIlg.

Jan. 25, 10 a.m.-noon

“QuickBooks Basics: Account Setup Tips & Tricks,” a Women’s Business Center of Utah event. Presenter is Amy Henry of Bountiful Bookkeeper. Event takes place online. Free (available statewide). Details are at wbcutah.org.

Jan. 25, 11 a.m.-1 p.m.

Business Women’s Forum 2022, a Women’s Business Center of Utah event with the theme “You’d Be Prettier If You Smiled and Other Lies Women Learn about Positivity 2.0.” Presenter is Elizabeth McMillan. Location is Hilton Garden Inn Salt Lake City Downtown, 250 W. 600 S., Salt Lake City. Cost is \$30 for Salt Lake Chamber members, \$40 for nonmembers. Details are at wbcutah.org.

Jan. 25, 11:30 a.m.

“Navigating Differences in the Workplace,” a ChamberWest Professional Development Series event. Speaker Chris Redgrave, generational differences expert and professional speaker, will discuss generations, cultural characteristics and trends currently affecting the workplace. Location

is TownePlace Marriott West Valley City, 5373 W. High Market Drive, West Valley City. Cost is \$35. Details are at chamberwest.com or (801) 977-8755.

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

2022 Athena Leadership Award Ceremony & Luncheon, an Ogden-Weber Chamber of Commerce event. Award recipient is Raquel Da Silva, executive director of Family Promise of Ogden. Location is Timbermine, 1701 Park Blvd., Ogden. Cost is \$30. Details are at ogdenweberchamber.com.

Jan. 25, 2-3:30 p.m.

“Starting Your Business 101,” a Small Business Development Center (SBDC) event that takes place online. Details are at <https://clients.utahsbdc.org/events.aspx>.

Jan. 25, 3-4 p.m.

“Faith in the Workplace,” a Utah Tech Leads “Tech For Good” event. Speaker is Matt Evans, senior director of transformation and Faithforce Philanthropy chair, Salesforce. Event takes place online. Free. Registration can be completed at Eventbrite.com.

Jan. 25, 6-7:30 p.m.

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

Jan. 26, 9-11 a.m.

“The Seven Hidden Reasons Why People Leave,” part of the South Valley Chamber Academy and presented by the South Valley Chamber Business Institute and the U.S. Small Business Administration. Speaker is Kurt Jaussi, BBSI human resources consultant. Location is Salt Lake Community College, Building 3, Room 203, 9750 S. 300 W., Sandy. Free. Registration can be completed at Eventbrite.com.

Jan. 26, noon-1 p.m.

“Solve the Business Puzzle: Collect Your Money Faster,” a Women’s Business Center of Utah event. Speaker is Nicole Hicks of Building Credit Solutions. Event takes place online via Zoom. Free. Details are at wbcutah.org.

Jan. 26, 5:30-6:30 p.m.

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

Jan. 27, 8:30-11 a.m.

ConnectShare B2B Networking Event designed for business leaders and decision-makers. Location is the Miller Conference Center, 9750 S. 300 W., Sandy. Details are at www.connectshare.com or by contacting Randy Hunt of the ConnectShare Advisory Board at randy@clearpath-strat.com.

Jan. 27, noon-1 p.m.

Women in Business Meeting, a Box Elder Chamber of Commerce event. Contact the chamber for meeting location. Cost is \$10. Details are at boxelderchamber.com.

Jan. 27, 5-6 p.m.

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

Jan. 27, 6-7 p.m.

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

Several dates starting Feb. 1

Annual Economic Forecast Event, a Bank of Utah event. Speaker is Natalie Gochnour, associate dean in the David Eccles School of Business, director of the Kem C. Gardner Policy Institute at the University of Utah, and chief economist for the Salt Lake Chamber. Events take place Feb. 1, 11 a.m., Ogden Eccles Conference Center in Ogden; Feb. 2, 11:30 a.m., Skyroom at the Taggart Student Center at Utah State University in Logan; Feb. 8, 11:30 a.m., Grand America Hotel in Salt Lake City; and Feb. 9, 11:30 a.m., at the Utah Valley Convention Center in Provo. Ogden event is presented in partnership with Weber State University and the Ogden-Weber Chamber of Commerce. Provo event is presented in partnership with the Utah Valley Chamber of Commerce. Details are at <https://www.bankofutah.com/events/2022-economic-forecast-event>.

Feb. 1, 8:30-11 a.m.

“Strategy,” part of the 10-week Key Bank Business Accelerator program presented by the South Valley Chamber and Suazo Business Center. Location is Salt Mine Productive Workspace, 7984 S. 1300 E., Sandy. Cost for the 10-week program is \$500 (must be a chamber member to apply). Details are at southvalleychamber.com.

Feb. 1, 6:30-8 p.m.

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

Feb. 3, 8-9 a.m.

“Coffee Chat with the CEO,” a Park City Chamber/Bureau event. CEO Jennifer Wesselhoff will be available for friendly, informal conversation about how the chamber can most effectively serve businesses and the community. Location is Kimball Junction Visitor Information Center, 1794 Olympic Parkway Blvd., Park City. Free. Details are at <https://www.visitparkcity.com/members/chamber-bureau-events/rsvp/>.

Feb. 3, 6-8 p.m.

“Entrepreneur 101,” a Small Business Development Center (SBDC) event that takes place online. Details are at <https://clients.utahsbdc.org/events.aspx>.

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

“Sports, Military and Life: It’s Not Just a Man’s World Anymore,” a ChamberWest Women in Business Professional Growth Series event. Speaker is Ashlee Byrge, a sideline reporter for the Utah Warriors and manager of the Junior Warriors youth rugby league. Location is Staybridge Suites, 3038 S. Decker Lake Drive, West Valley City. Cost is \$25 for chamber members by Feb. 3, \$35 for nonmembers and for members registering after Feb. 3. Details are at (801) 977-8755 or chamberwest.com.

Feb. 8, 11:55 a.m.-12:55 p.m.

Monthly Women in Business Luncheon, a Cache Valley Chamber of Commerce event. Check website for location. Cost is \$14 for WIB members, \$16 for nonmembers. Details are at cachechamber.com.

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

“Focused Business Conversations for Women,” a Women’s Business Center of Utah event. Topic to be announced. Location is Sizzler, 199 N. Main St., Cedar City. Free (pay for lunch). Details are at wbcutah.org.

Feb. 9, 4-5 p.m.

Venture Capital Collab, a Utah Black Chamber of Commerce event. Location is The Shop, 350 E. 400 S., Salt Lake City. Details are at utahblackchamber.com.

Feb. 9, 5-6 p.m.

“Manage Risk, Protect Your Business,” a Small Business Development Center (SBDC)

event that takes place online. Details are at <https://clients.utahsbdc.org/events.aspx>.

Feb. 9, 6-8 p.m.

“Ms. Biz: What You Need to Succeed,” a Women’s Business Center series that continues Feb. 16 and 23 and March 2. Event takes place online via Zoom. Details are available by contacting Debbie Drake at debbie@wbcutah.org.

Feb. 10, 6-8 p.m.

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

Feb. 11, 5-7 p.m.

Business After Hours, a Utah Black Chamber of Commerce event. Location and other details to be announced at utahblackchamber.com.

Feb. 15, 8:30-11 a.m.

“Sales,” part of the 10-week Key Bank Business Accelerator program presented by the South Valley Chamber and Suazo Business Center. Location is Salt Mine Productive Workspace, 7984 S. 1300 E., Sandy. Cost for the 10-week program is \$500 (must be a chamber member to apply). Details are at southvalleychamber.com.

Feb. 15, 9-11 a.m.

“Pay the IRS Less Without Going to Jail,” a Small Business Development Center (SBDC) event that takes place online. Cost is \$12. Details are at <https://clients.utahsbdc.org/events.aspx>.

Feb. 15, 10-11 a.m.

“Hearing Loss Diversity: Deconstructing Misconceptions,” a Women’s Business Center of Utah event focusing on accommodation for people with some kind of hearing loss. Event takes place online via Zoom. Free. Details are at wbcutah.org.

Feb. 15, 11:25 a.m.-1 p.m.

Leadership Luncheon, a Cache Valley Chamber of Commerce event. Location is The Riverwoods Conference Center, 615 Riverwoods Parkway, Logan. Cost is \$16 for members and \$17 for nonmembers preregistered, \$20 for members and \$22 for nonmembers not preregistered. Details are at cachechamber.com.

Feb. 15, 5-6 p.m.

Corporate Tour, a Utah Black Chamber of Commerce event.

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Location is WCF Insurance, 100 W. Towne Ridge Parkway, Sandy. Details are at utahblackchamber.com.

Feb. 15, 6:30-8 p.m.

“How to Make Your Website Sell, So You Don’t Have To,” a Small Business Development Center (SBDC) event that takes place online. Details are at <https://clients.utahsbdc.org/events.aspx>.

Feb. 16, 8 a.m.-4 p.m.

“Managing Conflict,” part of the Salt Lake Community College Frontline Leader Workshop Series and focusing on recognizing and utilizing proactive communication techniques to manage the impact of conflict in the workplace. Location is SLCC’s Westpointe Campus, 1060 N. Flyer Way, Salt Lake City. Cost is \$250. Details are at <http://www.slcc.edu/workforce/courses/index.aspx>.

Feb. 16, 9-11 a.m.

Women in Business Women’s Golf Clinic, a South Valley Chamber of Commerce event. Location is Glenmoor Golf Club, 9800 S. 4800 W., South Jordan. Cost is \$35. Registration can be completed at Eventbrite.com.

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

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

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

2022 Athena Award Luncheon, a Davis Chamber of Commerce event. Location is the Davis Conference Center, 1651 N. 700 W., Layton. Details are at davischamberofcommerce.com.

Feb. 23, 8:30-11 a.m.

“One-Page Business Plan,” part of the 10-week Key Bank Business Accelerator program presented by the South Valley Chamber and Suazo Business Center. Presenter is Winthrop “Win” Jeanfreau, CEO of iMPact Utah. Location is Salt Lake Community College, Free Enterprise Building, 9750 S. 300 W., Sandy. Cost for the 10-week program is \$500 (must be a chamber member to apply). Details are at southvalleychamber.com.

Feb. 23, 10 a.m.-4 p.m.

MAPR’s Annual Southwest Regional “Meet the GCs Event,” a face-to-face construction business networking event presented by the Mountainlands

Area Plan Room. Supply chain subs and suppliers can meet general contractors and key vendors from all over the region in an open-house-style opportunity. Location is Hilton Garden Inn next to the Dixie Convention Center, St. George. Free. Details are at MeetTheGCs.com or (801) 288-1188.

Feb. 24-25

38th Annual Investors Choice Capital Conference, a VentureCapital.Org event featuring up to 30 startups pitching their companies to an investor audience. Ski day and investor reception take place Feb. 24 at Solitude Ski Resort. Conference takes place Feb. 25 at the Grand America Hotel, 555 S. Main St., Salt Lake City. Virtual option for conference is available. Costs vary. Registration can be completed at Eventbrite.com.

Feb. 24, 7:45 a.m.-5 p.m.

Utah’s SBDC’s Employer Tax Workshop, a Small Business Development Center (SBDC) event. Location is Salt Lake Community College, MCPC 101, Sandy. Details are at <https://clients.utahsbdc.org/events.aspx>.

Feb. 24, 8:30-11 a.m.

ConnectShare B2B Networking Event designed for business leaders and decision-makers. Location is the Miller Conference Center, 9750 S. 300 W., Sandy. Details are at www.connectshare.com or by contacting Randy Hunt of the ConnectShare Advisory Board at randy@clearpath-strat.com.

Feb. 24, noon-1 p.m.

Women in Business Meeting, a Box Elder Chamber of Commerce event. Contact the chamber for meeting location. Cost is \$10. Details are at boxelderchamber.com.

Feb. 24, 5-6 p.m.

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

Feb. 25-27

“Becoming an Outdoors Woman,” a Utah State University Extension event. BOW is a non-profit educational program offering hands-on workshops to adult women ages 18 and older. The BOW workshop is a three-day, multi-course event where women have the opportunity to learn a variety of outdoor skills. Location is Holmstead Ranch Resort, 1000 E. Holmstead Ranch Road, Central. Costs range from \$250 to \$400. Registration can be completed at Eventbrite.com.

March 1-2

2022 Intermountain Deal-Source Summit and Ski Event, an ACG (Association for Corporate Growth) Utah event featuring middle-market deal flow content, multiple networking and meeting opportunities and activities. Theme is “Celebrating Utah Dealmakers.” Location is Pendry Hotel Park City, 3720 N. Sundial Court, Park City. Cost through Feb. 2 is \$275 for members, \$375 for nonmembers. Details are at <https://www.acg.org/utah/events/2022-intermountain-deal-source-summit-and-ski-event>.

March 1, 8:30-11 a.m.

“Financial Statements,” part of the 10-week Key Bank Business Accelerator program presented by the South Valley Chamber and Suazo Business Center. Location is Salt Mine Productive Workspace, 7984 S. 1300 E., Sandy. Cost for the 10-week program is \$500 (must be a chamber member to apply). Details are at southvalleychamber.com.

March 1, 9 a.m.-noon

“Value That Attracts Customers,” part of the nine-week “First Step to Next Step” program presented by the Women’s Business Center of Utah. Event takes place online via Zoom. Free. Details are at wbcutah.org.

March 1, 1-3:30 p.m.

“Managing the Health of Your Risk Pool: How to Develop a Winning Health Plan in the Wake of COVID, and Strategies for Managing Mental Health & Stress in the Workplace,” a Brown & Brown “Whiteboard Event” featuring information about the true costs associated with healthcare and how to make more informed decisions in 2022. Presenters are professor Dave Ross and Sherri Wittwer, mental health expert. Location is Loveland Living Planet Aquarium, 12033 Lone Peak Parkway, Draper. Details are at (801) 505-6500.

March 1, 6:30-8 p.m.

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

March 2-May 4

Executive Certificate of Global Business Management, presented by The Mill Entrepreneurship Center at Salt Lake Community College. The 10-week course takes place Wednesdays, 5:30-8:30 p.m., at 9690 S. 300 W., Sandy. Cost is \$995. Registration deadline is Feb. 23. Details are available by emailing venita.ross@slcc.edu.

March 2, 11:30 a.m.-1 p.m.

“Lunch & Learn: What is Integrative Medicine?” a Park City Chamber/Bureau event. Dr. Jeanne Falk, an integrative medicine physician, will address integrative medicine and its benefits. Location is Blair Education Center at Intermountain Park City Hospital, 900 Round Valley Drive, Park City. Details are at <https://www.visitparkcity.com/members/chamber-bureau-events/rsvp/>

March 3, 9-10 a.m.

Morning Speaker Series, an Ogden-Weber Chamber of Commerce event. Event takes place online via Zoom. Free for chamber members and first-time guests. Details are at ogdenweberchamber.com.

March 3, 6-8 p.m.

“Entrepreneur 101,” a Small Business Development Center (SBDC) event that takes place online. Details are at <https://clients.utahsbdc.org/events.aspx>.

March 4, 5-7 p.m.

“First Friday,” a Utah Black Chamber of Commerce networking event. Location is The Shop, 350 E. 400 S., Salt Lake City. Cost is \$10 for members, \$20 for nonmembers. Details are at utahblackchamber.com.

March 4, 6-9 p.m.

2022 Cache Valley Awards Gala, a Cache Valley Chamber of Commerce black-tie event. Opening reception is followed by dinner at 7 p.m. and program at 7:30 p.m. Location is Riverwoods Conference Center, 615 Riverwoods Parkway, Logan. Cost is \$90. Details are at cachechamber.com.

March 8, 11:55 a.m.-12:55 p.m.

Monthly Women in Business Luncheon, a Cache Valley Chamber of Commerce event. Check website for location. Cost is \$14 for WIB members, \$16 for nonmembers. Details are at cachechamber.com.

March 8, 5-8:30 p.m.

2022 Gala, a ChamberWest event. Event includes honoring Hall of Fame Award recipient Mayor Kristie Overson of Taylorsville and three finalists in five award categories. Theme is “The Wizard of Oz: There’s No Place Like ChamberWest.” Reception begins at 5 p.m., with dinner and program starting at 6:30 p.m. Location is the Maverik Center, 3200 S. Decker Lake Drive, West Valley City. Details to be announced at chamberwest.com.

March 9-10

Entrepreneur & Investor Life Sciences Summit 2022, presented by BioUtah, BioHive

and the PIVOT Center at the University of Utah and designed to bring investors and innovators together to showcase Utah’s entrepreneurship. Summit takes place March 9 at the Peterson Eccles Alumni House on the University of Utah campus. Ski day is March 10. Details to be announced.

March 9, 5-7 p.m.

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

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

Women in Business Luncheon, a Davis Chamber of Commerce event. Cost is \$20 for members, \$30 for guests. Details to be announced at davischamberofcommerce.com.

March 15-April 5, 8 a.m.-5 p.m.

Lean Six Sigma – Green Belt, a Salt Lake Community College Employee Development Workshop taking place on Tuesdays. Participants will learn methodologies for waste reduction and process improvement skills and apply problem-solving and quantifiable tools through Lean Six Sigma strategies. Location is SLCC’s Westpointe Campus, 1060 N. Flyer Way, Salt Lake City. Cost is \$1,450. Details are at <http://www.slcc.edu/workforce/courses/index.aspx>.

March 15, 8:30-11 a.m.

“Banking,” part of the 10-week Key Bank Business Accelerator program presented by the South Valley Chamber and Suazo Business Center. Location is Salt Mine Productive Workspace, 7984 S. 1300 E., Sandy. Cost for the 10-week program is \$500 (must be a chamber member to apply). Details are at southvalleychamber.com.

March 15, 9 a.m.-noon

“Culture That Attracts Talent,” part of the nine-week “First Step to Next Step” program presented by the Women’s Business Center of Utah. Event takes place online via Zoom. Free. Details are at wbcutah.org.

March 15, 11 a.m.-1 p.m.

“Women’s Equality in Utah: Why Utah is Ranked as the Worst State and What Can Be Done,” a Business Women’s Forum event. Speaker Susan Madsen will discuss results of a white paper that analyzed WalletHub report titled “2021’s Best & Worst States for Women’s Equality.” Location

see CALENDAR next page

Salt Lake City's multifamily market is ripe for investment

Utah's real estate market has been supercharged by the COVID-19 pandemic, driven by historically low interest rates and low unemployment rates.

The state's housing market is first in the nation for pace of job growth and features low unemployment and mortgage rates, minimal mortgage delinquencies and low state and local taxes. All these trends portend a strong housing market in Utah. Salt Lake City is the center point of this growth and recovery. Utah's capital city saw the second-largest increase in home sale prices in the country over the past year — a jump from \$385,000 in September 2020 to \$490,000 in September 2021.

Prices have risen so quickly that Provo, Salt Lake City and Ogden were all recently ranked among the top 10 of the most overpriced housing markets in the country. While the meteoric growth in prices isn't expected to continue, this trend has given real estate investors equity in SFR properties while opening the door

for multifamily investments in the future.

The Salt Lake City market is filled with opportunity for real estate investors looking for investment properties in Utah and holds the chance for different investment strategies to be successful.

That makes it a great place for investors looking to buy and hold investment properties. This investment strategy works well for properties with rental values in the mid-range, all the way up to homes in the luxury market. This strategic investment method may not lead to as much cash-on-cash value, but it tends to bring in more stable tenants with higher income, better credit scores and a longer tenancy.

With one of the best business environments and economies in the nation, Salt Lake City is a popular choice for industries looking to start or expand a company because of its business-friendly environment, foreign trade zone, government incentives and development-ready sites.

Perhaps the most impres-

sive thing about Salt Lake City's economy is its unemployment rate. Pre-COVID lockdowns — March 2020 — Salt Lake City's unemployment rate sat at 2.8 percent. By April 2020, when most of the country was on lockdown, the city's unemployment rate had spiked to nearly 11 percent. By May 2021, the unemployment rate had dropped to pre-pandemic levels. In September 2021, the city's unemployment rate had fallen to less than 2 percent. For investors, Salt Lake City's unemployment rate shows a quickly rebounding economy, which means they have great potential for profit.

The Salt Lake City real estate market has enjoyed a great run for the better part of a decade. In the nine years real estate in Salt Lake City has taken to recover from the Great Recession, home values have nearly doubled without demand waning. Perhaps even more important is the momentum being leveraged in 2021.

With the right exit strategy, now is the perfect time to invest in the Salt Lake City real estate market. Specifically, the new market landscape looks to lean heavily in favor of long-term investors and

those who position themselves well now will be glad they did in just a few short years.

Multifamily real estate investing has also been on fire this year. In October 2021, the Multifamily Production Index (MPI) increased five points to 53 while the Multifamily Occupancy Index (MOI) increased by five points, up to 75 — the highest reading since the inception of the index in 2003. (MPI measures builder and developer sentiment about current conditions in the apartment and condo market. MOI measures the multifamily housing industry's perception of occupancies in existing apartments.)

Salt Lake City's multifamily market is no exception to this nationwide trend. Multifamily rental growth in Salt Lake City ranks 23rd of 98 markets nationwide. On a year-over-year basis, Salt Lake City multifamily rents increased 18 percent from \$1,243 in October 2020 to \$1,467 in October 2021.

In 2020, more than 5,000 units were added to the city's existing multifamily stock. According to the Yardi Matrix fall multifamily report, Salt Lake City had

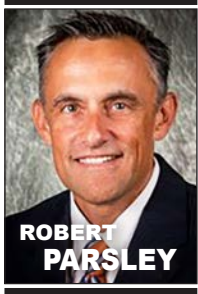
13,636 units under construction as of August 2021. By August 2022, more than 7,500 units are projected to be completed.

Despite the number of multifamily units under construction, Salt Lake City's rental market has a supply-and-demand disconnect.

The market for available rentals in Utah's capital is tighter than ever and as a record number of apartment buildings are being built, real estate experts say it could be a year or more before the new housing supply makes a dent in the city's rental market.

Even with a tight market and rental increases across all classes, Salt Lake City is relatively affordable for renters — a huge plus for investors. Even with rent increases, Salt Lake City's renter population isn't being priced out, which creates longevity in tenancy and additional income for investors. The net result is one of the nation's strongest housing markets, and a market that more and more real estate investors will find attractive.

Robert Parsley is the director of business development at Lima One Capital.



ROBERT PARSLEY

CALENDAR

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is Hilton Garden Inn Salt Lake City Downtown, 250 W. 600 S., Salt Lake City. Cost is \$30 for members, \$40 for nonmembers. Details are at slchamber.com.

March 15, 11:25 a.m.-1 p.m.

Leadership Luncheon, a Cache Valley Chamber of Commerce event. Location is The Riverwoods Conference Center, 615 Riverwoods Parkway, Logan. Cost is \$16 for members and \$17 for nonmembers preregistered, \$20 for members and \$22 for nonmembers not preregistered. Details are at cachechamber.com.

March 15, noon-1 p.m.

Local First Collab, a Utah Black Chamber of Commerce event. Location is The Shop, 350 E. 400 S., Salt Lake City. Details are at utahblackchamber.com.

March 15, 5-6 p.m.

Corporate Tour, a Utah Black Chamber of Commerce event. Location is Zions Bank, 1 S. Main St., Salt Lake City. Details are at utahblackchamber.com.

March 16, 7:15-9 a.m.

2022 Partners in Education Appreciation Breakfast, hosted by the Ogden-Weber Chamber

of Commerce and its Partners in Education sponsors. Location is Ogden Eccles Convention Center, 2415 Washington Blvd., Ogden. Free. Registration deadline is March 4. Details are at ogdenweberchamber.com.

March 16, 8 a.m.-4 p.m.

"Business Writing," part of the Salt Lake Community College Frontline Leader Workshop Series. Participants will consider critical writing skills to achieve clarity, organization, readability and accuracy in business messaging. Location is SLCC's Westpointe Campus, 1060 N. Flyer Way, Salt Lake City. Cost is \$250. Details are at <http://www.slcc.edu/workforce/courses/index.aspx>.

March 22, 9 a.m.-noon

"Generating Revenue/Marketing," part of the nine-week "First Step to Next Step" program presented by the Women's Business Center of Utah. Event takes place online via Zoom. Free. Details are at wbcutah.org.

March 22, 2-5 p.m.

Utah Valley Job Fair, a Utah Valley Chamber event. Location is Utah Valley Convention Center, 220 W. Center St., Exhibit Hall A, Provo. Details are at thechamber.org.

March 23-April 13, 8:30 a.m.-4:30 p.m.

PMP Certification Exam Prep, a Salt Lake Community

College Employee Development Workshop taking place on Wednesdays. This intermediate course prepares participants to successfully pass the PMP exam by reviewing the concepts and principles of project management. Students will study project management methods in accordance with PMI requirements and a syllabus to study for the 2021 200-question PMI PMP examination. Location is SLCC's Miller Campus, 9750 S. 300 W., Sandy. Cost is \$1,195. Details are at <http://www.slcc.edu/workforce/courses/index.aspx>.

March 24, 8:30-11 a.m.

ConnectShare B2B Networking Event designed for business leaders and decision-makers. Location is the Miller Conference Center, 9750 S. 300 W., Sandy. Details are at www.connectshare.com or by contacting Randy Hunt of the ConnectShare Advisory Board at randy@clearpath-strat.com.

March 24, 6-7 p.m.

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

March 29, 8:30-11 a.m.

"Management," part of the 10-week Key Bank Business Accelerator program presented by the South Valley Chamber and

Suazo Business Center. Location is Salt Mine Productive Workspace, 7984 S. 1300 E., Sandy. Cost for the 10-week program is \$500 (must be a chamber member to apply). Details are at southvalleychamber.com.

March 29, 9 a.m.-noon

"Keeping Customers Happy," part of the nine-week "First Step to Next Step" program presented by the Women's Business Center of Utah. Event takes place online via Zoom. Free. Details are at wbcutah.org.

April 1, 6-11 p.m.

"Evening In Harlem," a Utah Black Chamber of Commerce event. Location is The Leonardo, 209 E. 500 S., Salt Lake City. Cost is \$50. Details are at utahblackchamber.com.

April 5, 9 a.m.-noon

"Knowing Your Numbers," part of the nine-week "First Step to Next Step" program presented by the Women's Business Center of Utah. Event takes place online via Zoom. Free. Details are at wbcutah.org.

April 7, 8-9 a.m.

"Coffee Chat with the CEO," a Park City Chamber/Bureau event. CEO Jennifer Wesselhoff will be available for friendly, informal conversation about how the chamber can most effectively serve businesses and the com-

munity. Location is Kimball Junction Visitor Information Center, 1794 Olympic Parkway Blvd., Park City. Free. Details are at <https://www.visitparkcity.com/members/chamber-bureau-events/rsvp/>.

April 7, 9-10 a.m.

Morning Speaker Series, an Ogden-Weber Chamber of Commerce event. Event takes place online via Zoom. Free for chamber members and first-time guests. Details are at ogdenweberchamber.com.

April 8, 5-7 p.m.

"First Friday," a Utah Black Chamber of Commerce networking event. Location is 2200 S. Main St., Suite 200, South Salt Lake. Cost is \$10 for members, \$20 for nonmembers. Details are at utahblackchamber.com.

April 12, 8:30-11 a.m.

"Customers & Competitors," part of the 10-week Key Bank Business Accelerator program presented by the South Valley Chamber and Suazo Business Center. Location is Salt Mine Productive Workspace, 7984 S. 1300 E., Sandy. Cost for the 10-week program is \$500 (must be a chamber member to apply). Details are at southvalleychamber.com.

see CALENDAR page 14

CALENDAR

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April 12, 9 a.m.-noon

“Managing Your Cash Flow,” part of the nine-week “First Step to Next Step” program presented by the Women’s Business Center of Utah. Event takes place online via Zoom. Free. Details are at wbcutah.org.

April 12, 11:55 a.m.-12:55 p.m.

Monthly Women in Business Luncheon, a Cache Valley Chamber of Commerce event. Check website for location. Cost is \$14 for WIB members, \$16 for nonmembers. Details are at cachechamber.com.

LIVEVIEW

from page 1

cal, we really don’t see a slow-down in our growth over the next many, many years. And as we start to hit maturity, then we are going to be close to those numbers that we projected as far as headcount.”

Royal said Utah faced competition for the project from Texas, Colorado, Oklahoma, Indiana and Virginia.

The city of Orem has a long history of helping facilitate the launch and growth of companies like LiveView, according to Brenn Bybee, assistant city manager. The city, he said, has “some great spaces” to accommodate

BRIEFS

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ers, has hired **Paul Damaren** for its executive team. Damaren has 35 years of experience in the hospital-


Paul Damaren

ity, service and retail agri-food sectors. He has worked with thousands of companies globally for their food safety, supply chain, health and wellness, brand protection, quality, environmental, health and safety, GMP/GDP, automotive, aerospace, medical and information technology requirements. Before working in the certification industry, Damaren was a professional chef and consultant for more than 20 years, working in hotel chains, restaurants, private golf courses and food service organizations such as Aramark.

April 13, 4-5 p.m.

Venture Capital Collab, a Utah Black Chamber of Commerce event. Location is The Shop, 350 E. 400 S., Salt Lake City. Details are at utah-blackchamber.com.

April 13, 5-7 p.m.

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

April 14, 1-5 p.m.

2022 Business 2 Business Expo, a Davis Chamber of Commerce event featuring more than 70 exhibitors. Location is Davis Conference Center, 1651

bigger companies.

“So, anything that we can do or anyone that we can talk to to help keep these wonderful businesses that are growing in our community, we are all over it, and we’d love to be a positive help in keeping them with us and helping them grow within our community,” Bybee said.

The \$328.2 million project is expected to generate new total wages of \$1,318,589,576 over 10 years and new state tax revenue of \$88,125,355 during that time.

“So, lots of commas in this one,” said Steve Neeleman, chairman of the Go Utah incentives committee and acting chairman during the January meeting. “It’s a big incentive, but obviously if you can pull off this type of growth with that type of wage and new state revenue, it’s pretty exciting for the state and for Orem and for everyone else.”

“LiveView Technologies has a unique business model that has allowed the company to grow rapidly,” Dan Hemmert, Go Utah’s executive director, said in a prepared statement. “We’re excited they have decided to expand in Utah, and we wish the company continued success.”

“LiveView Technologies epitomizes the Utah entrepreneurial spirit by finding a need and filling it,” said Theresa A. Foxley, president and CEO of the Economic Development Corporation of Utah. “While our involvement in this project was limited, we look forward to seeing their rapidly deployable systems meet the changing security needs of organizations in a wide range of industries.”

Go Utah does not provide up-front cash incentives. Each year that LiveView meets the obligations in its contract with the state, it will qualify to receive a portion of the new, additional state taxes the company paid to the state.

N. 700 W., Layton. Free. Details are at davischamberofcommerce.com.

April 15, 5-7 p.m.

Business After Hours, a Utah Black Chamber of Commerce event. Location and other details to be announced at utahblackchamber.com.

April 19, 9 a.m.-noon

“Cash Flow Projection Lab,” part of the nine-week “First Step to Next Step” program presented by the Women’s Business Center of Utah. Event takes place online via Zoom. Free. Details are at wbcutah.org.

April 19, 11:25 a.m.-1 p.m.

Leadership Luncheon, a Cache Valley Chamber of Commerce event. Location is The Riverwoods Conference Center, 615 Riverwoods Parkway, Logan. Cost is \$16 for members and \$17 for nonmembers preregistered, \$20 for members and \$22 for

SUMMIT

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ing it “the thing that’s on the top of everyone’s mind.” At grocery stores or gas stations or while paying rent, “you know that inflation is above a comfort level.”

Getting inflation rolling were a pair of factors. One, with COVID preventing people from spending money on services — museums, sporting events, traveling — they turned to buying goods, in the form of Internet shopping for home gym equipment, outdoor equipment, furniture and home remodeling.

“We’re doing everything in the world we can to spend our money, and we have more money than we typically have,” Daly said.

That extra money comes from savings from not spending as much as usual, plus federal government checks. “So the American consumer is flush with cash in many ways, flush with savings, and it is eagerly spending it on goods, things,” she said.

But among the results is a hesitance by companies to produce even more goods.

“If you’re a goods-producing business ... they understand that we’re not going to buy goods at this level or this rate, once we can go out and do other things, that we’ll go back to our normal spending patterns,” Daly said. “So the last thing in the world they want to do is build a new factory to produce something that’s only going to be in demand at this level for a short period of time, in factory-building terms anyway.”

nonmembers not preregistered. Details are at cachechamber.com.

April 19, 5-6 p.m.

Corporate Tour, a Utah Black Chamber of Commerce event. Location is 34 S. State St., Salt Lake City. Details are at utah-blackchamber.com.

April 20

Utah Women’s Entrepreneurial Conference, an educational conference for Utah women business owners that features general sessions, breakouts and a grant pitching competition. Location to be announced. Details are at www.utahwec.com.

April 21, 8:30-11 a.m.

ConnectShare B2B Networking Event designed for business leaders and decision-makers. Location is the Miller Conference Center, 9750 S. 300 W., Sandy. Details are at www.connectshare.com or by contacting Randy Hunt of the ConnectShare Advisory Board at

randy@clearpath-strat.com.

April 21, 6 p.m.

Annual Chamber Gala, an Ogden-Weber Chamber of Commerce event. Details to be announced at ogdenweberchamber.com.

April 26, 8:30-11 a.m.

“Systems,” part of the 10-week Key Bank Business Accelerator program presented by the South Valley Chamber and Suazo Business Center. Location is Salt Mine Productive Workspace, 7984 S. 1300 E., Sandy. Cost for the 10-week program is \$500 (must be a chamber member to apply). Details are at southvalleychamber.com.

April 26, 9 a.m.-noon

“Planning for Continuity,” part of the nine-week “First Step to Next Step” program presented by the Women’s Business Center of Utah. Event takes place online via Zoom. Free. Details are at wbcutah.org.

But Daly’s overall positivity about the economy is based on its traditional resilience and the fact that it was going strong before COVID hit. It nonetheless faces intermediate and long-term risks. One is that “we will forget how important it is to have more people participate in our economy,” she said. Four million people that once were working now are not.

“That is a medium-term risk to us because ultimately every time a worker doesn’t work and sits on the sideline, that’s less-productive capacity for our economy,” she said.

A longer-term risk is climate change, which will upset economies in certain parts of the nation. “We have to think about it,” she said. “I don’t think it’s going to derail us, but we absolutely have

to be mindful about it so that we don’t get caught off-guard.”

Some people already are making adjustments and adapting. For example, ski areas unable to make enough snow are turning into year-round destinations.

“What I do know,” she said, “is that business that are thoughtful about it and recognize that this is actually happening and get ahead of it and think about how to offset it, those are the ones that will be better off.”

The nation in 2022 will be better off economically, she expects. Daly agreed that Utah has a “hot” economy, but some other states and economic sectors need to rebound because they are “not at all back to where they were ... and not moving back.”



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TOWER

from page 1

Astra Tower will consist of 372 luxury home apartments, all of them for rent, when completed in fall 2024.

"Astra Tower will show what Salt Lake City is going to become in the future. This building will be remarkable for much more than its height. Its completion will set a new benchmark for upscale downtown living," said Kensington CEO Ed Lewis. "As a company with a substantial Utah presence already and as the managing firm of this residential property upon its completion, we could not be more excited to see Astra Tower become a timeless fixture on the city's skyline for generations to come."

Lewis said the Astra Tower project team will seek LEED Gold certification by building to strict environmental standards that minimize carbon footprint and address environmental issues specific to Northern Utah, such as air quality. Once built, the tower will also use integrated WELL Building concepts that enhance residents' health and well-being.

"Throughout the design process, our focus has been on the future residents of Astra Tower and providing them with a refreshing experience that can

readily reset mindsets for relaxation, productivity and celebration," said Deanne Teeter, senior interior designer at HKS. "Promoting wellness, an active lifestyle and a vibrant community were central to our design goals. With the tower's abundance of natural light, majestic views and multiple outdoor amenity areas, residents will have a unique opportunity to engage with nature in an urban landscape."

Astra Tower residents will enjoy views of the Salt Lake Valley and Wasatch Front, as the south and southeast façades will feature a floor-to-ceiling glass wall. The rest of the façade will be a variation of glass fiber-reinforced concrete cladding with deeply recessed windows that create a residential character, Teeter said. "The high-rise, designed to age well as a timeless downtown Salt Lake icon, will be topped with a unique open rooftop expression that activates the skyline."

"We work with companies all over the world that are evaluating Salt Lake City for potential expansions," said Stephanie Frohman, senior vice president of strategy and partnerships at the Economic Development Corporation of Utah. "A development like Astra Tower assures them that 'we've arrived' — that our city has the lifestyle, cultural and recreational assets that today's professional workforce seeks."

Structurally, Astra Tower

will use a performance-based, post-tensioned concrete design that greatly minimizes building damage or risks to residents in a seismic event. The concrete structure of the building will be erected in the first 20 months of the project, meaning it will reach its full height of 450 feet by September 2023.

"It will quickly become apparent just how much this building raises Salt Lake City's skyline profile and it will generate lots of excitement in the community," said Doug Carley, Jacobsen Construction project manager, who will oversee work at the site. Astra Tower amenities will include an outdoor urban park, a clubhouse with chef kitchen, a work lounge with conference rooms, a full-service fitness center with a multipurpose studio, an outdoor pool and terrace, a spa and wellness center and a large rooftop terrace. The building's 372 home apartments will include studio floor plans, one-bedroom and two-bedroom options and two levels of penthouse units. It is being built on the site of what was previously a Carl's Jr. restaurant and large parking lot.

Kensington Investment Co. Inc., founded in 1983, is the family office of the Lewis family. Its primary areas of investment include real estate and alternative investment vehicles, such as private equity and venture capital funds.

UPDATES

from page 1

Feb. 15, 5-7 p.m.

Business After Hours Mixer, a Park City Chamber/Bureau event (location had not been announced).

Feb. 16, 11:30 a.m.-1 p.m.

Business Alliance Luncheon at Boondocks Fun Center in Kaysville.

March 1, 10-11 a.m.

"Financial Statements," part of the nine-week "First Step to Next Step" program presented by the Women's Business Center of Utah.

March 2, 11:30 a.m.-1 p.m.

Business Alliance Luncheon at Boondocks Fun Center in Kaysville.

March 9, 8 a.m.-5 p.m.

"Lean Office with Simulation," a Salt Lake Community College Employee Development Workshop at SLCC's Westpointe Campus in Salt Lake City.

March 16, 11:30 a.m.-1 p.m.

Business Alliance Luncheon at Boondocks Fun Center in Kaysville.

POSTPONEMENTS

Utah Manufacturers Association Annual Awards Banquet at the Little America Hotel in Salt Lake City, originally scheduled for Jan. 29, 6-9 p.m.,

has been postponed until a date in November to be determined.

"Evening In Harlem," a Utah Black Chamber of Commerce event, originally scheduled for Feb. 4, has been postponed until April 1, 6-11 p.m., at The Leonardo, 209 E. 500 S., Salt Lake City. Cost is \$50. Details are at utahblackchamber.com.

MISCELLANEOUS

RainFocus, a Lehi-based provider of an enterprise event marketing platform, has announced that its RainFocus Insight 2022 event, originally a hybrid program with in-person components Feb. 7-9, will now be offered as a fully virtual experience.

Several Small Business Development Center (SBDC) events originally scheduled to take place at the Orem/Provo SBDC at Utah Valley University have been moved online (details are at <https://clients.utahsbdc.org/events.aspx>):

- Jan. 25, 6-7:30 p.m.: "Schedule for Success" Workshop.

- Feb. 1, 6:30-8 p.m.: WordPress Workshop.

- Feb. 3, 6-8 p.m.: "Entrepreneur 101."

- Feb. 10, 6-8 p.m.: "Business Essentials."

- Feb. 15, 6:30-8 p.m.: "How to Make Your Website Sell, So You Don't Have To."

- March 3, 6-8 p.m.: "Entrepreneur 101."



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