

## OF NOTE



### Call center jobs getting better?

To combat the work shortages at the nation's call centers caused by the stresses of the COVID pandemic — attrition rates are exceeding 65 percent at some centers — owners are joining their peers in other industries, such as hospitality, by raising wages, improving benefits and speeding up training, a report in the *Wall Street Journal* said.

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## Corporate recruiting on record pace in new year

**Brice Wallace**  
*The Enterprise*

Using descriptions such as “insane” and “unbelievable,” Utah’s corporate recruitment organizations are saying that a surge early in the 2021-22 fiscal year has continued.

Officials at the Governor’s Office of Economic Opportunity (Go Utah) and the Economic Development Corporation of Utah (EDCUtah) said in December that companies’ interest in putting operations in Utah remains strong. Mimicking those of

the first quarter of the 2022 fiscal year, the halfway-point statistics from Go Utah show that the year could set all kinds of full-year records, if they haven’t been set already.

Statistics released by Daniel Royal, Go Utah’s director of corporate growth and business development, at the December meeting of the Go Utah board show that Go Utah’s incentivized projects are expected to create over 12,000 jobs over the next few years. That’s already higher than the entire 2021 fiscal year, when job projections reached 8,595, and is nearing the fiscal 2020 record of 13,364 new jobs.

Capital spending on those projects is

over \$1.2 billion, already topping \$1.13 billion in 2020. The fiscal 2022 projects are expected to generate new tax revenues of about \$480 million. The figure last year

see **RECRUITING** page 13

## Jobless rate just keeps dropping

Another month and another record-low for Utah’s unemployment rate. The Utah Department of Workforce Services (DWS) reported that the jobless rate for November dropped slightly again from October to 2.1 percent, the lowest since records have been kept. The seasonally adjusted rate means approximately 34,500 Utahns are still unemployed.

Continuing the DWS’s recent practice of comparing current employment number with those of two years ago due to the pandemic, Utah’s nonfarm payroll employment for November increased an estimated 3.6 percent in the past 24 months, with the state’s economy adding a cumulative 57,900 jobs since November 2019. Utah’s current employment level stands at 1,646,900, DWS reported.

“While the supply of available labor keeps shrinking, the Utah economy continues to grow,” said Mark Knold, chief economist at the Department of Workforce Services. “These seem like contradictory forces, yet the Utah economy continues to expand. Utah leads the nation in job growth. Our economy cannot grow like this unless it is finding the labor it needs. So far that challenge is being met.”

Utah’s November private-sector employment recorded a two-year expansion of 4.7 percent. Eight of Utah’s 10 major private-sector industry groups posted net two-year job gains, led by trade, transportation and utilities (up 21,100 jobs); professional and business services (up 16,800 jobs); construction (up 9,400 jobs); and manufacturing (up 8,300 jobs). The two industry groups with less employment than two years ago are leisure and hospitality services (down 1,600 jobs) and natural resources and mining (down 900 jobs).



Walmart’s 1 million-square-foot fulfillment center in Salt Lake City, scheduled to open this summer, will create 450 full-time, permanent jobs to fill online orders placed at Walmart.com.

## Walmart opening million-square-foot fulfillment center in Salt Lake

Yet another e-commerce fulfillment center will be built in Utah, as Walmart will open a 1 million-square-foot facility this summer in Salt Lake City.

The center at 990 N. 6550 W. will be the retail giant’s first fulfillment center in Utah and is expected to create about 450 full-time, permanent jobs. It will fulfill online orders placed at Walmart.com.

“Walmart is excited to welcome our first fulfillment center in Salt Lake City to support our growing ecommerce fulfillment network,” said Steve Miller, senior

vice president of supply chain operations at Walmart U.S. “This new facility is the latest of example of Walmart’s commitment to offering customers fast shipping on items they need every day, and we look forward to further delivering on that promise with the development of this new, state-of-the-art facility.”

Walmart distribution centers are focused on receiving, storing and distributing

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

### FDA approves two separate oral medications for at-home treatment of COVID-19 symptoms

Two separate antiviral pills for at-home treatment for the coronavirus were approved by the U.S. Food and Drug Administration in the days leading up to Christmas. Pfizer announced on Dec. 22 that COVID-19 pill, to be marketed as Paxlovid, had been authorized for distribution, followed a day later by a similar announcement from Merck. Merck's pill carries the generic name molnupiravir. Both treatments will be free to patients in the U.S.

Data from Pfizer's clinical trial showed its new drug, taken with the older antiviral drug ritonavir, is 90 percent effective in preventing hospitalizations and deaths in patients at high risk of severe illness. Recent lab data suggests the drug retains its effectiveness against omicron. The FDA authorized the oral drug for the treatment of high-risk adult patients and pediatric patients at least 12 years of age with COVID-19 outside of the hospital. The company said it was ready to start immediate delivery in the U.S. and raised its production projections to 120 million courses of treatment from 80 million in 2022.

The U.S. government's contract for purchase of 10 million courses of the Pfizer drug is priced at \$530 per course. The U.S. will pay about \$700 for each course of Merck's drug, which requires patients to take four pills twice a day for five days.

The Food and Drug Administration authorized Merck's drug for adults with early symptoms of COVID-19 who face the highest risks of hospitalization, including older people and those with conditions like obesity and heart disease. The U.K. first authorized the pill in early November.

### Biden's strategy for fighting COVID-19 this winter centers on rapid-result home test kits

Pres. Joe Biden has signaled a new direction in the winter fight against COVID-19. He announced that the government will provide 500 million free rapid home tests, increase support for hospitals under strain and redouble vaccination and boosting efforts.

Emphasizing that his plan is not political, he said it's Americans' "patriotic duty" to get vaccinated. He pointed out that former Pres. Donald Trump has gotten his booster shot.

"It's the only responsible thing to do," Biden said. "Omicron is serious and potentially deadly business for unvaccinated people."

Biden said the government has purchased 500 million coronavirus rapid tests for free shipment to Americans starting in January. People will use a new website to order their tests, which will then be sent by U.S. mail at no charge, the White House said. It marks a major shift for Biden, who earlier had called for many Americans to purchase the hard-to-find tests on their own and then seek reimbursement from their health insurance.

The federal government will also establish new testing sites and use the Defense Production Act to help manufacture more tests.

### CARES Act provides funding for community groups in Utah to fight substance abuse

Fifteen local coalitions and communities throughout Utah have been chosen to receive grants to decrease risk factors and increase protective factors related to substance use issues. These grants allow local communities to find local solutions for local issues.

The \$1.75 million is part of the money given to Utah from the Coronavirus Aid, Relief and Economic Security Act, also known as the CARES Act. The purpose of the Prevention Prepared Community grants is to fund communities that have developed coalitions engaged in community-centered, evidence-based prevention to battle substance use. Through collaboration with multiple sectors of the community, these coalitions use programs and strategies proven to increase protection and decrease risk found in peer groups, families, schools and communities.

Awardees will implement evidence-based programs and strategies using local data for local solutions. These programs work to educate about the harm these substances do to the developing brain and body and teach skills to help buffer against the risk of underage substance use.

In deciding which groups should receive the money, consideration was given to those who could address the needs of each community reaching underserved populations and the diversity of each particular community. The awards range from \$43,500 to \$125,000.

## Vanguard Title purchased

Fidelity National Title, a member of the Fidelity National Financial family of companies of Jacksonville, Florida, has acquired Vanguard Title Insurance Agency, a Utah-based independent title company.

"We are absolutely thrilled to be joining Fidelity National Title," said Jeff Poulton, an owner of Vanguard Title Agency. "Their national reputation, combined with our facilities and talented team, will provide real estate agents, lenders and developers an unparalleled real estate transaction experience."

"Even though our customers will now see a new name — Fidelity National Title Agency of Utah — the Vanguard promise to be more than a title company will continue to thrive through the additional opportunities and resources available to us," said Louie Hamner, another Vanguard owner. "We are very excited about what the future holds."

Vanguard provides title insurance and escrow services to Utah's real estate community, including residential and commercial services as well as builders and developers. With nine offices located along the Wasatch Front and two in Southern Utah's Washington County, the acquisition of Vanguard Title will allow Fidelity National Title to quickly expand its footprint to serve the entire state and complement existing Mountain West and national operations.

"We are delighted to be bringing the Vanguard Title founders, leadership and team into the Fidelity National Title family," said Joshua Hall, president of Fidelity National Title Agency of Utah. "Jeff and Steve Poulton, Louie Hamner and Sue Cragun are well-known in the Mountain West real estate community. Their visionary leadership team and exceptionally talented employees represent the next generation of outstanding service to the title industry here in Utah."

Terms of the transaction were not disclosed.

## Co-Diagnostics buys two biotech companies

Co-Diagnostics Inc., a molecular diagnostics company based in Salt Lake City, has announced the acquisition Idaho Molecular Inc. and Advanced Conceptions Inc. Both biotechnology companies are also located in Salt Lake City and will become wholly owned subsidiaries of Co-Diagnostics.

Co-Diagnostics said it has been working with Idaho Molecular and Advanced Conceptions on the development of Co-Diagnostics' upcoming at-home/point-of-care diagnostic device. The transactions will provide Co-Diagnostics with all existing and future assets and intellectual property related to the developing platform.

Co-Diagnostics said it expects that the acquisition will streamline the commercialization of the Eikon platform and YourTest PCR device as it nears completion and prepares for a market release with an easy-to-use, sample-to-result COVID-19 test.

Terms of the agreement include issuance of nearly 4.72 million shares of the Co-Diagnostics stock, including those shares provided as incentives to encourage efficient and timely completion of

development and manufacturing milestones, plus additional common warrants totaling 465,000. The company expected the agreements to close prior to the end of the year 2021.

Per the terms of the agreements, Kirk Ririe and Carl Wittwer, both pioneers of rapid and real-time PCR who have launched a series of PCR instruments in use worldwide, and key personnel in the platform's development to date, will respectively become president of each subsidiary and chairman of the company's Scientific Advisory Board.

Dwight Egan, CEO of Co-Diagnostics, said, "For nearly a year now we have had the honor of working with some of the greatest minds in PCR device development, and we are pleased to be able to announce that with this merger they will become part of the Co-Dx family. We believe that this acquisition immediately increases the company's value and will allow for greater efficiency when developing future product iterations and as we begin principle and large-scale manufacturing of the device and initial COVID-19 test, all with the additional

financial benefit of allowing commercialization of these groundbreaking products without royalties or restrictions."

"The infectious disease testing landscape has shifted dramatically in the past two years, especially as it relates to COVID-19," continued Egan, "and we have long maintained that regular, efficient, affordable PCR tests at the point-of-care and especially in at-home settings is the only way to truly operationalize testing to the extent necessary to allow for a high quality of life in this changed world. We believe that this acquisition provides the best opportunity to realize the full potential of the Eikon platform, and the company as a whole. This business combination gives us the talent and technology to build on the foundation we have already established and propels us forward as the world traverses from centralized healthcare to more efficient and cost-effective at-home and point-of-care business models."

## Delaware firm acquires Logan's Blackstone Products

Blackstone Products, a Logan-based manufacturer of griddle cooking appliances and accessories, has been acquired by Ackrell SPAC Partners I Co., a publicly traded special purpose acquisition company based in Claymont, Delaware. Through the transaction, Blackstone will be renamed Blackstone Products Inc. and expects to apply to be listed on the Nasdaq stock exchange under the ticker symbol BLKS.

"Blackstone is a pioneer in the emerging and explosive griddle category within the outdoor cooking space," said Blackstone founder and chairman Roger Dahle. "Our market-leading griddle product portfolio is complemented by a broad range of higher-margin branded accessories and consumables. As we continue to expand our product line and increase our premium offerings, we expect to continue to gain market share and expand the outdoor cooking category. We have ignited a massive social media movement supported by our loyal customers that will further propel our brand awareness. This transaction with the Ackrell team will be transformative for our business, providing capital to fuel our marketing efforts, enhance new product development and expand our presence

in the U.S. while expanding into international markets. There is a massive whitespace opportunity for griddles and we believe Ackrell is the perfect partner to help us achieve our mission — to make outdoor cooking accessible to all, for every meal."

"Blackstone has established, transformed and accelerated an entirely new category in the outdoor cooking market and its products have clearly resonated with consumers of all demographics," said Stephen Cannon, CEO and president of Ackrell. "As we were evaluating potential partners, we were seeking a high-growth company, with robust revenue growth, branded products with a compelling distribution strategy and a management team with strong integrity and public company capability. After a lengthy due diligence process, we found that Roger and the Blackstone team not only met all of those requirements, they exceeded them. We are thrilled to partner with Blackstone on this exciting journey as they become a publicly traded company."

The transaction, which will include a transfer of stock and convertible notes, implies a pro forma enterprise valuation for Blackstone of \$900 million, according to an Ackrell release. It is expected to close in the sec-

ond quarter of 2022, subject to, among other things, the approval by Ackrell shareholders, satisfaction or waiver of the conditions

stated in the business combination agreement and other customary closing conditions, the release said.

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**PUBLISHER & EDITOR**  
R. George Gregersen

**PRESIDENT**  
David G. Gregersen  
[david@senterprise.com](mailto:david@senterprise.com)

**VP/GENERAL SALES MANAGER**  
Dale Dimond  
[dale@senterprise.com](mailto:dale@senterprise.com)

**MANAGING EDITOR**  
John M. Rogers  
[john@senterprise.com](mailto:john@senterprise.com)

**CONTROLLER**  
Richard Taylor  
[richard@senterprise.com](mailto:richard@senterprise.com)

**OFFICE MANAGER**  
Dionne Halverson  
[dionne@senterprise.com](mailto:dionne@senterprise.com)

**CLASSIFIED DISPLAY**  
[david@senterprise.com](mailto:david@senterprise.com)

**CIRCULATION**  
Dionne Halverson  
[dionne@senterprise.com](mailto:dionne@senterprise.com)

**LIST DEVELOPMENT**  
[lists@senterprise.com](mailto:lists@senterprise.com)

**ADVERTISING INQUIRIES**  
[david@senterprise.com](mailto:david@senterprise.com)

**TO CONTACT NEWSROOM**  
[john@senterprise.com](mailto:john@senterprise.com)

**ART SUBMISSIONS**  
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## Altabank names Terry Grant as new president

Altabank, a community banking company headquartered in American Fork, has named Terry Grant as president. He replaces Len William, current Altabank CEO, who is retiring. Grant will begin his role on Jan. 10.

Altabank, owned by Glacier Bancorp of Kalispell, Montana, was formerly known as People's Intermountain Bank. It is the second-largest bank headquartered in Utah and has 26 branches from Preston, Idaho, to St. George. The current bank was formed from mergers of separate institutions, including Bank of American Fork, Lewiston State Bank and People's State Bank of American Fork.

Grant brings 35 years of banking experience to his new role. Most recently he was Utah market president for KeyBank, a

role he held for six years.

"I am looking forward to joining Altabank and leading it in its next phase of growth," said Grant. "Community banks are the backbone of the banking industry and play a crucial role in serving Utah-based businesses and individuals. Altabank is recognized for its products and services and for being a difference-maker to the communities it serves."

"Terry brings a wealth of experience and knowledge to Altabank," said Williams. "Terry has a clear vision for serving employees, growing the bank's business, deepening relationships with clients and supporting their communities. He is an excellent complement to the leadership team and will no doubt be an outstanding leader and mentor. I am looking forward to Terry's leadership tak-

ing Altabank to new heights."

"Utah is booming, creating significant opportunities for businesses across the state and Altabank is well-positioned to help," said Randy Chesler, CEO of Glacier Bancorp. "Terry is the right person to build on the foundation that Len and his team have created. I also want to thank Len for his leadership these past years and wish him well in his retirement."

Grant is a Utah County native and in addition to his banking experience, he is active on several organizational boards. He serves on the board of trustees of Westminster College and American University of Rome. He is also a member of the Intermountain Healthcare Foundation board of directors and the board of the Living Planet Aquarium.

## OneDigital acquires Utah-based Ventriss

OneDigital, an Atlanta-based insurance brokerage, financial services and human resources consulting firm, has purchased Ventriss Utah Employee Benefits. Ventriss will help OneDigital accelerate its expansion in Utah and across its West Region, a company release said.

Established in 1986, Ventriss is headquartered in South Jordan. Founders Joel Mills and Marc Hale will both join OneDigital's West Region as managing principals and will continue to lead the Utah operation.

"I'm delighted to welcome

Joel, Marc and the entire Ventriss team to the OneDigital family," said Jeff Fallick, regional managing principal for OneDigital's West Region. "We already have a very strong retirement practice in Salt Lake City and by combining that team with the talented employee benefits strategists at Ventriss, I am excited to offer an incredible, holistic story of health and wealth solutions to our clients in the state of Utah."

"Ventriss and OneDigital share the same vision to make it easier for businesses to focus on

growth," Mills said. "Our clients can expect the same 'put people first' approach from our local team with additional national tools and resources like HR consulting, global benefits, retirement and wealth management, compliance and legal resources, underwriting and analytic tools."

Founded in 2000, OneDigital's 2,400 employees deliver advisory consulting and technology-forward solutions to more than 85,000 employers across the nation.

Financial details of the transaction were not disclosed.

## Parke to lead GPS Capital

GPS Capital Markets Inc., a South Jordan-based financial technology firm offering corporate foreign exchange services, has announced the appointment of Brandon Parke as president and CEO. He will assume day-to-day leadership of the company and work closely with the board of directors to execute the short- and long-term goals of the GPS Capital, a company release said.

"Brandon brings proven leadership and a wealth of market and institutional knowledge to the position. I am very confident we have the right leader to drive the strategy for the next stage of the firm's evolution," said Ryan Gibbons, co-founder of GPS Capital Markets. "The management team that he has assembled are industry professionals with a track record of success."

Parke has worked in the financial industry for over two decades and has extensive expertise in the foreign exchange markets. Most recently, Parke was GPS Capital Markets' North American director of sales.

"Over the last 14 years I have worked with and learned from a group of incredibly talented people at GPS, a true team to which I am indebted. Together we have built an amazing firm, achieved much, and overcome challenges to constantly deliver value for our customers. I am excited for the next chapter of our success as we continue to serve our clients and grow our product offerings," said Parke.

Prior to joining GPS Capital Markets in 2007, Parke spent a number of years working in financial services across a variety of roles and firms, including Fidelity Investments. He holds a bachelor of business administration degree from Weber State University.

## Purple Innovation appoints former New Balance exec as acting CEO

Purple Innovation Inc., a Lehi-based manufacturer of sleep products, has announced that Robert T. DeMartini has been appointed as acting CEO and a member of the company's board of directors. The appointment as effective in mid-December. DeMartini succeeds Joseph B. Megibow, who is stepping down and will serve as an advisor to the DeMartini to ensure a smooth transition, the company said.

"Purple's strategic direction and multi-year growth prospects have the company well-positioned for 2022 and beyond. The board is confident this leadership transition will help sharpen our execution and advance the business toward the long-term financial targets we established earlier this year," said Paul Zepf, non-executive chairman of the board. "Purple has successfully leveraged its comfort technologies and focus on health and wellness to generate strong affinity for our brand and products and disrupt the mattress industry. With his track record leading New Balance's high-performance growth and rise to a top global athletic brand, Rob is a great addition to the organization and the ideal person to lead Purple. On behalf of the board and all of our employees, we would like to thank Joe for his leadership and contri-

butions during his tenure and we wish him all the best with his future endeavors."

"I am honored to take the helm at Purple, a company that has quickly established itself as a leader in the premium mattress category through its proprietary comfort solutions," said DeMartini. "With a powerful portfolio of innovative products that help people feel and live better, vertically integrated manufacturing capabilities and omni-channel distribution strategy, I believe Purple is well-positioned to further expand its market share in the years ahead. I look forward to working collaboratively with both the board and the talented and passionate team of employees to strengthen the company's operations and best prepare Purple for its next phase of growth."

DeMartini has a long history of strong growth and execution during his 37-year career. He was president and CEO of shoe and sportswear company New Balance from 2007 to 2019. Prior to joining New Balance, DeMartini worked at Procter & Gamble for 20 years, beginning in its Food & Beverage Division and including management roles with the Gillette Co., North American Snacks and Millstone Coffee. He most recently served as president and CEO of USA Cycling.

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## Elder named president of Clyde's Sunroc Corp.

Mark Elder has been named president of Sunroc Corp., a division of Orem-based Clyde Companies. Clyde also announced that Scott Okelberry has been named executive vice president and chief operating officer of the parent company. Both appointments became effective Jan. 1.

Okelberry will take on a restructured role replacing Jim Golding, president of the Construction Materials and Services Group at Clyde, who retired at the end of 2021.

Since 2019, Okelberry has been serving as president of Sunroc, and he previously worked as vice president/COO of sister company W.W. Clyde. He began working for W.W. Clyde in 1992, advancing in the company before ultimately transitioning to Sunroc. He has a bachelor's degree in construction management and a master's degree in business administration from Brigham Young University.

"I am honored by the board's trust in me to take on this new role," Okelberry said. "Constructing the infrastructure of

our communities is a passion of mine. This role gives me an opportunity to contribute in a way that will improve the quality of life in our communities for generations to come."

Elder will be promoted from vice president of the Idaho region of Sunroc, a position he's held since 2019. He started his career at sister company Geneva Rock in 2004 and transferred to Sunroc two years later, advancing to his current role. He earned a bachelor's degree in construction management from Brigham Young University and a master's degree in business administration from Boise State.

Rather than replace Elder's former position, Sunroc's three remaining vice presidents, Mark Wimmer, vice president of construction; Russell Leslie, vice president of construction materials; and the newly appointed vice president of masonry, Ryan Dalling, will take on expanded roles to encompass Elder's responsibilities in Idaho.

"I'm grateful for this new opportunity to serve as president

of Sunroc," Elder said. "I appreciate the vote of confidence I've received from our leaders at Clyde Companies. I'm passionate about our success at Sunroc, and I look forward to leading the company along the same path of success as those before me."

Golding began his career with Clyde Companies in 1984 as a civil engineer at Geneva Rock Products. He progressed from vice president of construction to COO/executive vice president and then president of Geneva Rock before taking his latest role at Clyde Companies.

Clyde Companies Inc. is an administrative agency that supports eight subsidiary organizations: Geneva Rock Products, W.W. Clyde, Sunroc Corp., Sunpro, IHC Scott, Bridgesource LLC, Beehive Insurance and GWC Capital. With a workforce over 4,500 and more than 70 locations throughout Utah, Colorado, Idaho, Nevada, Wyoming, Arizona, Texas, and New Mexico, the Clyde Companies collaborate on thousands of projects each year.



*Ultradent Products Inc. has broken ground for a new facility at its South Jordan campus. Ultradent develops and manufactures high-tech dental materials, devices and instruments. An artist rendering depicts the planned 170,000-square-foot building that will allow Ultradent to expand its growing manufacturing division — housing injection molding, equipment manufacturing, repair facilities and more. The building will support 24/7 operations to facilitate the company's increasing domestic and international presence. Designed by PGA&W Architecture, the building is expected to be completed in early 2023.*

## Flatiron acquires Protocol First

Protocol First, a Salt Lake City software solutions provider focused on accelerating clinical research, will become a wholly owned subsidiary of Flatiron Health, the two companies announced in a joint release. Flatiron Health is a New York-based healthcare technology company that provides electronic health record systems, patient monitoring, clinical data management and related solutions for cancer centers.

"We are very excited about this combination, which will take our technology to the next level, scaling and broadening its availability across the life sciences industry," said Protocol First CEO Hugh Levaux, who joins Flatiron as vice president of clinical research. "The transition will be seamless for our customers, and the future belongs to the patients we will all serve with even better solutions."

"This is a win-win for both

companies," said Carolyn Starrett, Flatiron CEO. "Flatiron and Protocol First share a common vision in which technology and software increasingly bridge the gap between real-world care and clinical research."

Protocol First employees and operations join Flatiron's Clinical Research business unit.

"Flatiron has deep expertise in unstructured-data processing, experience building software that integrates seamlessly into site workflows and an engaged network of community and academic research sites," said Alex Deyle, general manager of clinical research at Flatiron. "Protocol First's technology expands and accelerates our ability to drive much-needed innovation in clinical research."

Flatiron Health is an independent affiliate of the Roche Group and has over 2,500 employees nationwide.

## SV Chamber spending nets \$12M impact

Strategic spending in 2021 by the South Valley Chamber of Commerce and the South Valley Tourism Committee has resulted in more than a 400 percent return on investment and a \$12 million economic windfall to area businesses, including hotels, restaurants, shopping centers and small businesses, according to a study released by the chamber.

"Working closely with Visit Salt Lake, the South Valley Chamber approved strategic spending on a few key initiatives to help draw special events to the community over the past 12 months," said Jay Francis, president of the orga-

nization. "We're thrilled that a relatively small investment of a few thousand dollars resulted in the millions of travel and tourism dollars brought into area businesses by visitors attending events, staying in hotels, dining out, shopping and playing at businesses located in the southern part of Salt Lake County."

In 2021, the chamber investment resulted in more than 22,000 hotel room nights over the course of the year. Those hotel nights translated into more than \$12 million in incremental spending at area businesses.

"Our mission is simple: We're

here to help grow the business community," said Brent Newbry, chairman of the South Valley Tourism Committee and area director of sales for Woodbury hotels. "Given the dramatic economic challenges faced by many local businesses caused by the pandemic over the past 20 months, we're grateful to be among the business communities seeing signs of brighter days ahead."

"We expect even bigger results in 2022," said Francis. "The team at the South Valley Chamber already has plans in place for next year that will meet or exceed the success we experienced in 2021."

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# Succeeding in Your Business

## The future - your future - is 'out there'

"I was downsized from a large corporation about a year ago. Having given up finding a full-time position with another corporation because of my age — I am 52 years old — I set up a little consulting firm a while back and have met with several corporations to discuss offering my services as an independent contractor.



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"It is very frustrating. Nobody seems to want the work I can do. When I talk about the work I did for my old employer, they tell me either that they're not interested or 'we just laid off someone who did exactly that, so why should we hire you?'"

"I don't feel I know any longer where I add value, or what I should be doing at this point in my life. Do you have any ideas?"

Sadly, an entire generation of aging ex-corporate executives are having this experience right now.

I admire you, first, for recognizing you are not a "victim" and that your future rests entirely in your hands, and second, for having the courage to strike out on your own as a consultant.

There is only one remaining hurdle you now need to overcome: You need to forget what's on your resume and look for work where it actually is, not where you would like it to be.

When looking for consulting work, especially from large corporations, the work they are looking for is rarely, if ever, the work you were doing when you were working in corporate America. Let's face it: If that type of work was truly in demand, you probably would never have been laid off in the first place. The fact that other corporations have laid off people with similar skills means that

you are looking for the wrong type of work.

When you meet with a corporation to discuss consulting work, ask lots of questions and get the other person to open up and talk about what the company is looking for. Be sure to ask specifically:

- "Are you having trouble finding someone to help you with a particular project?"
- "What are some of the projects your department is working on right now that you might want to outsource?"

Too many consultants begin their sales meetings by talking about their credentials or walking through a laundry list of the work they've done for other companies. Bad mistake. By doing that, you put a label on yourself, and if that label doesn't fit any work the company needs done at that moment, you're out of luck. When your interviewer asks you what you

do, be as vague and general as possible ("operations management generalist," "marketing strategist") so as to create the maximum number of options for a successful "fit."

When the person you're talking to mentions a specific project or task they are looking for someone to do, that's the time for you to start talking. If the job is something you have some idea how to do even if you've never done it before, tell your interviewer you are ready, willing and able to do the job and can get started right away.

If a company is interviewing you as a potential consultant, it's because they need something done and they can't find anyone with the skills or experience in-house to do it. If they had no work they needed done, they wouldn't be talking to consultants at all. And if the necessary skills or experience were easy to find, they would already have found another consultant to do it.

The fact that they're having trouble finding someone to do something means there are few or no people in your area who know how to do it. Far from being unqualified, you are one of the best people out there to do the work. Why shouldn't you volunteer to do it, develop the reputation of being the local expert who does that type of work and then sell your newfound expertise to other companies?

Opportunities seldom come where you expect them to be, or where you want them to be. Often, they will be only vaguely related to the work you've been doing. Whenever an opportunity comes your way, especially an opportunity to do cutting-edge work in your field that probably nobody has done before, say yes, get the business and then later, in the quiet of your study, figure out how to do the work and keep the client happy. If you truly are a professional in

your field, you will climb your learning curve quickly and get the job done. After all, you will be highly motivated (by fear of failure if nothing else) to do so.

There's an old saying (attributed to Erasmus of Rotterdam, circa 1510): "In the land of the blind, the one-eyed man is king." Get out there beyond your comfort zone, start saying yes when companies mention specific projects they need done and don't worry that you are not the "perfect" candidate. Sooner or later, by pushing the boundaries of your comfort zone further and further out, you will get a reputation for handling just about any consulting project in your field that anyone needs done, and the clients will be calling on you rather than the other way around.

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

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## Salt Lake rental market among nation's most competitive

Salt Lake City ranks 20th among the 50 most competitive rental markets, according to a new report from RENTCafé, a nationwide Internet listing service



connects landlords and renters throughout the United States. To pinpoint the most sought-after rental markets of 2021, RENTCafé analyzed 105 metro areas based on occupancy rates, number of renters applying for an available unit, vacancy days and average credit score.

"With easy access to outdoor attractions and a homey small-town feel, Salt Lake City ranks 20th among the top 50 most competitive rental markets in the U.S.," the report said.

On average, it took only 23 days for a vacant apartment in Salt Lake City to be rented, according to the report. With occupancy rates at 96.1 percent, prospective renters had

limited housing options in this bustling market.

During the rental season, there were 19 applicants competing for each available apartment in Salt Lake City. Renters who applied for apartments in Salt Lake City had an average credit score of 643, which is 3 points above this year's national average credit score. By comparison, on the national front, occupancy rates reached 95.4 percent. On average, vacant apartments stayed on the market for 28 days and the number of prospective renters applying for one available unit was 14.

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# Four keys to a compelling value proposition

Your company purpose sets forth your *why*, but the articulation of your vision requires more than that. It requires a clear and compelling mission — what your enterprise *does* on a consistent and continuous basis.

Your mission should encompass your value proposition, which is the value you promise to deliver to your customers. It is what makes your product or service attractive to your customers.

A compelling value proposition meets three criteria:

**It's specific:** It clearly sets forth specific benefits that a specific target customer will receive. It intensely focuses on understanding the needs of that customer.

World-renowned business author Clayton Christensen has suggested that many products fail because companies develop them from the wrong perspective.

“Companies focus too much on what they want to sell their customers, rather than what those customers really need. What's missing is *empathy*: a deep un-

derstanding of what problems customers are trying to solve,” Christensen said.

He goes on to set forth what he calls “The Job-To-Be-Done Theory,” which is:

“When a company understands the jobs that arise in people's lives and then develops products and the accompanying experiences required in purchasing and using the

product to do the job perfectly, it causes customers to instinctively ‘pull’ the product into their lives whenever the job arises. But when a company simply makes a product that other companies can also make — and is a product that can do lots of jobs but none of them well — it will find that customers are rarely loyal to one product versus another.”

The result of an intense focus on understanding the jobs for which your customers hire your product or service is that you become increasingly capable of responding directly to those needs through your value proposition.

**2. It goes to the pain:** A good value proposition demonstrably solves specific customer problems or improves his or her

life in significant and specific ways. To zero in on the pain your customers are experiencing, ask the following questions:

- Is the current solution your target customer is employing too costly? What are the cost dimensions of that solution? Is it simply the dollar cost? Or is it the complexity of the transaction that's creating the pain?

- What is frustrating or annoying about the target customer's current experience in solving their problem?

- How would you define the value proposition of the current solution that the target customer is buying (yours and/or the competition)?

- What are the main difficulties your target customer has with the current solution and its inherent value proposition?

- What negative social consequences do your target customers fear, given the current solutions?

- What risks make your target customer averse to the current or potential solutions?

- What common mistakes does your target customer make that you might solve?

- What barriers do you see that prevent your target customer from adopting current or poten-

tial solutions?

- What keeps your target customer worried? What keeps them up at night?

With these answers in hand, strive to make customer pains as concrete as possible. When you understand how exactly customers measure pain severity, you can design better pain relievers in your value proposition.

**3. It creates customer gains:** Often, strong value propositions deliver specific upside benefits rather than overcoming downside pain. They address the outcomes desired by customers, sometimes even gains they have not articulated or anticipated. They may include such benefits as cost savings, functional utility, enhanced social status or even just feeling physically or emotionally better. Your challenge is to define the gains your product or service offers through the eyes and perspective of your target customer, rather than through your own eyes and perspective.

The team at strategyzer.com suggests that in seeking the gains that customers want, you should consider the following categories:

“*Required Gains*: These are gains without which a solution wouldn't work. For example, the

most basic expectation that we have from a smartphone is that we can make a call with it.

“*Expected Gains*: These are relatively basic gains that we expect from a solution, even if it could work without them. For example, since Apple launched the iPhone, we expect phones to be well-designed and look good.

“*Desired Gains*: These are gains that go beyond what we expect from a solution but would love to have if we could. These are usually gains that customers would come up with if you asked them. For example, we desire smartphones to be seamlessly integrated with our other devices.

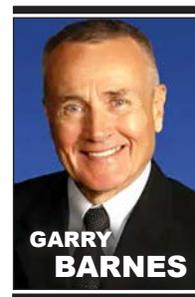
“*Unexpected Gains*: These are gains that go beyond customer expectations and desires. They wouldn't even come up with them if you asked them. Before Apple brought touch screens and the App Store to the mainstream, nobody thought of them as part of a phone.”

Once again, you should strive to define customer gains as concretely as possible. This often requires deep questioning of both yourself and your target customers.

Richard Tyson is the founder, principal owner and president of CEObuilder, which provides forums for consulting and coaching to executives in small businesses.



RICH TYSON



GARRY BARNES

## The entrepreneurs' ingredients for success

First, it should be noted there are no specific rule(s) that if followed will ensure success.

Generally, “success” does not come easily, nor does it come suddenly to most of us. It seems to be elusive and frequently just around the next bend. To a certain degree, success is just a matter of self-perception. Regardless of what guidance is offered by the latest “how to” books, written by well-known and successful business leaders, success is not a paint-by-the-numbers process.

Business coaches and advisors tell us it is leadership, the product or service offered, marketing efforts, company personnel, quality customer service and technology. Great advice and all correct, but can it be explained more specifically; can it be more personal, more simplistic?

Although, there is no single absolute prescription for success, there are certain self-management procedures or techniques

that if followed closely, will lead us much closer to success, regardless of the endeavor we attempt. In most situations, there are many influences or forces that determine the outcome of our efforts, some outside our control, yet just as many within our control. Arguably, the influences or forces within our control may have a more meaningful impact on desired results.

The first step is for the entrepreneur to define their interpretation of success. It needs to be put in writing, defined, measurable and quantifiable. If it cannot be defined, it will not be achieved. It should be noted there may not be one definition of personal success. It may come in layers — different quantifiable levels of achievement spread over months or even years. It is human nature that when one level of success is achieved, a higher level of success is defined and the process continues.

An example of several determinants totally within our control are the “Three T's” of success: our time, our treasure and our talent. By managing the “Three T's” to success, one has the power to become the architect of one's own future and achieve the level of success desired.

### Time

Time is our single biggest asset. Therefore, we must determine the highest and best use of our time and then be willing and capable to commit the required time to the specific endeavor.

Time is a finite resource and once invested or wasted, can never be recaptured. What is the best use of one's time? How can we best invest our time to provide the highest return? These questions probably evoke additional questions.

An example might be, is there an established objective or goal? What are the desired results of one's efforts? In other words, one must start the process by establishing a clearly defined objective and desired set of outcomes. Using the words of Ste-

phen R. Covey from his well-known book *The Seven Habits of Highly Effective People*: “Begin with the end in mind.” If one does not identify goals in life, then it probably does not matter how much time is invested. However, the results may not be very satisfying.

Once the desired results have been identified, the next step is to estimate the amount of time that will be necessary to invest to accomplish the desired outcome. This may not be an effortless process, but as one clearly identifies the action steps involved in working through the challenge, a timeline becomes more obvious.

The key is to creatively think through the process, identifying all the issues, all the obstacles and all the time-consuming steps necessary to successfully complete the project. Generally, it is more productive to allow nine months to complete a project and then finish in six months than to allow six months and find it will actually require nine months to complete. Perhaps the real questions then become: “Is the time

needed to accomplish the desired results realistic?” “Are there better, more productive uses of one's time?”

If one subscribes to the philosophy that “time is money” one will not find it difficult to accept the economic reality of investing time wisely. The question we must address is “How long are you willing to commit to a plan?”

### Treasure

The “treasure” referred to is one's personal financial resources or financial wherewithal, also known as one's available capital. One can assume that most projects require some level of financial commitment. This can range from taking an equity position in a project, the investment of advertising dollars (newspaper ads, brochures, signs, etc.) or travel expense.

Still more questions: What is one's objective? Once established, then one must identify the financial commitment re-

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# Industry Briefs

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

## ASSOCIATIONS

• The **U.S. Hispanic Business Council** has appointed **Don Salazar**, founder and CEO of Creative Times Inc., as chairman of its board of directors. The council is a non-profit organization that serves as a voice for the Hispanic business community. For over 30 years,



Don Salazar

Ogden-based CTI, a design/build federal contractor, has completed thousands of projects across the United States in the public and private sector. Today CTI employs over 100 people.

• The **Council of State Bioscience Associations (CSBA)** has elected new members to its board of directors, including **Kelvyn Cullimore**, president and CEO of BioUtah. The board members will serve a two-year term. The CSBA is a confederation of state-based, nonprofit trade organizations, each governed by its own board of directors convened by the Biotechnology Innovation Organization (BIO). The common mission of the members is to promote public understanding and to advocate for public policies that support patient access to life-saving therapies and the responsible development of the bioscience industry.



Kelvyn Cullimore

• **Jake Goeckeritz**, vice president of marketing at Fishbowl, Orem, has been accepted into **Forbes Communications Council**, an invitation-only community for executives in communications, marketing and public relations. Goeckeritz was vetted and selected by a review committee based on the depth and diversity of his experience. Criteria for acceptance include a track record of successfully impacting business growth metrics as well as personal and professional achievements and honors. Goeckeritz's experience includes working at Entrata, Banyan and Weave. He has also spent time working at a consulting firm and



Jake Goeckeritz

has been at Fishbowl for one year. Forbes Council is a collective of communities created in partnership with Forbes and the expert community builders who founded Young Entrepreneur Council (YEC). Fishbowl offers a desktop and online manufacturing and warehouse management solution for QuickBooks, as well as a popular standalone solution for organizations or enterprises looking to track assets.

## BANKING

• **KeyBank** has hired **Ryan Shaw** as business banking sales leader for Utah and Idaho and has named **Mont James** and **Johnny Beck** as Utah commercial banking relationship managers. Shaw brings more than 20 years' experience in banking and banking leadership roles, most recently serving as the business banking director at Zions Bank. His experience includes working business and SBA loan management roles, with nearly seven of those years at KeyBank in an SBA loan officer role. Shaw's education includes a bachelor's degree in finance from Utah State University. Both James and Beck have nearly 20 years of financial services experience, most recently working at Bank of America. James earned a bachelor of science degree from Utah State University and earned his MBA from the University of Utah. Beck holds a bachelor of behavioral science and health and his MBA from the University of Utah.



Ryan Shaw



Mont James



Johnny Beck

## CONTESTS

• The **Utah Innovation Center** at the Governor's Office of Economic Opportunity (Go Utah) is accepting nominations through Jan. 24 for the **Governor's Science Medal**, which recognizes distinguished service, significant achievement and positive economic impact of individuals and companies to the state of Utah and beyond in the fields of science and technology. The medal recipients provide meaningful contributions in science, research, STEM education or deep technology. Nominations can be in one of three categories: Education (K-12), Academic/Research, or Industry (Individual or Company). The medals will be presented at Gov. Spencer Cox's biannual One Utah Summit on May 10 at the Grand America Hotel in Salt Lake City. Nominations can be made at <https://business.utah.gov/innovation/governors-science-medal/>.

• **Silicon Slopes** has added three categories for its **Silicon Slopes Hall of Fame & Awards** program: Business Influencer, Web3 and Services. The application deadline is Jan. 7. The awards are designed to recognize the best and brightest entrepreneurs, philanthropists and professional legends in Utah. The "black-tie and sneakers" awards gala event takes place Feb. 24 at the Grand America Hotel in Salt Lake City. Details are at [halloffame.siliconslopes.com](http://halloffame.siliconslopes.com).

• Nominations are being accepted until Jan. 11 for **Utah District Small Business Week Awards**, including Small Business Person of the Year, Small Business Exporter of the Year, 8(a) Graduate of the Year, Woman-Owned Small Business of the Year, Minority-Owned Small Business of the Year, Veteran-Owned Small Business of the Year and Rural Business of the Year. National Small Business Week takes place in May. Details are at [https://sba.app.box.com/f/53fd3d4b4b2e49f0bb7069e980dbae18?utm\\_medium=email&utm\\_source=govdelivery](https://sba.app.box.com/f/53fd3d4b4b2e49f0bb7069e980dbae18?utm_medium=email&utm_source=govdelivery). Questions may be addressed to Jackie Hobson at [jackie.hobson@sba.gov](mailto:jackie.hobson@sba.gov).

## CORPORATE

• **SmartyStreets**, a Provo-based company focused on location data intelligence, has announced a rebranding to **Smarty** as "a reflection of the rapidly growing spectrum of forthcoming products related to location data intelligence." The company was founded in 2011 with a mission to offer smart street address validation software for the United States. Subsequent product releases in the fields of geocoding, reverse geocoding and address autocomplete began to move the company from just street data into the broader category of location data intelligence.

## ECONOMIC INDICATORS

• **Tooele County** has Utah's **strongest small-business presence**, according to a study by **SmartAsset**. It measured IRS data on the number of small businesses operating in each county, how much income they generate and what they pay in taxes. Tooele County was followed, in order,

by Piute, Washington, Weber, Salt Lake, Millard, Iron, Wasatch and Emery counties. Details are at <https://smartasset.com/checking-account/savings-calculator#utah/smallBusinessIndex-3>.

• Residents of **Morgan County** are the **most giving**, according to a study by **SmartAsset**. It used IRS data to measure how much people donate as a percentage of their net income and the proportion of people in each county who make charitable donations. Morgan County was followed, in order, by Utah, Wasatch, Davis, Summit, Washington, Cache, Salt Lake, Rich and Juab counties. Details are at <https://smartasset.com/investing/asset-allocation-calculator#Utah/mostGenerous-Places-2>.

• **Salt Lake City** is ranked No. 27 among cold-weather cities on a list of "**2022's Best Cities for Farmers Markets in Winter Months**," compiled by **Lawn Love**. It compared 101 of the biggest U.S. cities and considered walkable cities with good weather and plenty of winter markets to visit throughout the season. The highest-ranked cold-weather city is New York City. The best warm-weather city is Los Angeles. Details are at <https://lawnlove.com/blog/best-cities-winter-farmers-markets/>.

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## EDUCATION/TRAINING

• The **Executive Certificate of Global Business Management** course at **The Mill Entrepreneurship Center** at Salt Lake Community College is scheduled for March 2-May 4, 5:30-8:30 p.m. on Wednesdays at 9690 S. 300 W., Sandy. The 10-week course will teach export readiness, international trade strategies, trade regulations, international marketing, international tax considerations and more. The cost is \$995, with a discount for multiple registrants from the same company. The registration deadline is Feb. 23. Details are available at [venita.ross@slcc.edu](mailto:venita.ross@slcc.edu).

## GOVERNMENT

• The **Point of the Mountain State Land Authority** has issued a request for qualifications to start the process for selecting master development partners for **The Point**, which consists of 600 acres of state-owned land in Draper that will foster innovation and technological advancement, provide parks and open space, support economic growth, and enhance quality of life. The land authority has established a framework plan to guide future development at The Point. It will undergo a competitive solicitation process to select the master development partner or partners. The final selection is anticipated in the summer of 2022. Site preparation will begin shortly thereafter. Details are at [thepointutah.org/opportunities](http://thepointutah.org/opportunities).

• **Dominique Jackson** has been sworn in to serve as regional administrator for the **U.S. Department of Housing and Urban Development's** Rocky Mountain region. It includes six states, including Utah. Jackson will serve as HUD's liaison to mayors, city managers, state and local officials, members of Congress, private and nonprofit developers, stakeholders and customers. Jackson previously was a member of the Colorado House of Representatives and worked as a communications consultant and served on Aurora's Citizens Advisory Committee for Housing and Community Development.

• **Four Utah organizations** will receive funding through the **U.S. Department of Housing and Urban Development** for vouchers to provide housing for veterans experiencing homelessness. HUD-Veterans Affairs Supportive Housing (HUD-VASH) vouchers will be used by 103 public housing agencies (PHAs) in 33 states across the country, including \$235,407 to public housing authorities in Utah: **Housing Authority of the City of Ogden**, \$88,121; **Housing Authority of the County of Salt Lake**, \$38,249; **Housing Authority of Salt Lake City**, \$72,560; and **Weber Housing Authority**, \$36,477.

• Three Utah projects will receive funding as part of \$14.1 million awarded in federal environmental justice grants nationwide. The U.S. Environmental Protection Agency (EPA) announced the funding for 133 grants selected through the **Environmental Justice Small Grants (EJSG)** and **Collaborative Problem-Solving Cooperative Agreement (EJCPS)** programs. Ninety-nine EJ Small Grant recipients have been select-

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# Industry Briefs

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ed to receive up to \$75,000 each, and 34 EJCS grant recipients have been selected to receive up to \$200,000 each. **Utah Clean Cities** will receive an EJSG, while **Utah Clean Energy** and the **Healthy Environment Alliance of Utah** will receive EJCS. The projects are designed to improve climate resilience, healthy indoor environments, sustainable energy use, and water and air quality.

## HEALTHCARE

• **Sera Prognostics Inc.**, a Salt Lake City-based company focused on improving maternal and neonatal health by providing innovative pregnancy biomarker information to doctors and patients, has been selected for addition to the **NASDAQ Biotechnology Index**. The addition is based on the annual reconstitution of the index announced by Nasdaq and became effective Dec. 20. The Nasdaq Biotechnology Index is a modified market-cap weighted index designed to track the performance of a set of securities listed on The Nasdaq Stock Market that are classified as either biotechnology or pharmaceutical according to the Industry Classification Benchmark (ICB).

• **Myriad Genetics Inc.**, a Salt Lake City-based company focused on genetic testing and precision medicine, has promoted **Nicole Lambert** to chief operating officer. Over a 20-year career at the company, Lambert HAServed in several senior leadership positions, most recently overseeing Myriad's **Oncology, Women's Health and International business units** as well as genetic testing laboratory operations. As COO, she assumes additional responsibility for accelerating the company's transformation and growth plans, elevating products, and implementing operational efficiencies. Prior to Myriad, Lambert served as a genetic counselor at LabCorp. She currently serves as a board member of Arcus Biosciences.

• **APEX Biologix**, a Murray-based company focused on regenerative medicine, has hired **Sean Woodward** as marketing manager for its Salt Lake City-based team. Woodward's experience is in the medical device industry with many years of conference service management, customer service optimization, brand



Sean Woodward

development, advertising and product development. He worked on the brand creation and rebranding of Total Joint Orthopedics, as well as management and community outreach development for Park City Culinary Institute, Utah Arts Festival and restaurants in the western United States.

• **Elevate Holistics**, a telehealth platform focused on medical marijuana, is bringing its platform to simplify the process of obtaining a medical marijuana card to Utah. Elevate Holistics started seeing patients Jan. 1.



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## HOSPITALITY

• **Grand America Hotels & Resorts**, Salt Lake City, has appointed **Andy Grinsfelder** as vice president of sales and marketing. Grinsfelder will be responsible for leadership and oversight of sales, marketing, revenue management and reservations. Grinsfelder joins Grand America after 22 years with Delaware North Cos., where he served as vice president of sales and marketing. Grand America Hotels & Resorts consists of a collection of properties located across the American West, including Snowbasin Resort in Huntsville and the Grand America Hotel and Little America Hotel, both in Salt Lake City.

• **Lodging Dynamics Hospitality Group**, a Provo-based hotel management company, has appointed **Tim Dooley** as vice president of finance. Dooley has



Andy Grinsfelder

30 years of accounting and finance experience, including serving across multiple segments in the hospital-ity industry. He spent nearly half his career with Marriott International and was an executive leader of finance for several other companies.



Tim Dooley

## INTERNATIONAL

• **World Trade Center Utah** has hired **Jennifer Nakao** as chief financial officer and managing director of administration. Nakao will lead WTC Utah's finance and administration team and will work with the team to streamline internal operations, including grant administration, accounting, financial analysis and reporting. Nakao previously was the director of administration at Patent Law Works for 10 years and an auditor with Grant Thornton for 13 years.



Jennifer Nakao

## INVESTMENTS

• **Lumio**, a Lehi-based residential solar company, has received a \$110 million investment, led by **White Oak**, with participation by **Fiera Comox**. Lumio said the funding accelerates its mission and the demand the company is driving for renewable energy solutions. **Houlihan Lokey** served as exclusive placement agent. **Dentons** serves as legal counsel to Lumio.

• **Teiko.bio**, a Salt Lake City-based precision immune monitoring company, has launched with \$11.6 million oversubscribed Series A financing, led by **HOF Capital**, with participation from **Founders Fund Pathfinder** and **Global Founders Capital**, in addition to funds managed by **Epic Ventures** and other undisclosed angel investors. The company said proceeds will be used to fund academic and biopharma partnerships, including a multi-phase discovery program with the Parker Institute for Cancer Immunotherapy to accelerate next-generation I/O drug and diagnostics discovery. Teiko.bio also announced three appointments to its Scientific and Commercial Advisory Board: **Dr. Chaoyan Kuang**, medical oncologist and assistant professor at the Albert Einstein College of Medicine; **Dr. Rick Lanman**, former global chief medical officer of Guardant

Health; and **Daniel Simon**, senior vice president of biopharma business development at Guardant Health.

• **SalesRabbit Inc.**, a Lehi-based field sales software provider, has received a growth investment from **Diversis Capital**, a Los Angeles-based private equity firm. The amount was not disclosed. SalesRabbit was founded in 2013.

• **Inside Real Estate**, a Murray-based a real estate software company, has received a growth investment from **Genstar Capital**, a private equity firm focused on investments in targeted segments of the software, industrials, financial services and healthcare industries. The amount was not disclosed. Genstar joins Inside Real Estate's existing financial partner, Lovell Minnick Partners. **Jefferies LLC** served as exclusive financial advisor to Inside Real Estate. **Kirkland & Ellis LLP** served as legal counsel for Genstar Capital. **Morgan Lewis & Bockius** served as legal counsel to Inside Real Estate.

• **FirstDigital Telecom**, a Salt Lake City-based fiber-based carrier, has raised debt financing from a group of investors, including **AllianceBernstein**, **Deutsche Bank**, **Guggenheim** and **Webster Bank**. The amount was not disclosed. As a result of the transaction, the company has recapitalized its balance sheet with institutional lenders and consolidated its common equity ownership under President and CEO Wesley McDougal. The action follows the recent \$200 million preferred equity investment by infrastructure funds managed by **Apollo**. **Apollo Global Securities** served as the placement agent to FirstDigital and **Simpson Thacher & Bartlett LLP** and **Parr, Brown, Gee & Lovelace** served as legal counsels to FirstDigital. **White & Case LLP** served as legal counsel to the lenders.

## LABOR

• Staff at **Big Cartel**, a Salt Lake City-based e-commerce platform for businesses, have chosen to be represented by the **Office and Professional Employees International Union (OPEIU) Tech Workers Union Local 1010**. The company's co-founders have recognized the **Big Cartel Workers Union** through a card-check process. Contract negotiations between management and Big Cartel Workers Union will begin in January. Big Cartel Workers Union said it becomes the first unit of tech workers in a so-called "right-to-work" state. The OPEIU, AFL-CIO, represents more than 100,000 people throughout the United States, Puerto Rico and Canada.

## LAW

• **Holland & Hart LLP** has announced the election and appointment of several partners to new leadership roles, including the election of **Adrienne Bell** to serve a four-year term on the firm's Management Committee, succeeding **Margot Edwards**. The Management Committee oversees the firm's management



Adrienne Bell



Steve Young

and strategic direction. The committee appointed Salt Lake City partner **Steve Young** to lead the Tax and Benefits Practice Group. He replaces **Brenda Berg**, who served as the group's leader the past three years. Bell is a partner in the Real Estate, Development and Finance Practice Group in the Salt Lake

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# Industry Briefs

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City office. She represents real estate developers and builders, traditional and renewable energy companies, hotels and resorts, and healthcare companies. Her education includes earning her J.D. at the University of Utah's S.J. Quinney College of Law. Young is a state and local tax attorney who provides counsel to clients on state and local tax matters. He earned a B.A., J.D. and MBA at the University of Utah.

• **TraskBritt**, a Salt Lake City-based intellectual property law firm, has hired **John N. Greaves** as a shareholder.



John Greaves

His practice focuses on patent preparation and prosecution for both the domestic and foreign markets, and he has extensive experience in semiconductors. Greaves started his legal career as a patent examiner at the U.S. Patent and Trademark Office and later became senior patent counsel and portfolio manager for Intel. His education includes undergraduate degrees in chemical engineering and German from the University of Utah.

• **Armstrong Teasdale** has announced that 12 of its attorneys have been named income partners of the firm, including **Jose**

**A. Abarca** and **Trinity Jordan** at its Salt Lake City office. Abarca has represented numerous companies in matters ranging from ownership disputes to bet-the-company litigation. He often defends clients against multimillion-dollar claims in state and federal court, and before government agencies.



Jose Abarca



Trinity Jordan

In the energy, infrastructure and natural resources sector, Abarca focuses on resolving disputes involving engineering, procurement, master services, purchasing, development and construction agreements. He also works with clients to navigate emerging legal obligations relating to climate change. Jordan is a trial lawyer focusing his practice in federal criminal defense, entertainment law, nonprofit and corporate litigation. He also regularly represents clients in state and federal court. A former assistant United States attorney in Miami, Jordan was assigned to the major crimes unit and led the U.S. Department of State's largest domestic investigation and federal indictment in 2017-18.

• **Parsons Behle & Latimer** has hired **J. Chad West** as an

associate, **Venus Wily** as human resources assistant and **Dani Winslow** as legal secretary, all in the Salt Lake City office. West is a member of the firm's corporate practice group. His practice focuses on business transactions, corporate governance, acquisitions and general business matters. He earned his J.D. from the University of Utah's S.J. Quinney College of Law and his undergraduate degree in business administration from Utah State University.



Chad West



Venus Wily



Dani Winslow

## MEDIA/MARKETING

• **Struck**, a Salt Lake City-based marketing and experience design agency, has named **Brent Watts**, co-founder and partner, as chief creative officer; promoted **Scott Sorenson** to executive creative director; and promoted both **Tosh Brown** and **Matt Manes** to creative director. Watts will guide



Brent Watts



Scott Sorenson



Tosh Brown



Matt Manes

environmental design projects, while providing creative leadership and strategic direction across the team. Sorenson is charged with leading the creative team on a day-to-day basis. Brown and Manes will manage the tactical executions of client projects.

## NONPROFITS

• **Visit Salt Lake**, a private, nonprofit corporation that promotes Salt Lake as a convention and travel destination, has named **Donna Rogers** as director of convention sales for the West Coast office. She will represent Salt Lake to California-based meeting and convention clients across



Donna Rogers

all market segments. Rogers previously worked with Hyatt Hotels, FRHI Hotels & Resorts, Teneo Hospitality Group (which includes Snowbird and The Grand America), The Venetian and Canyon Ranch.

## PARTNERSHIPS

• The **Utah Jazz** and **LGCY Power** have announced an exclusive, multiyear partnership that names LGCY as exclusive solar provider of the Jazz. LGCY Power will also be the presenting sponsor of the NBA All-Star voting campaign for the Jazz players, which takes place through Jan. 22. The partnership also features naming rights for the showcase Legends Club presented by LGCY Power on level two of Vivint Arena; digital and traditional branding during Jazz games on-air and in-arena; and other promotional and experiential partnership assets.

• **Pura**, a Pleasant Grove-based smart home fragrance technology company, has announced a partnership with fashion brand **Kenneth Cole**. The brands have combined to develop two custom fragrances, Aim to Teas and Go Figure. It represents the smart home scent diffuser brand's first time partnering with a global lifestyle brand.

## PHILANTHROPY

• Employees from **Larkin Mortuaries & Cemeteries** volunteered more than 100 hours at the **Salvation Army** Angel Tree Warehouse on Dec. 7 sorting clothes and toys for the less fortunate in the community. The Salvation Army Angel Tree Program provides Christmas assistance to families living below the federal poverty guidelines. Its "angels" are children 12 years and younger and the program's goal is to make sure that each child receives a new warm coat, shirt, pants, shoes and a toy for Christmas. Larkin Mortuary has four funeral homes in Salt Lake City, Sandy and Riverton, as well as an on-site crematory and two full-service cemeteries.

• The South Ogden branch of **D.L. Evans Bank** has donated \$7,500 to the **Davis Arts Foundation**. The donation will support FES, a professional theater program that tours Davis County elementary schools to teach children about difficult and important topics through the arts.

## REAL ESTATE

• **Timberline Partners** has sold **Park Capitol Apartments**, 215 N. Main St., Salt Lake City, to **Warmington Properties** of Costa Mesa, California, for an undisclosed amount. The 135-unit development is Warmington's fourth purchase in Utah. The sale was announced by **CBRE**. Eli Mills and Patrick Bodnar of CBRE represented Timberline in the transaction.

• **Jay Harwood LLC** has sold **Tremonton Land** to **Golden Spike Business Park LLC** for \$6.4 million. Tremonton Land is a 77-plus-acre parcel in an opportunity zone at 1000 North and Interstate 15 in Tremonton. Golden Spike is an entity wholly controlled by **Price Real Estate**. The sale was announced by **Newmark**. Kyle Roberts, Newmark executive managing director, represented both the seller and buyer.

• **Arden Group**, in partnership with **Vesta Realty Partners LLC**, has acquired a portfolio in Draper collectively known as **136 Center**, for an undisclosed amount. The portfolio measures 318,831 square feet across two adjacent six-story buildings and includes a land parcel that allows for additional development. The properties include 13693 S. 200 W., built-to-suit for Dealertrack, which leases 112,900 square feet of the 163,725-square-foot building. The remaining space is leased to a diverse mix of tenants, including Gold Standard Automotive, Summit Sotheby's International and NAV Technologies. The second building at 13707 S. 200 W. serves as the corporate headquarters for Divvy. The glass and steel office building includes 155,106 rentable square feet. This transaction represents the third and fourth Salt Lake City office property acquisition for Arden and Vesta in 2021. **Walker & Dunlop** served as exclusive advisor to Arden Group and Vesta Realty Partners and brokered the financing of the transaction.

• **Montecito Medical**, a Tennessee-based owner of medical office properties throughout the U.S., has completed the acquisition of the **Granger Medical Clinic** building in West Valley City. Financial terms were not disclosed. The multi-story building, which opened in 2020 and is fully leased to Granger Medical Clinic, encompasses nearly 95,000 square feet.

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# Industry Briefs

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## RECOGNITIONS

• **Dr. Marc Harrison**, president and CEO of Intermountain Healthcare, and **Dan Liljenquist**, senior vice president and chief strategy officer for Intermountain, are on a list of the 2021 “100 Most Influential People in Healthcare,” compiled by *Modern Healthcare* magazine.



Marc Harrison



Dan Liljenquist

Harrison is listed at No. 11 and Liljenquist is at No. 87 in the rankings. The recognition program acknowledges and honors people who are deemed by their peers and the senior editors of *Modern Healthcare* magazine to be the most influential individuals in the industry, in terms of leadership and impact.

• **Several Utah chief executive officers** are listed as **Best CEOs by Comparably**. In the Large Company category, Utahns listed are No. 36 **Zig Serafin** of Qualtrics, Provo; No. 65 **Ben Peterson** of Blue Raven Solar, Orem; No. 72 **Sam Malouf** of Malouf Cos., Logan; and No. 96 **Ryan Westwood** of Simplus, Salt Lake City. In the Small/Midsize Companies category are No. 27 **Scott Johnson** of Motivosity, Lehi; No. 29 **Shiv Gaglani** of Osmosis, Kaysville; No. 38 **Terrence Moorehead** of Nature's Sunshine Products, Lehi; No. 48 **Dave Thomas** of ThomasArts, Farmington; and No. 58 **Evan Walker** of Route, Lehi. The recognitions are derived from sentiment ratings provided by employees who anonymously rated their CEOs on Comparably.com during a 12-month period.

• **Ivory Homes**, Salt Lake City, has been named the **2021 Builder of the Year** by *Pro Builder* magazine. Some of the attributes and contributions that earned the company the honor are innovation, sustainability, affordability and community. *Pro Builder* is the official media partner of the National Association of Home Builders (NAHB) and has been a B2B resource for the U.S. housing industry since 1936.

• **Park City Mountain Resort** has been named the “best ski resort in the USA” in 2022 by *MtnScoop.com* for the third consecutive year. **Deer**

**Valley Resort** is ranked No. 9. *MtnScoop.com* evaluated more than 300 ski resorts across the country based on the factors including skiable acreage, vertical drop, average snowfall, variety of trail difficulty and resort amenities. Colorado had 14 ski resorts make the top 50. Utah had eight. Details are at <https://www.mtnscoop.com/ski-resorts/best-ski-resorts-in-the-usa>.

• **MX**, a Lehi-based company offering a financial data platform and connectivity, is ranked No. 7 on a list of the **25 Highest-Rated Private Cloud Computing Companies To Work For**, released by global investment firm and cloud investor **Battery Ventures**. The list highlights companies where employees reported the highest levels of satisfaction at work during the 12 months ended Oct. 31, according to employee feedback shared on **Glassdoor**.

## SERVICES

• **Kiln** will become an anchor tenant at the **River's Edge on University** development in Provo with a flex-office and coworking community in the fall of 2022. In partnership with **Brighton Development**, the 40,000-square-foot Kiln Provo facility will provide a workspace for creatives, startups and enterprise teams from two to 50 people. The standalone facility will be in a 28-acre mixed-use development featuring restaurants and shops, as well as apartments and townhouse-style condos. Kiln has six locations in Utah and Colorado and soon in Idaho.

## TECHNOLOGY

• **Qualtrics**, a Provo-based experience management company, has announced it will build a 85,000-square-foot office and create 400 tech jobs in Reston, Virginia, over the next five years. It will serve as a hub for talent focused on AI and machine learning, and public sector growth. The company plans to more than double its workforce in the Washington, D.C., metro area, hiring across all functions, including sales, professional services, engineering, operations, customer success and marketing. The office will open in the 2022 third quarter. Qualtrics recently acquired Reston-based company Clarabridge, a leader in omnichannel conversational analytics. Virginia Gov. Ralph Northam said Virginia faced competition for the \$15.9 million project from Pennsylvania and Ohio. The Virginia Economic Development Partnership worked with the Fairfax County

Economic Development Authority to secure the project for Virginia. Northam approved a \$1.4 million grant from the Commonwealth's Opportunity Fund to assist Fairfax County with the project and approved \$2 million in funds from the Virginia Economic Development Incentive Grant. Support for job creation will be provided through the Virginia Talent Accelerator Program.

• **DigiCert Inc.**, Lehi, has hired **Dave Morton** as chief financial officer and announced that **Greg Clark** and **Dr. Hugh Thompson**, managing partners at **Crosspoint Capital Partners LP**, will join the DigiCert board. Morton has over 25 years of financial and operating experience at technology companies, most recently serving as CFO at Anaplan. He previously served as the chief accounting officer at Tesla and also spent over 20 years at Seagate Technologies across many roles, including as



Dave Morton

executive vice president and CFO. The board appointments coincide



Greg Clark



Hugh Thompson

with Crosspoint completing an investment in the company. The amount was not disclosed. Crosspoint joins an ownership group that includes **Clearlake Capital Group LP** and **TA Associates**. Clark served as CEO and member of the board of directors of Symantec Corp., CEO of Blue Coat Systems Inc., an operating partner at Thoma Bravo, president and CEO of Mincom and a founder and president and CEO of E2open. He also founded and led Dascom and served as a distinguished engineer and vice president of IBM's Tivoli Systems. Before joining Crosspoint Capital Partners, Thompson was the chief technology officer of Symantec and CTO and chief marketing officer of

Blue Coat Systems Inc.

• **Weave**, a Lehi-based company offering a communication and engagement software platform for small business, has appointed **Chris Baird** as chief marketing officer. Baird has more than a decade of experience leading and scaling digital marketing teams, with an extensive background in B2B SaaS marketing. He most recently served for seven years as CMO and vice president at ObservePoint. Prior to that, he oversaw demand marketing, content, and web strategy initiatives at Adobe for six years.



Chris Baird

• **RainFocus**, a Lehi-based provider of an enterprise event marketing platform, has hired **Rodney Hart** as vice president of events. A resident of Massachusetts, Hart spent the past nine years at Dell Technologies, where he was responsible for using technology platforms to execute flagship events.

## RECRUITING

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was nearly \$330.8 million and the record is \$591 million in fiscal 2020, “so we’re definitely on the right track,” Royal said. Wages from the projects during the current fiscal year total nearly \$10 billion, already topping the 2020 record of \$9.7 billion.

Go Utah has started breaking out figures for rural projects, which Royal said account for about 40 percent of new incentivized jobs in the current fiscal year, a figure he said is up “drastically” since fiscal 2020.

Royal said the average project wage for rural projects is 41 percent above the average county wage and urban projects are 69 percent above the average.

Go Utah's economic development partner, EDCUtah, will release fiscal year first-half figures in January, but Colby Cooley, vice president of business development at EDCUtah, told the Go Utah board in December that “we are off to a banner start the first half of the year.”

Already, the organization has eclipsed figures for new and retained jobs and capital expenditures, compared to all of fiscal 2020. It has nearly passed the project square footage record.

“So, fiscal year 2022 is insane, to be honest,” Cooley said.

EDCUtah's pipeline of proj-

ects continues to grow, up 25 ahead of where it was a year earlier. In the first four months of the current fiscal year, the organization was averaging 17 new projects each month, far above the 10-12 once considered normal, he said.

“So we continue to field a lot of incoming, inbound project activity,” he said, adding that EDCUtah is also involved in its own lead generation. “Just really across the board, no shortage of activity,” he said.

Manufacturing projects continue to dominate, accounting for about 60 percent of active projects during the first four months of the fiscal year. Utah's activity is symbolic of a national trend, he said, as COVID-19 changed consumer habits and supply chains experienced breakdowns.

“This time next year, are we having the same conversation? Or do these companies, after a couple of years, a couple of cycles, get caught up, get back into a more comfortable situation and then we hit an equilibrium? I don't know the answer to that. It doesn't feel like it's slowing whatsoever,” Cooley said.

Ben Hart, Go Utah's deputy director, said that structural shifts in the global economy are resulting in jobs returning to the U.S. and bolstering U.S. supply chains. Utah should be aggressive as companies look to reshore or onshore operations, he said.

“What we've found so far

is that there is a significant interest in the United States from the global healthcare industry,” he said. “So, again, we want to create the best net possible to bring as many of those opportunities, as much of that growth, here to the state of Utah as is possible.

“Tech has been our [growth] leader here in the state for the last decade, as has financial services. We really think that it's life sciences' and healthcare's turn to really take that next step in terms of sophistication and an industry that will really move our economy for the next generation.”

Hart described the past 18 months as “tumultuous.”

“But as we're looking into 2022, I think I can speak for all of us, we're incredibly optimistic. The fundamentals of this economy are in place. We realize that there are some things out there to be concerned about — the unemployment rate and also inflation and other things — but the fundamentals of the economy are incredibly sound,” he said.

“As difficult as 2021 was, it was a banner year for us, and we're optimistic that 2022 will be even stronger and we have a lot of reasons for our optimism.”

Both Go Utah and EDCUtah use July-through-June as their fiscal year periods. The project figures they report never match because not all of EDCUtah projects go through the state incentive process.



## ANNOUNCING THE 2022 Management & Leadership Courses

### South Valley Leadership

Leadership South Valley is designed to provide business leaders with a deeper understanding of the critical and essential issues affecting communities in the South Valley. The program's mission is to develop and enhance personal and civic leadership and communication, as well as support team cohesion, collaboration, and networking.

- Jan 20 | Open House
- Feb 17 | Healthcare
- Mar 17 | Education
- Apr 21 | Environment
- May 19 | Transportation + Housing
- June 16 | Arts + Entertainment
- Aug 18 | Diversity + Inclusion  
(Justice, either social or judicial)
- Sept 15 | Economic Development
- Oct 20 | National, State + Local Politics
- Nov 17 | Current Issues,  
Key Learnings and Graduation

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- Jan 4 | Identification
- Jan 18 | Risk
- Feb 1 | Strategy
- Feb 15 | Sales
- Mar 1 | Financial Statements
- Mar 15 | Banking
- Mar 29 | Management
- Apr 12 | Customers + Competitors
- Apr 26 | Systems
- May 10 | Expansion + Exit Strategies

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# Calendar

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

## Jan. 4

**KeyBank Business Accelerator**, a South Valley Chamber 10-week program (through May 10) taught by the Impact Utah team and designed to provide business owners with information to create and manage a customized, three-year strategic growth plan. First session is "Identification." Program cost is \$500 (must be a chamber member). Details are available by emailing Karla Rogers at [karla@southvalleychamber.com](mailto:karla@southvalleychamber.com).

## Jan. 4, 6:30-8 p.m.

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

## Jan. 5, 10-11 a.m.

**"Time Management,"** 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](http://wbcutah.org).

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

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

## Jan. 6, 9-10 a.m.

**Morning Speaker Series**, an Ogden-Weber Chamber of Commerce event. Speaker Tolan Brown, vice president of operations at O.C. Tanner, will discuss "Innovation and Great Work." Event takes place online via Zoom. Free for chamber members and first-time guests. Details are at [ogdenweberchamber.com](http://ogdenweberchamber.com).

## Jan. 6, 9-10 a.m.

**"Virtual Member Showcase,"** a Park City Chamber/Bureau event in which members will present their businesses to chamber staff and members. Details are at <https://www.visitparkcity.com/members/chamber-bureau-events/rsvp/>.

## Jan. 6, 11 a.m.-1 p.m.

**Utah Outdoor Recreation Grant Workshop**, a Utah Office of Outdoor Recreation event that will provide an overview of this

year's available grants, eligibility requirements, past funded projects, the online application process, planning and writing resources, a Q&A and more. The Utah Division of Recreation will discuss the Recreational Trails Program (RTP) grants and the OHV Fiscal Incentive Grant (FIG) and how to use all of these funding sources together to help support projects. Information also will be presented about the National Park Service's Rivers, Trails and Conservation Assistance (RTCA) program. Event takes place online. Free. Registration can be completed at [Eventbrite.com](http://Eventbrite.com).

## Jan. 6, 6-8 p.m.

**"Entrepreneur 101,"** a Small Business Development Center (SBDC) event. Location is Provo/Orem SBDC Center at Utah Valley University in Orem. Details are at <https://clients.utahsbdc.org/events.aspx>.

## Jan. 6, 7-8:30 p.m.

**"Build Your Brand: Branding Series,"** a Small Business Development Center (SBDC) event that takes place online, with eight sessions through Feb. 24. Cost is \$149. Details are at <https://clients.utahsbdc.org/events.aspx>.

## Jan. 7, 9-10 a.m.

**2022 WEC Grant Application Orientation**, a Women's Business Center of Utah event. Twenty-five Women's Entrepreneurial Conference grants totaling over \$25,000 will be awarded this year. This workshop will feature an overview of the competition, who is eligible to apply, and tips about how to submit an application before the Jan. 31 deadline. Applications are available at [www.utahwec.com/pitchapplication](http://www.utahwec.com/pitchapplication). Event takes place online via Zoom. Free. Details are at [wbcutah.org](http://wbcutah.org).

## Jan. 7, 5-7 p.m.

**"First Friday,"** a Utah Black Chamber of Commerce networking event. Location is Ken Garff Scholarship Club, Rice-Eccles Stadium, South End Zone, 451 S. 1400 E., Salt Lake City. Cost is \$10 for members, \$20 for nonmembers. Details are at [utahblackchamber.com](http://utahblackchamber.com).

## Jan. 11, 10-11 a.m.

**"How to Do Market Research,"** 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](http://wbcutah.org).

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

**"What It Takes to Get**

**Your Venture Deal Closed,"** a VentureCapital.Org event featuring experts discussing how to find an ideal investor, navigate due diligence and ultimately get a round closed. Panelists are Jolene Anderson, Vector Point Ventures; Pat LaPointe, Frontier Angels; John Richards, Startup Ignition; and others to be announced. Cost is \$20 until Jan. 3, \$30 thereafter. Event takes place online. Registration can be completed at [Eventbrite.com](http://Eventbrite.com).

## Jan. 11, 11:45 a.m.-1 p.m.

**Annual State of the Cities**, a Point of the Mountain Chamber of Commerce event featuring economic development directors from Lehi and Saratoga Springs discussing "The Future of North Utah County." Location is Hilton Garden Inn, 3150 N. Hotel Loop, Lehi. Details are at [thepointchamber.com](http://thepointchamber.com).

## Jan. 11, 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](http://cachechamber.com).

## Jan. 11, noon-1:30 p.m.

**"Focused Business Conversations for Women,"** a Women's Business Center of Utah event. Topic is creating a Facebook group for a business to engage with an audience on a more informal and personal level. Location is Sizzler, 199 N. Main St., Cedar City. Free (pay for lunch). Details are at [wbcutah.org](http://wbcutah.org).

## Jan. 12, 10 a.m.-noon

**"Good Work. Good Money,"** presented by the Park City Chamber and Women's Business Center of Utah and focusing on the imaginary conflict between values and dreams of success. Event takes place online. Details are at [wbcutah.org](http://wbcutah.org).

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

**"Let's Do Lunch,"** a South Valley Chamber event. Speaker is Jason Hewlett, co-founder of The Promise Institute. Location is the South Valley Chamber, Mountain America Corporate Office, 9800 S. Monroe St., Sandy. Cost is \$7.50 for members, \$10 for nonmembers. Details are at [southvalleychamber.com](http://southvalleychamber.com).

## Jan. 12, noon-1:30 p.m.

**General Membership Luncheon**, a Utah Valley Chamber event. Speakers Mallory Bateman, director of demographic research at the Kem C Gardner Policy Institute, and former Gov. Gary Herbert

will discuss the growth and prosperity of Utah County. Location is DoTerra Headquarters, 389 S. 1300 W., Pleasant Grove. Cost is \$20. Details are at [thechamber.org](http://thechamber.org).

## Jan. 12, 5-6 p.m.

**"Manage Risk, Protect Your Business,"** a Small Business Development Center (SBDC) event. Location is Provo/Orem SBDC Center at Utah Valley University in Orem. Details are at <https://clients.utahsbdc.org/events.aspx>.

## Jan. 12, 6-7 p.m.

**"All You Need to Know About Employee Benefits,"** a Small Business Development Center (SBDC) event. Location is Provo/Orem SBDC Center at Utah Valley University in Orem. Details are at <https://clients.utahsbdc.org/events.aspx>.

## Jan. 12, 6 p.m.

**Tech Town Hall**, a Utah Tech Leads event. Speaker is Utah Sen. Jake Anderegg discussing the upcoming legislative session and how to engage with local leaders. Location is Silicon Slopes, 2600 Executive Parkway, Suite 140, Lehi. Free. Registration can be completed at [Eventbrite.com](http://Eventbrite.com).

## Jan. 13, 8 a.m.-noon

**2022 Utah Economic Outlook & Public Policy Summit**, presented by the Salt Lake Chamber and the Kem C. Gardner Policy Institute. Keynote speaker is Mary C. Daly, president and CEO of the Federal Reserve Bank of San Francisco and host of the podcast "Zip Code Economies." Location is Grand America Hotel, 555 S. Main St., Salt Lake City. Cost is \$80 for members, \$100 for nonmembers. Sponsorships are available. Details are at [slchamber.com](http://slchamber.com).

## Jan. 13, 11 a.m.

**"Accelerate Your Global Sales with STEP,"** a World Trade Center Utah event, in partnership with the U.S. Small Business Administration, and focusing on how the State Trade Expansion Program (STEP) grant program can help businesses grow overseas. Event takes place online. Details are at [wcutah.com/step-grant](http://wcutah.com/step-grant).

## Jan. 13, 4-5 p.m.

**Utah Outdoor Classroom Grant Workshop**, a Utah Office of Outdoor Recreation event featuring an overview of the grant; offering resources in planning, building and curriculum development; and highlighting the avail-

able online resources from the Utah Outdoor Classroom toolkit and the Outdoor Classroom Design Guide. Joining to present the benefits of outdoor education and insights into outdoor classroom planning are Alex Porpora, executive director of the Utah Society for Environmental Education, and Hilary Lambert, CEO of the Wasatch Mountain Institute. Grant funding is dedicated to permanent, built infrastructure that can support student learning and is limited to \$500-\$10,000. Eligible applicants include nonprofits, public K-12 schools and tribal organizations. The grant period opens Jan. 18 and closes March 18. Event takes place online. Free. Registration can be completed at [Eventbrite.com](http://Eventbrite.com).

## Jan. 13, 5-7 p.m.

**"Business After Hours,"** an Ogden-Weber Chamber of Commerce event. Attendees will participate in networking and then can attend the Weber State University basketball game at a discounted price. Free for employees of chamber members and first-time guests, \$10 for nonmembers. Details are at [ogdenweberchamber.com](http://ogdenweberchamber.com).

## Jan. 13, 6-8 p.m.

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

## Jan. 14, noon-1 p.m.

**"Silicon Slopes Conversations,"** a Silicon Slopes event. Speaker is Alan Matheson, executive director of the Point of the Mountain State Land Authority. Location is Silicon Slopes, 2600 Executive Parkway, Suite 140, Lehi. Details are at [siliconslopes.com](http://siliconslopes.com).

## Jan. 17, 10-11 a.m.

**"Business Model and Pivoting,"** 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](http://wbcutah.org).

## Jan. 18, 11 a.m.-1 p.m.

**"Fire Up Your Funding,"** part of the "Utah Business Fit" series and hosted in collaboration with the Small Business Development Centers of Utah and Salt Lake, Summit, Kaysville and Morgan coun-

## CALENDAR

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ties with the Women's Business Center of Utah. Moderator is Bryce Hansen, who organized the Utah Crowdfunding Summit from 2015-2019. Panelists are Clint Stoker and Blake and Mara Hansen. Location is the Kaysville Small Business Development Center, 450 Simmons Way, Kaysville. Online option via Zoom is also available. Details are at [wbcutah.org](http://wbcutah.org).

### Jan. 18, 11:25 a.m.-1 p.m.

**Leadership Luncheon**, a Cache Valley Chamber of Commerce event. Speaker Rebecca Dilg, director of the Utah Broadband Center within the Governor's Office of Economic Opportunity, will discuss "Broadening Broadband in Cache Valley." 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](http://cachechamber.com).

### Jan. 18, 11:30 a.m.-1 p.m.

**Women in Business**, a South Valley Chamber event. Speaker is Elisa Garn, chief brand architect at Me Degreed. Location is All-Star Entertainment, 12101 S. State St., Draper. Cost is \$7.50 for members, \$10 for nonmembers. Details are at [southvalleychamber.com](http://southvalleychamber.com).

### Jan. 19, 8 a.m.-4 p.m.

**"Time Management,"** part of the Salt Lake Community College Frontline Leader Workshop Series. Attendees will analyze and explore strategies to use precious resources of time and energy more efficiently and effectively. 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>.

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

**Business Alliance Luncheon**. Location is Boondocks Fun Center, 525 Deseret Drive, Kaysville. Cost is \$20. Registration is required. Details are at [davischamberofcommerce.com](http://davischamberofcommerce.com).

### Jan. 19, 5-6 p.m.

**Corporate Tour**, a Utah Black Chamber of Commerce event. Location is Mortenson Construction, 222 S. Main St., Suite 500, Salt Lake City. Details are at [utahblackchamber.com](http://utahblackchamber.com).

### Jan. 19, 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>.

### Jan. 19, 6:30-7:30 p.m.

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

### Jan. 20, 8-9:30 a.m.

**"The Site Ready Utah Program: Shovel-Ready is the New Incentive,"** a ULI (Urban Land Institute) Utah event. The program locates and certifies sites for future large-scale projects. The certification process is managed by the Economic Development Corporation of Utah (EDCUtah). Speakers include Theresa Foxley, EDCUtah CEO, and Elvon Farrell, community strategist. Location is the Gallivan Center, 239 S. Main St., second floor, Salt Lake City. Open to ULI members and nonmembers. Cost is \$25 for member public, YLG and students and \$30 for private-sector members; \$35 for nonmember public, YLG and students and \$40 for private-sector nonmembers. Details are at <https://utah.uli.org/events-2/>.

### Jan. 20, 8-11 a.m.

**"Tech Pop Up Shop Day at the State Capitol,"** a Utah Tech Leads event that is an opportunity for companies to showcase to the Legislature and tech community. Location is the Utah State Capitol, 350 State St., Salt Lake City. Free. Registration can be completed at [Eventbrite.com](http://Eventbrite.com).

### Jan. 20, 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. Event takes place online via Zoom. Free. Details are at [wbcutah.org](http://wbcutah.org).

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

**2022 Annual Meeting**, a Davis Chamber of Commerce event. Location is Megaplex Theatres at Legacy Crossing, 1075 W. Legacy Crossing Blvd., Centerville. Cost is \$20 for chamber members, \$30 for nonmembers. Details are at [davischamberofcommerce.com](http://davischamberofcommerce.com).

### Jan. 20, 11:45 a.m.-1 p.m.

**"Connect 4 Lunch,"** a Point of the Mountain Chamber of Commerce event. Location is La Puente Mexican Restaurant, 101 NW State St., American Fork. Details are at [thepointchamber.com](http://thepointchamber.com).

### Jan. 20, 4-6 p.m.

**South Valley Chamber Business Institute Open House**, for past and new attendees prior to a monthly, nine-class course that begins Feb. 17 and takes place 8:30 a.m.-4 p.m. at various locations in the South Valley region. Institute is designed to provide attendees with a deeper understanding of the critical and essential issues affecting communities in Salt Lake County. Cost is \$1,000 for chamber members, \$1,500 for nonmembers.

Details are available by emailing Karla Rogers at [karla@southvalleychamber.com](mailto:karla@southvalleychamber.com).

### 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](mailto:jlay@utah.gov).

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

### 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](http://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, 6-7:30 p.m.

**"Schedule for Success" Workshop**, a Small Business Development Center (SBDC) event. Location is Provo/Orem SBDC Center at Utah Valley University in Orem. Details are at <https://clients.utahsbdc.org/events.aspx>.

### 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](http://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](http://www.connectshare.com) or by contacting Randy Hunt of the ConnectShare Advisory Board at [randy@clearpath-strat.com](mailto: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](http://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>.

### Jan. 29, 6-9 p.m.

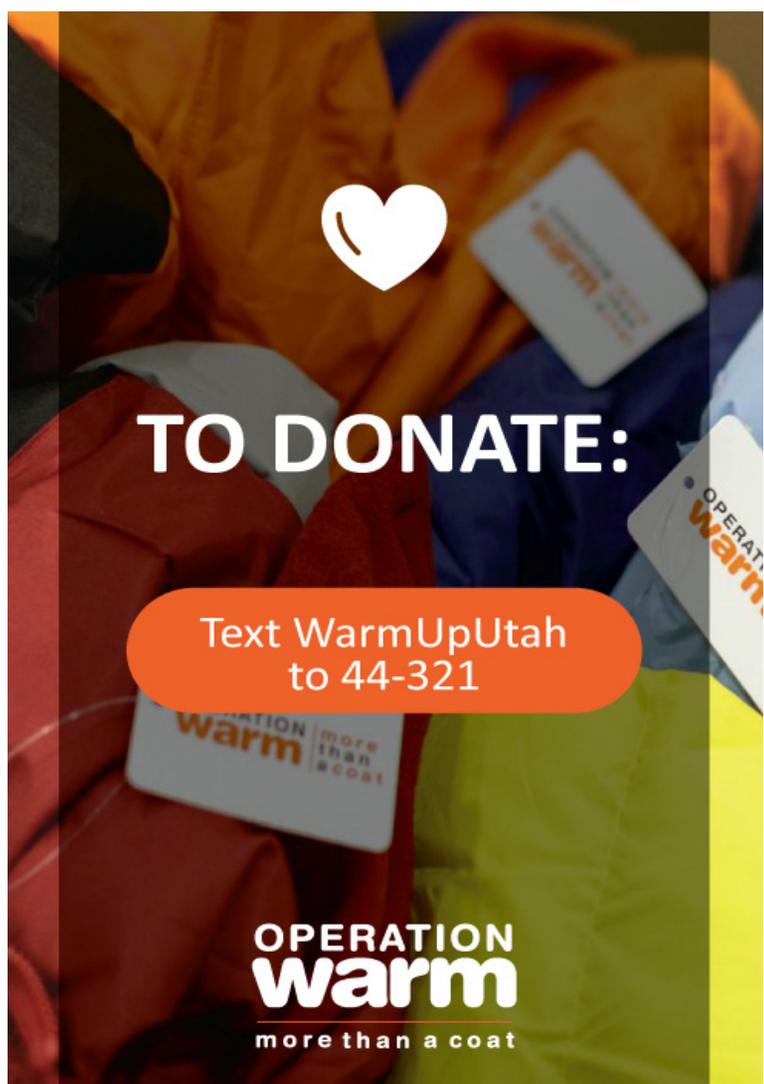
**Utah Manufacturers Association Annual Awards Banquet**. Theme is "The Roaring '20s." Social hour begins at 6 p.m., followed by dinner at 7 p.m. Location is Little America Hotel, 500 S. Main St., Salt Lake City. Cost is \$300 per couple, \$1,500 for a table of 10. Details are available at <https://umaweb.org/event/umas-annual-awards-banquet/>.

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

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

### Feb. 2, 8 a.m.-noon

**DISC Training**, a Salt Lake Community College Employee Development Workshop. DISC is a simple, practical, easy-to-remember model for effective communication that examines behavior as driven by needs and



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see CALENDAR next page

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allows people to adapt to specific situations. Location is SLCC's Westpointe Campus, 1060 N. Flyer Way, Salt Lake City. Cost is \$225. Details are at <http://www.slcc.edu/workforce/courses/index.aspx>.

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

**Business Alliance Luncheon.** Location is Boondocks Fun Center, 525 Deseret Drive, Kaysville. Cost is \$20. Registration is required. Details are at [davischamberofcommerce.com](http://davischamberofcommerce.com).

**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. Location is Provo/Orem SBDC Center at Utah Valley University in Orem. Details are at <https://clients.utahsbdc.org/events.aspx>.

**Feb. 4, 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](http://utahblackchamber.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](http://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](http://wbcutah.org).

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

**"Industry Forum: Nonprofits,"** a Park City Chamber/Bureau event for non-profit partners to have an open discussion with Jennifer Wesselhoff, chamber/bureau CEO. Location is Blair Education Center at Intermountain Park City Hospital,

900 Round Valley Drive, Park City. Free. Details are at <https://www.visitparkcity.com/members/chamber-bureau-events/rsvp/>.

**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](http://utahblackchamber.com).

**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](mailto:debbie@wbcutah.org).

**Feb. 10, 6-8 p.m.**

**"Business Essentials,"** a

Small Business Development Center (SBDC) event. Location is Provo/Orem SBDC Center at Utah Valley University in Orem. 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](http://utahblackchamber.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 Miscon-**

**ceptions,"** 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](http://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](http://cachechamber.com).

**Feb. 15, 5-7 p.m.**

**Business After Hours Mixer,** a Park City Chamber/Bureau event. Location and other details will be announced at <https://www.visitparkcity.com/members/chamber-bureau-events/rsvp/>.

**Feb. 15, 5-6 p.m.**

**Corporate Tour,** a Utah Black Chamber of Commerce event. Location is WCF Insurance, 100 W. Towne Ridge Parkway, Sandy. Details are at [utahblackchamber.com](http://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. Location is Provo/Orem SBDC Center at Utah Valley University in Orem. 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

**see CALENDAR page 18**

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## CALENDAR

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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>.

## WALMART

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products to Walmart stores, but fulfillment centers store millions of items that are picked, packed and shipped directly to customers as soon as the next day after ordering.

Walmart operates three distribution centers and 59 retail stores and employs more than 20,000 people in Utah. In fiscal year 2021, stores, clubs and the Walmart Foundation gave \$19.4 million in cash and in-kind donations to Utah organizations.

Walmart Inc. has roughly 10,500 stores and clubs in 24 nations and e-commerce websites and employs 2.2 million people worldwide. It had fiscal year 2021 revenue of \$559 billion.

The company said the new facility is part of a broader initiative to add more capacity into Walmart's supply chain. In the third quarter of fiscal year 2022,

## BARNES

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required to accomplish this goal. More questions: What is the project term? What is the level of risk associated with the project and how does that fit your risk appetite? Moreover, what are the mitigates to these risks? Is the return (yield) adequate for the level of risk? Will the project, if finished successfully, provide for the return of principal, and return on principal? What are the investment alternatives, if any?

When overall market rates are low, investors tend to accept greater risk to achieve increased return.

### Talent

In this case, "talent" refers to one's experience and skills that will add value to a project or business venture. Some people have strong accounting skills while others may have a natural sales ability or the innate ability — we call it intuition — to recognize opportunity. Call it what you will but it is a culmination of one's training and experiences into the ability (it is an "art") to

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

**Business Alliance Luncheon.** Location is Boondocks Fun Center, 525 Deseret Drive, Kaysville. Cost is \$20. Registration is required. Details are at [davischamberofcommerce.com](http://davischamberofcommerce.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://](https://clients.utahsbdc.org/events.aspx)

Walmart U.S. e-commerce sales grew 8 percent for the quarter and 87 percent over the past two years.

Among the center's full-time positions at the center are general manager; environmental, health and safety operations manager; maintenance manager; and human resources manager. Candidates can search open positions and complete applications at [careers.walmart.com](http://careers.walmart.com).

A competitor in the fulfillment center realm, Amazon, last month opened a center at 6338 W. 700 N. that will focus on "sub-same-day" service, allowing its Prime members to get orders in as quickly as five hours. The 150,000-square-foot center will have more than 250 part-time and full-time positions.

Amazon employs more than 8,000 people at five fulfillment centers and sortation centers, three delivery stations, and four Whole Foods in Utah.

look at a deal and decide if it is worth the commitment of one's talent.

It is a challenge to wisely decide if a project is worth our commitment. Is the reward worth the time invested or are there more rewarding alternatives around the next bend in the road? Perhaps most importantly, does one's skills match the project, or would it be best to pass on the current opportunity and look for the next deal? Most everyone has a unique set of talents and skills. The most important consideration is for one to recognize one's talents and compensate for one's weaknesses. In most cases it is wise to do what one does best. Never stop being a student.

Invest your Three T's wisely and success is yours.

Garry Barnes is a freelance writer and director at PW Partners Consultancy in Salt Lake City. He is also managing director of FBO Sales in Scottsdale, Arizona. He is former president and CEO of banks in Arizona, California and Utah. He has taught at the university level and is a frequent writer/lecturer on banking, finance and real estate matters.

[clients.utahsbdc.org/events.aspx](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](http://davischamberofcommerce.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](http://MeetTheGCs.com) or (801) 288-1188.

### Feb. 24-25

**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 Feb. 24, with ski day taking place Feb. 25. Location is the Peterson Eccles Alumni House on the University of Utah campus. Details to be announced.

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

### 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](http://www.connectshare.com) or by contacting Randy Hunt of the ConnectShare Advisory Board at [randy@clearpath-strat.com](mailto: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](http://boxelderchamber.com).

### 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](http://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 Jan. 14 is \$275 for ACG members, \$375 for nonmembers, \$1,395 for private equity group and \$995 for intermediary capital provider. Details are at <https://www.acg.org/utah/events/2022-intermountain-dealsource-summit-and-ski-event>.

### 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](mailto:venita.ross@slcc.edu).

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

**Business Alliance Luncheon.** Location is Boondocks Fun Center, 525 Deseret Drive, Kaysville. Cost is \$20. Registration is required. Details are at [davischamberofcommerce.com](http://davischamberofcommerce.com).

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

### March 3, 6-8 p.m.

**"Entrepreneur 101,"** a Small Business Development Center (SBDC) event. Location is Provo/Orem SBDC Center at Utah Valley University in Orem. 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](http://utahblackchamber.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](http://cachechamber.com).

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

**"Lean Office with Simulation,"** a Salt Lake Community College Employee Development Workshop. Participants will learn improvement solutions for overlooked processes that have an impact on every system, process, employee and customer within an organization. Location is SLCC's Westpointe Campus, 1060 N. Flyer Way, Salt Lake City. Cost is \$325. Details are at <http://www.slcc.edu/workforce/courses/index.aspx>.

### 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 non-members. Details to be announced at [ogdenweberchamber.com](http://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](http://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, 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](http://cachechamber.com).

see CALENDAR next page



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## CALENDAR

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### 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](http://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](http://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](http://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 16, 11:30 a.m.-1 p.m.

**Business Alliance Luncheon.** Location is Boondocks Fun Center, 525 Deseret Drive, Kaysville. Cost is \$20. Registration is required. Details are at [davischamberofcommerce.com](http://davischamberofcommerce.com).

### 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](http://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](http://www.connectshare.com) or by contacting Randy Hunt of the ConnectShare Advisory Board at [randy@clearpath-strat.com](mailto:randy@clearpath-strat.com).

### 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 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/>.

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

## CLASSIFIED

### CAREERS

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#### SAP/ERP SOLUTION ARCHITECT

**Intermountain Farmers Association** seeks **SAP/ERP Solution Architect** to support, maintain and enhance existing SAP/ERP solutions. Requires: B.S. in info systems or related (willing to accept foreign education equivalent) and 5 years of exp with SAP systems and functionality, or alternatively, a M.S. and 3 years of exp as stated. Must also possess: SAP ABAP and RICEF (Reports, Interface, Conversions, Enhancements, Forms) objects; ALV (ABAP List Viewer) reports, user exits, BADIs (Business Ad-In), BAPIs (Business Application Programming Interfaces), Smart Forms, SAP Scripts; SAP modules: SD (Sales and Distribution), MM (Materials Management) and FI (Finance); Order to Cash, Procure to Pay, and Inventory Management processes; and EDI processes using SAP IDocs. Submit resume to <https://ifacoop.applicantpro.com/jobs/>.

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