

OF NOTE



Did you say drop-ship it?

Wing, the drone delivery company operated by Google-parent Alphabet, launched its first commercial service in the U.S. last week. The company's quadcopters are now available to "tens of thousands" of homes in the Texas suburban towns of Frisco and Little Elm, both of which are part of the Dallas-Fort Worth metro area, the company said. Customers can order items from a limited number of stores that are partnering with Wing, including Walgreens, Blue Bell Creameries, Easyvet and Texas Health.

Industry News Briefs

pages 10-11

Business Calendar

page 13

Uncertainty causing Utah's economic outlook to be 'mixed'

Brice Wallace

The Enterprise

The lingering effects of the COVID pandemic, inflation, supply issues, a tight labor market and the Russian-Ukraine conflict are combining to provide a potent blend of bad for Utah's small businesses.



Tony Weller (left), owner of Weller Book Works in Salt Lake City, and Robert Spendlove, Zions Bank senior economist, discuss the Utah economy during a recent news conference at the bookstore.

Nonetheless, 45 percent plan to hire employees over the next six months.

"Two years into the pandemic, the outlook for Utah's small businesses are mixed," is how Robert Spendlove, Zions Bank's economist, assessed the current state of affairs.

Speaking at a news briefing on National Mom and Pop Business Owners Day, Spendlove said concerns about inflation "continue to dominate consumer minds." Year-over-year inflation has hit 7.9 percent nationally, while the figure in Utah is 9.7 percent.

"The Russian war with Ukraine is adding more uncertainty to the economy just as we're turning the corner on the COVID pandemic," he said.

The conflict has pushed oil prices to a new high and disrupted the wheat supply, which will put pressure on food prices, and nickel, an ingredient in stainless steel and lithium-ion batteries. "This will add yet another element of uncertainty to the small-business recovery," he said.

That recovery is taking some time. Spendlove quoted Census Bureau statistics that indicate that 47 percent of Utah small businesses say they are operating at normal levels, while 29 percent say their recovery will take more than six months. Three-fourths of Utah's small businesses report

see **ECONOMY** page 18

Utah women again among the losers in the gender pay gap

Brice Wallace

The Enterprise

Utah again has ranked poorly in the gender pay gap, saved from the bottom by neighboring Wyoming.

A report by Business.org indicates Utah women are paid an average of 31 percent less than their male counterparts. Put another way, women in Utah effectively stop getting paid on Sept. 7 – women would work

the same amount of time as men the rest of the year and in the same roles without being paid.

The report ranked the states based on the percentage difference between women's and men's earnings for full-time, year-round workers. Women in Utah earn an average salary of \$41,861, trailing the men's average of \$60,613. The difference is \$18,752.

see **PAY GAP** page 18

Rio Tinto, unions reach new pact at Kennecott

Following seven weeks of negotiations, Rio Tinto and unions representing approximately 1,300 employees at the Kennecott copper operation in Bingham Canyon near Salt Lake City have reached a new collective bargaining agreement.

The new five-year agreement was ratified through a vote held on March 31 among members of the United Steelworkers, International Union of Operating Engineers, International Brotherhood of Electrical Workers and International Association of Machinists and Aerospace Workers unions. The agreement took effect April 1.

The new contract includes gains for workers that include lump sum payments, wage increases in each year as well as other contract improvements and it maintains and improves health and life insurance benefits, according to United Steel Workers District 12 Director Gaylan Prescott. Prescott, who co-chaired the negotiations, said that workers stood together to demand the fair contract they have earned.

"Members of four different unions showed tremendous solidarity throughout the bargaining process," Prescott said. "Together, we sent management the unmistakable message that union workers would settle for nothing less than the opportunity to continue improving the standard of living for ourselves and our families."

"We are very pleased that the new collective bargaining agreement has been ratified by Rio Tinto Kennecott's union members," said Gaby Poirier, Rio Tinto Kennecott managing director. "We have worked closely and productively with the unions to reach this agreement, which is fair and competitive, benefits our employees and their families and enables us to grow as a business. The agreement will ensure that we can continue to provide competitive wages and benefits for all roles and will allow Kennecott to pursue an exciting future as a leading domestic copper supplier in the United States."

The Kennecott copper mine employs more than 2,000 workers and contributes \$1.6 billion annually to Utah's economy.



1-877-AFCUBIZ
americafirst.com

AMERICA FIRST
CREDIT UNION

Federally insured by NCUA

Utah Black Chamber names Sidni Shorter its new president and CEO

The Utah Black Chamber has named Sidni L. Shorter as its new president and chief executive officer.

Shorter succeeds James Jackson, III, the founder who has been leading the chamber since its inception. Jackson will remain engaged in an advisory capacity.

Shorter is an entrepreneur, an advocate and a practitioner of diversity, equity and inclusion (DEI). She has more than 12 years of experience leading, consulting and training minority and women-led businesses and organizations, most recently as the CEO of ExecuteNow!, a client-focused finance and accounting firm with a mission to ensure nonprofits and small to mid-sized organizations have affordable access to capital, prudent financial management and forward-thinking leadership.

“I am motivated and committed to the vision of the UBCC to capitalize on the opportunity to lead with my passion for black entrepreneurs, business leaders and professionals to fully participate, impact and grow in the economic ecosystem of Utah,” Shorter said.

Shorter said she wants to use “solution-oriented strategies, policies and resources to address the need for community, capacity-building and affordable capital for the members of the chamber, supporters, partners and allies. I am honored for the trust and confidence of the UBCC board to lead the chamber at this time.”

“We are thrilled to have Sidni lead the Utah Black Chamber and Utah’s black community to new heights,” Jackson said. “Her experience, knowledge and passion for change are well beyond what we have ever had and will bring immediate impact. The U.S. will take note of what Utah is doing for its diverse community.”

Shorter returned to her home in Baton Rouge, Louisiana, to join the program management team facilitating the National Emergency Grant fund for the city’s relief efforts following Hurricane Katrina. Thereafter, she joined a technology startup to bring digital media to Louisiana, establishing the first and only woman-led African American-owned video game studio to become a Microsoft developer and produce content for the Xbox 360.

Jenkins has been serving as director of the Atwood Innovation Plaza at Dixie State University, which helps students and members of the community innovate, launch and grow their businesses through a business resource center, makerspace and startup incubator.

She also has served as the executive director of the Louisiana Health and Rehabilitation Centers, the deputy director of the Louisiana Housing Alliance, and led the effort to produce the first-ever business plan for the Louisiana Department of Health and Hospitals.

Shorter also served as station chairman for the largest American Red Cross in the world and joined community development projects with faith-based organizations in North Carolina and the Washington, D.C., tri-state area. She became a consultant in the areas of contract administration, grant administration, project management and human resources.

Returning to the South, she advocated, designed and initiated results-oriented DEI programs, plans, processes, workshops, training, dialogues and discussions for senior leaders, people managers and staff that encourage learning, reflection, awareness and understanding, as well as community-building.

Shorter holds a doctorate in biblical psychology, both a master’s and bachelor’s degree in theology, and a bachelor’s degree in general studies with a behavioral sciences concentration. She is currently pursuing an MBA with a concentration in entrepreneurship at the University of Louisiana, Lafayette. She is a licensed Christian therapist.

Shorter holds a doctorate in biblical psychology, both a master’s and bachelor’s degree in theology, and a bachelor’s degree in general studies with a behavioral sciences concentration. She is currently pursuing an MBA with a concentration in entrepreneurship at the University of Louisiana, Lafayette. She is a licensed Christian therapist.



Sidni Shorter

SchoolPulse names Colby Jenkins new CEO

Colby Jenkins has been named CEO of SchoolPulse, a text-based student reporting platform that the company said increases student well-being and self-confidence. SchoolPulse is based in St. George.

Jenkins worked for Google at its headquarters in Silicon Valley as program manager in various capacities, but primarily people operations. Before joining Google, he worked at the Pentagon in both civilian and uniform capacities.

Jenkins, a Utah native, graduated from United States Military Academy at West Point. A combat veteran, Jenkins spent 11 years on active duty in the U.S. Army Green Berets Special Forces, and for the past 12 years, Jenkins has served in the U.S. Army National Guard. He now serves as colonel in a Special Operations role in the U.S. Army Reserve.


“I look forward to bringing that military experience to SchoolPulse, not for the military rigidity, but for the leadership, problem-solving and courage under fire that our team provides to people who are in the fight of life,” said Jenkins.

SchoolPulse as an evidence-based suicide prevention program for schools, delivering actual data to administrators, counselors and students who are doing well and struggling, providing positive psychology for middle and high school students.

MOST SUCCESSFUL
Brokerage Firm in Utah

OVER \$5 BILLION
In Total Annual Sales for 2021


\$170 MILLION
In Commercial Sales Volume for 2021



READY TO GET REAL ABOUT COMMERCIAL REAL ESTATE?

Berkshire Hathaway HomeServices Utah Properties Commercial Division brings years of experience as well as specialization in **Sales and Leasing for Industrial, Office, Retail, Land, Multi-Family and Investment Real Estate**. Our clients benefit from the combination of our team’s sphere of influence and proprietary database.

For more information on any of our Commercial Real Estate Services please email us at Commercial@BHHSUtah.com



LEARN MORE

LOCALLY OWNED AND OPERATED SINCE 1976 | BHHSUTAH.COM

RESIDENTIAL | DEVELOPMENT | COMMERCIAL | RELOCATION | NEW CONSTRUCTION

SALT LAKE CITY (801) 618-0068 | OGDEN | BOUNTIFUL | LOGAN | PARK CITY | ST. GEORGE | MOAB



UofU College of Nursing to expand in order to address nursing shortage

To help address the shortage of nurses in the state of Utah, the University of Utah College of Nursing will increase enrollment in its prelicensure track by 25 percent over the next year, the school has announced. College leaders

say this increase addresses the rising need for registered nurses in the wake of COVID-19 and because of other factors that are reshaping the nursing profession.

“This initiative is a major undertaking and it is the right

thing to do given the contemporary challenges we face,” said Dr. Michael Good, CEO of University of Utah Health. “It’s vital that we educate, train and deploy enough nurses in Utah and elsewhere in the Mountain West to provide the healthcare that residents of this region have come to expect and deserve. This new approach to nursing education will be beneficial to all. I am grateful to our nursing faculty for proactively addressing this challenge.”

To meet this commitment,

UofU Health’s College of Nursing will accept an additional 36 prelicensure students each year, increasing its annual enrollment from 144 to 180 students. In the past, the College of Nursing accepted 72 students for either spring or fall semester enrollment. Now the college will accept 60 students three times a year by adding the option of summer semester enrollment.

The college will commit more than \$400,000 per year to achieve this goal, Good said.

Additional personnel devoted to this increase in students will include full-time faculty, adjunct faculty, a student advisor, a clinical placement coordinator and patient simulation specialists, said Marla De Jong, dean of the College of Nursing.

“It’s important that people in Utah, as well as the rest of the country, have an adequate number of nurses to meet their healthcare needs 24 hours a day, 7 days a week, 365 days a year,” said De Jong.

Clark Ivory named to CCIM Excellence Awards Hall of Fame

The Utah Chapter of CCIM has announced that Clark Ivory, CEO of Ivory Homes, has been named the 2022 Excellence Awards Hall of Fame recipient. Ivory will be honored at the organization’s Excellence Awards event on May 14 at the Grand America Hotel in Salt Lake City.

Now in its 10th year, the CCIM Excellence Awards honors professionals in Utah’s commercial real estate industry who exemplify the highest degree of business excellence, according to a CCIM release. Addition award winners spanning more than 15 specialties within the industry will be announced at the event. This year’s event theme is “Ascending to New Heights.”

Ivory heads Ivory Homes, Utah’s No. 1 residential builder for the past 34 years. Since 1988, Ivory Homes has led the Utah market and was recently recognized as the 2021 National Homebuilder of the Year by ProBuilder Media. Ivory is engaged in several initiatives to help build the community and industry. Under his leadership, Ivory Homes has diversified the company’s product offering, completing more than 26,000 single-family homes, townhomes and apartments.

Ivory and his wife, Christine, have also committed to helping the next generation of industry professionals through their support of the Ivory-Boyer Real Estate Center at the University of Utah; various construction and trade programs throughout the state; and by sponsoring Hack-A-House, a 24-hour entrepreneurial hack-a-thon focused on housing affordability. Most recently, the Ivories established the Ivory Innovations Operating Foundation, which will take best practices from across the country to build innovative, affordable housing in Utah.

“As our community has faced increasing pressure from rising housing costs, Clark and his wife, Christine, have put his company, foundation and civic resources to work to bring innovation and greater affordability to Utah,” said Wes Christensen, CCIM Utah Excellence Awards chair. “These efforts include reserving

over 500 homes for Utah’s critical workforce; helping establish the Utah Housing Preservation Fund to preserve our community’s most affordable housing; and establishing the Ivory Prize for Housing Affordability, a national prize that sheds light on the most innovative ideas for housing affordability — tremendous accomplishments that are filling a crucial need in today’s housing market and accomplishments which led us to selecting Clark as this year’s Hall of Fame recipient.”

Cal-Maine to expand cage-free egg production in Delta

Cal-Maine Foods Inc., a Mississippi-based company that operates a major egg production operation near Delta, has announced that it will invest \$82 million to expand the company’s cage-free egg production capabilities at the Utah site and at a similar operation in Kentucky.

In Delta, Cal-Maine will add four new cage-free layer houses and two pullet house conversions,

increasing its capacity to accommodate 810,000 cage-free layer hens. Work is expected to commence immediately with project completion expected by fall 2023.

“We are pleased to announce these cage-free expansion projects that will further advance our growth strategy and better serve customers given growing customer and consumer demand and expanding state requirements for

cage-free eggs,” said Dolph Baker, chairman and CEO of Cal-Maine Foods.

Cal-Maine Foods is primarily engaged in the production, grading, packing, marketing and sale of fresh shell eggs, including conventional, cage-free, organic, pasture-raised, free-range and nutritionally enhanced eggs. It is the largest producer and distributor of fresh shell eggs in the U.S.


OBTAINING THE BEST RESULTS IN LITIGATION, ARBITRATION OR MEDIATION

THAT’S OUR SPECIALTY, TOO.

COMPLEX LITIGATION GROUP

With a firm full of expert attorneys in over 30 practice areas, turns out just about everything is our specialty - including a strong reputation for defending, prosecuting, and coordinating complex cases filed in courts, before arbitration panels, or in private mediations. We have a long record of successfully resolving cases across industries, and a broad range of substantive areas of law. And with 150 years of getting results from the conference room to the courtroom, Fabian VanCott has the experience, local connections, and valuable insights our clients depend on time and time again.

Fabian VanCott
Salt Lake City | Las Vegas | fabianvancott.com



Enterprise
UTAH'S BUSINESS JOURNAL
USPS # 891-300

Published weekly by:
Enterprise Newspaper Group
825 North 300 West Ste. NE220
Salt Lake City, Utah 84103
801-533-0556 FAX 801-533-0684
www.slenterprise.com

PUBLISHER & EDITOR
R. George Gregersen

PRESIDENT
David G. Gregersen
david@slenterprise.com

VP/GENERAL SALES MANAGER
Dale Dimond
dale@slenterprise.com

MANAGING EDITOR
John M. Rogers
john@slenterprise.com

CONTROLLER
Richard Taylor
richard@slenterprise.com

OFFICE MANAGER
Dionne Halverson
dionne@slenterprise.com

CLASSIFIED DISPLAY
david@slenterprise.com

CIRCULATION
Dionne Halverson
dionne@slenterprise.com

LIST DEVELOPMENT
lists@slenterprise.com

ADVERTISING INQUIRIES
david@slenterprise.com

TO CONTACT NEWSROOM
john@slenterprise.com

ART SUBMISSIONS
art@slenterprise.com

Subscription Rates:
Online only, \$65 per year
Print only, \$75 per year
Online and Print, \$85 per year

Any opinions expressed by the columnists are not necessarily the opinions or policy of Enterprise, it's owners or managers. Reproduction or use of contents without written consent of the publisher is prohibited. All rights reserved.

© 2020 Enterprise Newspaper Group Inc.
Periodical postage paid at Salt Lake City, Utah
POSTMASTER: Send address corrections to:
P.O. Box 11778, Downtown Station
Salt Lake City, Utah 84147

Consumer sentiment takes largest dip ever in March

Consumer sentiment in Utah cratered in March.

A survey by the Kem C. Gardner Policy Institute shows a drop of 10.8 points that month, the largest monthly dip since the index began in October 2020. The index was 78.8 in February and 68 in March.

Outlooks fell among all groups, suggesting that every Utahn feels the cost of living pinch due to rising fuel prices and inflation as well as concerns around geopolitical instability.

"Utahns are feeling the effects of increased food and gas prices, with the Russia-Ukraine conflict only exacerbating matters," said Joshua Spolsdoff, senior research economist at the Gardner Institute. "While we await future interest rate hikes from the Federal Reserve, for now, economic indicators — such as unemployment, retail sales and corporate earnings — remain strong throughout Utah and the nation."

Utah's drop is in contrast to a national decline of 3.4 points, based on a similar survey by the University of Michigan. The decline started in January and March's figure of 59.4 is the low-

est level since August 2011.

Survey questions in the Gardner study indicate

- Thirty-four percent of Utah respondents in March believed they and their families were better off financially than a year ago, compared to 39 percent in February. Forty-two percent believed they were worse off, compared with 35 percent in February.

- Twenty-six percent in March believed they will be better off financially a year into the future, down from 34 percent in February. Those believing they would be worse off was 28 percent in March, compared with 20 percent in February.

- Forty-one percent believed business conditions in Utah were favorable in March, compared with 48 percent in February. Those believing they were unfavorable was 48 percent in March, compared with 36 percent in February.

- Forty-six percent in March believed Utah will have periods of good times during the next five years, down from 52 percent in February. Forty-nine percent believed the next five years would be unfavorable, up from 38 percent in February.

CORPORATE FINANCIAL REPORTS

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

Sportsman's Warehouse

Sportsman's Warehouse Holdings Inc., based in West Jordan, reported net income of \$58.4 million, or \$1.31 per share, for the quarter ended Jan. 29. That compares with \$29.6 million, or 66 cents per share, for the same quarter a year earlier.

Sales in the most recent quarter totaled \$416.3 million, down from \$438.2 million in the year-earlier quarter.

For the full fiscal year ended Jan. 29, the company reported net income of \$108.5 million, or \$2.44 per share. That compares with \$91.4 million, or \$2.06 per share, for the prior fiscal year.

Sales in the most recent fiscal year totaled \$1.5 billion, up from \$1.45 billion in the prior year.

Sportsman's Warehouse Holdings is an outdoor specialty retailer.

"We are very pleased with our performance for the fourth quarter as we exceeded our guidance given earlier in the year," Jon Barker, CEO, said in announcing the results. "While there was some softening in our shooting sports category in 2021, our business fundamentals remain strong, with growth in all our other categories, led by double-digit growth in footwear and apparel. We also expanded our footprint by opening 10 new stores during the year, refurbished another 19 stores, and grew our e-commerce business to over 15 percent of net sales, successfully executing on our strategic initiatives."

Barker said it is "encouraging" as the company continues to see strong participation in outdoor activities. "We will continue to improve our merchandising

and overall customer experience, and believe we are well-positioned to capture additional market share and further grow our omni-channel platform," he said.

Sera Prognostics

Sera Prognostics Inc., based in Salt Lake City, reported a net loss of \$12.5 million, or 41 cents per share, for the fourth quarter ended Dec. 31. That compares with a loss of \$5.4 million, or \$3.29 per share, for the same quarter a year earlier.

Revenue in the most recent quarter totaled \$26,000, up from \$6,000 in the year-earlier quarter.

For the full year 2021, the company reported a net loss of \$35 million, or \$2.33 per share. That compares with \$19.9 million, or \$12.76 per share, for 2020.

Revenue in 2021 totaled \$82,000, up from \$25,000 in 2020.

Sera is focused on improving maternal and neonatal health by providing innovative pregnancy biomarker information to doctors and patients.

"Fiscal year 2021 was a year full of notable developments and progress for Sera Prognostics as we commercially scale our business with the support of our shareholders, payors and employers who see the critical importance of our PreTRM Test to improve lives and reduce ever expanding healthcare costs," Dr. Gregory C. Critchfield, chairman and CEO, said in announcing the results.

"While we have seen a slow initial rate of adoption, we expect to see growth during 2022 and beyond as COVID headwinds continue to wind down, as our sales staff make market inroads, and we accelerate our commercial activities."

PolarityTE

PolarityTE Inc., based in Salt Lake City, reported a net loss of \$30.2 million, or 38 cents per share, for the fiscal year ended Dec. 31. That compares with a loss of \$42.9 million, or \$1.16 per share, for 2020.

Revenues in 2021 totaled \$9.4 million, down from \$10.1 million in 2020.

PolarityTE is a biotechnology company developing regenerative tissue products and biomaterials.

Sarcos

Sarcos Technology and Robotics Corp., based in Salt Lake City, reported a net loss of \$34.1 million, or 25 cents per share, for the quarter ended Dec. 31. That compares with a loss of \$3.9 million, or 4 cents per share, for the same quarter a year earlier.

Revenue in the most recent quarter totaled \$1 million, down from \$3.4 million in the prior-year quarter.

For the full year 2021, the company reported a net loss of \$81.5 million, or 72 cents per share. That compares with a loss of \$20.9 million, or 21 cents per share, in 2020.

Revenue in 2021 totaled \$5.1 million, down from \$8.8 million in 2020.

Sarcos develops robotic systems that augment humans to enhance productivity and safety.

"The fourth quarter was one of major developments for Sarcos," Kiva Allgood, president and CEO, said in announcing the results. "The completion of our initial Guardian XT Beta unit on schedule and the successful move into our new headquarters were testament to the hard work and dedication of the team."

THE Enterprise
UTAH'S BUSINESS JOURNAL

WHY SHARE? GET YOUR OWN COPY!

To Subscribe

Call: 801-533-0556

or go online to:

slenterprise.com



Personal Trust Made More Personal

Local Experts Specializing in:

- Asset Protection Trusts
- Estates
- Conservatorships
- Self-directed IRAs
- Charitable Trusts
- Foundations
- Life Insurance Trusts

Local trust experts in Utah for Utah.



bankofutah.com/trust



Go Utah announces 2022 One Utah Summit award recipients

The Utah Governor's Office of Economic Opportunity (Go Utah) has announced the award recipients for the 2022 One Utah Summit scheduled for May 10 at the Grand America Hotel in Salt Lake City. The affair will be hosted by Gov. Spencer J. Cox.

The awards recognize individuals and companies that have made long-time significant contributions to Utah's economic development, local communities and industries. Recipients of the awards live and work full-time in Utah and have supported the local economy for five years or more.

"We're beyond excited to announce this year's award recipients for the 2022 One Utah Summit," said Cox. "These awards are going to companies and individuals who are making a lasting impact in our

state. On behalf of the state of Utah, I want to congratulate all of the award recipients and wish them the best as they continue to help make Utah a better place."

The 2022 awards are:

Utah Businessperson of the Year: Davis Smith, the founder and CEO of Cotopaxi, an outdoor gear and active lifestyle brand with a social mission.

Utah Business of the Year: HealthEquity in Draper was founded in 2002 by Dr. Stephen Neeleman. He said his vision was to repair the fractured relationship between patients and their physicians and to help more people obtain quality health insurance by reintroducing consumerism to the industry.

Utah International Business of the Year (presented in

conjunction with World Trade Center Utah.): **Walker Edison**, an e-commerce manufacturer of ready-to-assemble home furnishings, was founded in 2006 by Brad and Scott Bonham with a vision to break the mold and help people "live outside the box."

Cameron Russell Williams Rising Impact Award (co-sponsored by the Cameron Russell Williams Foundation, the award honors a black business and technology entrepreneur): **Gladymir Philippe**, founder and CEO of Kado Inc., a platform that helps college graduates find their first job.

Utah Energy Pioneer Award-Individual: Craig Wagstaff, recently retired as Dominion Energy's senior vice president and general manager of the Western Division. His

leadership led to lasting industry partnerships, including between Dominion and Smithfield Foods, to develop the nation's largest renewable natural gas project through a network of hog farms.

Utah Energy Pioneer Award-Business: Rio Tinto Kennecott, a fully integrated mining operation in the Salt Lake County's Bingham Canyon mine producing minerals such as copper and tellurium.

Utah Energy Pioneer Award-Community: Emery County Commission. The commission has a vision for stabilizing Emery County's energy economy. One of the commission's noteworthy projects is the San Rafael Energy Research Center that is on track to be a national leader in medical isotope production, molten salt technol-

ogy and nuclear energy.

Governor's Medal for Science and Technology-K-12 Education: Kelli Booth, executive director of the Northern Utah Academy for Math Engineering and Science.

Governor's Medal for Science and Technology-Academia/Research: Bruce Gale, professor and chair of mechanical engineering and adjunct professor in bioengineering, electrical and computer engineering and materials science and engineering at the University of Utah.

Governor's Medal for Science and Technology-Industry: Christopher Gibson, co-founder and CEO of Recursion, a UofU spinoff based in Salt Lake City with the mission to decode biology and industrialize drug discovery.

EPA settles pair of pollution cases in Utah's Uinta Basin

The U.S. Environmental Protection Agency (EPA) has announced settlements with Canadian-based Crescent Point Energy U.S. Corp. and Houston, Texas-based EP Energy Co. resolving alleged violations of the federal Clean Air Act at oil and gas production facilities in Utah's Uinta Basin.

The Crescent Point settlement requires the company to pay a civil penalty of \$3 million for violations of requirements to control volatile organic compound emissions from storage tanks at 30 previously owned oil and gas production facilities. The EP Energy settlement resolves similar violations across 246 production facilities and requires the company to pay a civil penalty of \$700,000, take extensive measures to ensure future compliance and implement a \$1.2 million mitigation project to install pollution controls at facilities.

Both settlements were filed in the U.S. District Court for the District of Utah. The state of Utah was a co-plaintiff in both actions.

"These settlements reflect our commitment to protecting Utah's air quality and the health and well-being of communities

across the Uinta Basin, an area that does not meet federal clean air standards," said EPA Regional Administrator KC Becker. "These actions will secure compliance at hundreds of tank facilities, reduce hundreds of tons of ozone-forming pollutants every year, and fund significant clean air projects across the state. EPA will continue to work with the state of Utah and the Ute Indian Tribe to ensure oil and gas production sources are operating within the law to improve air quality and community health."

The \$3 million Crescent Point civil penalty will be split evenly between the United States and the state of Utah. Crescent Point has agreed to deposit \$1.2 million of the \$1.5 million civil penalty owed to Utah into the state's Environmental Mitigation and Response Fund for air quality-related projects across the state. The \$700,000 EP Energy civil penalty will also be split evenly between the United States and the state of Utah, with \$280,000 of the \$350,000 owed to Utah, with interest, going into the Environmental Mitigation and Response Fund.

Fixed it!
WASATCH I.T.

**BUSINESS
TECH SUPPORT,
CYBERSECURITY
AND COMPLIANCE**

info@wasatchit.com
801-983-3671

Official Partner of the Utah Jazz

Succeeding in Your Business

How to build a successful (and lawsuit-proof) benefit corporation

“Some friends and I are thinking about setting up a benefit corporation or ‘B Corp’ for our business, which has a strong social mission. We realize these are very new and don’t want to do anything that will cause trouble for us or our investors down the road. What should we be doing to make sure things go smoothly and we actually have the positive impact on society that we plan?”



CLIFF ENNICO

The benefit corporation or “B Corp” is becoming an extremely popular vehicle for “social enterprise” startups. Basically a hybrid between a for-profit corporation and a nonprofit organization, the dual purpose of a benefit corporation is to create general

public benefit, defined as a material positive impact on society and the environment, and to generate a return for its shareholders. A benefit corporation’s directors and officers operate the business with the same authority as in a for-profit corporation but are required to consider the impact of their decisions not only on shareholders but also on society and the environment. Benefit corporations, being for-profit, have no exemption from federal and state taxes, and people cannot make tax-deductible donations to them.

As you can see, there is a built-in tension between these dual purposes. When making a specific decision, how will management weigh the corpo-

ration’s social purpose against its “profit motive”?

The reality is that most investors in a startup benefit corporation won’t be too concerned about realizing a return on their investment. They will share the founding entrepreneurs’ zeal to accomplish the B Corp’s social purpose and will view any return on their investment as icing on the cake — at least they will in the beginning, when the corporation has no money, there’s nothing to fight about and the investors can write off the corporation’s operating losses on their tax returns.

But once the benefit corporation grows and generates millions of dollars in profit, it’s likely these socially motivated investors will want to see some money coming back their way, and later investors

in these successful companies may balk at seeing all of the profits being plowed back into the corporation’s social purpose. That will put the corporation’s officers and directors in an extremely uncomfortable position if they don’t take several actions early on. Here are some things I tell my B Corp clients to do:

Don’t Take the “S” Election

I think a B Corp should be taxed as a regular or C corporation rather than an S corporation, even if it legally qualifies for the S election. Since shareholders in an S corporation are required to pay taxes on their percentage share of the corporation’s income regardless of the amount actually distributed to them, successful B corps that take the S election will generate a huge amount of “phantom income” for their owners if they devote all their profits to their social purposes. If a B Corp is established as an S corporation, the by-laws should clearly require an annual distribution of cash to the shareholders in an amount at least sufficient to cover their tax liabilities.

Look at Your State’s B Corp Statute

B Corps are recognized in only about 28 states, so it’s possible your state doesn’t allow B Corps yet. That needs to be looked into. Also, while Section 301 of the model B Corp statute exonerates directors from any liability to shareholders for the decisions they make, some states have made significant changes to the model statute. If your state has watered down or qualified Section 301, you need to know exactly how.

Get Signed Affidavits from Your Shareholders

Until B Corps are more recognized in the marketplace, I recommend that shareholders be required to sign a sworn affidavit saying (at least):

- That they recognize a B Corp, although legally for-profit, has a social and environmental purpose that may take precedence over its obligations to shareholders.

- That decisions regarding dividends and other distributions to shareholders are in the sole discretion of the corporation’s directors and officers.

- That it is possible the shareholder will never receive a return on his or her investment if the B Corp’s directors and officers view its social/environmental purpose as paramount.

- That any return on the shareholders’ investment will be subject to federal and state income taxes.

- That the shareholder will not sue the corporation, or any director or officer, because of any decision made by the corporation’s management (except for criminal activity and willful misconduct).

- That any person to whom the shareholder transfers his/her shares will be required to sign a similar affidavit.

Let People Know

You Are Not a Nonprofit

To the untrained eye, a B Corp looks an awful lot like a nonprofit or charity. When putting together a B Corp’s marketing materials and website, it is important to state (using all capital letters and boldfaced type) that the corporation is not exempt from federal and state taxes, that investments in the corporation are not tax-deductible and that investors should consult their legal and tax advisors before making an investment in a B Corp.

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

COPYRIGHT 2022 CLIFFORD R. ENNICO
DISTRIBUTED BY CREATORS.COM

Every day is a great day . . .

**MMMM...
Mondays!**

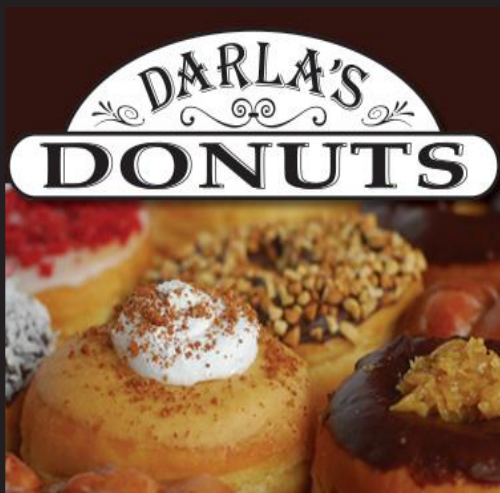
**TASTY
Tuesdays!**

**WOW
Wednesdays!**

**TWISTY
Thursdays!**

**FRITTER
Fridays!**

**SPRINKLES
Saturdays!**



Donuts Brownies Fritters
Turnovers Muffins

Family Owned & Operated

2278 So. Redwood Road

801-975-6381

M-F 5:00 am – 2:30 pm & Sat. 7:00 am – noon

with Darla’s Donuts!

Does your banker's name start with 1-800?

At First Utah Bank, your banker is here
for you, on the phone or in person.

Your community bank. Always local.



That's why



801.308.2265
firstutahbank.com



Rethink the office.



Midwest
COMMERCIAL INTERIORS

www.mwciutah.com | 801.359.7681 | @mwciut

Five ways to strengthen your business relationships and grow your company

Another record year for entrepreneurship could be in store for 2022. But how many of these new business owners end up succeeding will depend on more than the quality of the products and services they offer.

Creating and nurturing customer relationships allow businesses to offer a more personalized and enticing customer experience, which produces the buyer loyalty that is vital to a company's long-term success.

Relationships are the greatest asset an entrepreneur has. To retain customers, it requires a process that turns every touchpoint with a customer into an opportunity for communication, trust and mutual growth. An entrepreneur's success is highly contingent upon the strength of other business relationships as well.

Good relationships with employees bring new meaning to work, strong productivity and new ideas that carry the business forward. Relationships with financial partners allow you to take risks. Mentors and colleagues can help you view strategy and processes through a different lens.

The more you cultivate all of these business relationships, the more you, they and your business can grow. But you can't take them for granted. Relationships are gardens that need tending.

Here are some tips to entrepreneurs on how to strengthen relationships with customers and other business associates:

- **Invite customer feedback.** To truly know where your company stands with customers and what you can do to improve and better meet their needs, you need to survey their thoughts about your products and services — ideally in person. Most of the time, unsatisfied customers don't approach you with a detailed list of things they'd like for you to improve on. They just leave for one of your competitors. So set aside time to get their feedback and show them you care.

- **Make your customer feel valued through the entire experience.** Consider the customer experience from start to finish. Find opportunities to go the extra mile and make shopping with your company enjoy-

able. Positive words will spread like wildfire about your business, especially on social media, and remember, negative words can spread, too. Make customers feel they're a part of something special by making them feel special.

A key part to the customer experience equation is providing good website content that gives them insight and a quick path to solutions.



JAMES WEBB

- **Encourage a sense of ownership among your employees.** Giving employees a voice in major decisions, more responsibility and allowing them to own stock are ways to create a sense of ownership and strong ties between your employees and your business. Inspiring your employees to love your business as much as you do will strengthen your company's foundation. Your business will be that much more likely to survive setbacks and grow.

- **Be generous with compliments.** Employees know you can't give them a raise every time they do a good job, but recognizing them when they do good work makes them feel appreciated and goes a long way toward making them want to stay at your company.

- **Value your vendors.** People who service your company regularly are a big part of the infrastructure that keeps your company rolling. Treat them like honorary employees. Everyone from your suppliers to your web designer is an important part of your extended team and nurturing these relationships with nice gestures and consistent communication will just make your company stronger from the ground up.

It's critical to be humble enough to understand that you need great relationships to succeed as an entrepreneur. I've seen talented people fail because they thought they could do it alone.

James Harold Webb is the author of *Redneck Resilience: A Country Boy's Journey to Prosperity*. He developed, owned and oversaw the management of 33 Orangetheory Fitness franchises throughout North Texas. They were all sold to a private equity group in 2019. He currently owns the franchise rights in Texas for BeBalanced Centers, a homeopathic hormone weight-loss franchise.



Reshaping what's possible for your small business, with Business 2 Gig.

Our fastest internet speed is now available for small businesses. With up to 2 gigabits download and up to 1 gigabit upload speeds, you'll have the bandwidth to keep everyone connected and grow your business without interruptions or slowdowns — all on a 100% fiber network with a 99.9% reliable connection.¹ And possibly the friendliest 24/7 customer service you may never have to use.

google.com/fiber/biz or call (877) 888-5445.

 **Google Fiber Business**

Industry Briefs

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

COMMUNICATIONS

• **Comcast**, a media and technology company, has hired **Jennifer Somers** as vice president



Jennifer Somers



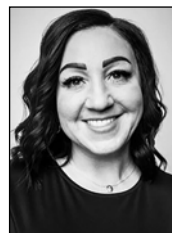
Steve Proper

of state government affairs for Utah and New Mexico. She succeeds **Steve Proper**, who retired after 38 years of service at Comcast. Somers most recently was director of government affairs at CenturyLink, where she implemented advocacy strategies and educated legislators on key industry policies and issues. From 2010 to 2016, she was area director for U.S. Rep. Rob Bishop after working as his deputy chief of staff and foreign affairs legislative assistant. Somers' education includes a bachelor's degree in political science from Brigham Young University.

CONSTRUCTION

• Three people have joined **Hamlet Homes** as owners, bringing the number to seven: **Tami**

Ostmark, vice president of marketing; **John Peterson**, vice president of construction; and **Nate Kingdon**, sales manager/principal broker. Hamlet Homes was founded in 1995 and in 2017 transitioned ownership from the founder



Tammy Ostmark



John Peterson



Nate Kingdon

to a senior leadership team. Murray-based Hamlet Homes builds townhomes and single-family homes in Northern Utah.

DIRECT SALES

• **Young Living**, a Lehi-based provider of essential oils, has appointed **Lyndi Smith** as chief marketing officer. Smith has over



Lyndi Smith

20 years of marketing and communications experience. She started at Young Living in 2001 and advanced to senior vice president of global marketing before leaving in 2021 to tend to family needs. She graduated

from Utah Valley University in 2013 with a Bachelors of Science in Business Management.

ECONOMIC INDICATORS

• **Salt Lake City** is ranked No. 5 on a list of "2022's Best Cities for Urban Gardening," compiled by **LawnStarter**. It considered easy access to gardening space and supplies, an ideal climate, and a local gardening community. In a breakout list, Salt Lake City was No. 3 for most community gardens per 100,000 residents. St. Louis leads the rankings. The No. 196 city is Anchorage, Alaska. Details are at <https://www.lawnstarter.com/blog/studies/best-cities-urban-gardening/>.

ENVIRONMENT

• **Nature's Sunshine Products**, a Lehi-based company offering herbal and nutritional products, has released its first comprehensive sustainability report. The report highlights the progress Nature's Sunshine has made over its 50-year history to set goals for continued sustainable progress in manufacturing its products, investing in its people and improving processes. Its 2022 sustainability goals include a 50 percent reduction in greenhouse gas emissions by 2025, 100 percent renewable energy at owned manufacturing facilities by 2023, zero percent waste to landfill at all distribution centers by 2023, and a 35 percent reduction in waste at owned manufacturing facilities by 2025.

GOVERNMENT

• The **Salt Lake County Council** has approved a lease agreement between the county and **Rio Tinto Kennecott** for 17 acres of land in southwest Salt Lake County. The partnership will continue efforts by the county to build a network of multi-user trails to improve access to Rose, Yellow Fork and Butterfield canyons. In partnership with Rio Tinto and the **Bureau of Land Management**, Salt Lake County will build 12 miles of new trails in areas where public access has previously been unavailable. The lease agreement follows a recent purchase of 94 other acres of open space in Butterfield Canyon and complements a recent acquisition of 50 acres that will serve as a trailhead to this system of trails.

INVESTMENTS

• **SudShare**, a Salt Lake City-based laundry service marketplace, has raised a \$10 million seed round from **Headline, Origin Ventures, Ludlow Ventures, Starting Line VC** and

Clean Ventures. Also participating were **Max Mullen**, co-founder of Instacart; **Steven Galanis**, founder and CEO of Cameo; and **Rob Chesnut**, former general counsel for Airbnb. SudShare customers use an app to order laundry service, then leave their laundry on their porch. Personal laundries pick up the laundry and wash, dry, fold and return it the next day.

• **Red Door Capital Partners LLC**, a Salt Lake City-based, independent private equity firm founded in 2019, has announced, with support from its network of high net worth individuals and family offices, an investment in **PrimaHealth Credit**. The amount was not disclosed. PrimaHealth Credit's technology delivers a secure, scalable and easy-to-use solution that accurately matches patients to payment solutions they can afford.

• **Nivati**, a Salt Lake City-based holistic mental health platform for employees, has announced an oversubscribed seed round of \$4 million. The round was led by **FireBrand Ventures**, with participation from **Peak and Access Venture Partners**.

• **Altitude Lab**, a Salt Lake City-based incubator focused on early-stage life science and healthcare companies, has announced that its first cohort of startups raised \$54 million in seed funding while incubating at Altitude Lab. Founded by Recursion and the University of Utah's PIVOT Center, the incubator finds, supports and incubates early-stage healthcare startups in Utah. Its first cohort includes seven startups enrolled in winter 2020, with six closing seed financing within 18 months of joining the program. Altitude Lab's first cohort completes the program in early 2023. The incubator is currently recruiting and enrolling its second cohort.

NONPROFITS

• **Encircle**, a Salt Lake City-based nonprofit that builds homes to provide mental health services and community programs for LGBTQ+ youth and their families, has announced that its next location will be in Rexburg, Idaho. It will provide access to Encircle's life-affirming therapy, programming and services to LGBTQ+ youth, students and families. The goal is to complete the home and begin offering services to youth and their families in early 2023. The nonprofit has already started construction on locations in Heber, Logan and Ogden and in Las Vegas.

PHILANTHROPY

• **SixFifty**, a Midvale-based technology company, has

launched a free, automated tool to help Ukrainians living in the United States apply to stay in the country during the Russian invasion of Ukraine. Ukrainians whose visas expire or would otherwise be required to return home have two options to stay in the U.S.: Temporary Protected Status (TPS) and asylum. Both options, however, require complicated applications that are only available in English. SixFifty automated the TPS and asylum applications in English and Ukrainian to help those who may not have easy access to legal help. SixFifty works with the law firm **Wilson Sonsini** to automate employment and privacy paperwork for companies across the United States. SixFifty uses the proceeds from those products to build free tools for people who need legal help.

• **Supplemental Health Care**, a Cottonwood Heights-based school and healthcare staffing provider, has announced a philanthropic partnership with nonprofit organization **TNTP** (formerly known as The New Teacher Project) to fuel its work to make high-quality education more accessible for all students. TNTP's mission is to "end the injustice of educational inequality by providing excellent teachers to the students who need them most and by advancing policies and practices that ensure effective teaching in every classroom."

REAL ESTATE

• **Kiln** has announced an expansion at its Salt Lake City coworking community at The Gateway, nearly doubling its size. It is projected to be completed in late spring. Kiln said that while it continues to cater to entrepreneurs, startups, freelancers and rapidly scaling teams, the expansion of Kiln Salt Lake City is designed to serve larger teams and companies seeking an experiential workspace. Jointly developed with **The Boyer Co.**, the expansion consists of an additional 21,000 square feet, for a total of 54,000 square feet. Kiln has five locations, with the sixth opening in April.

• **ViaWest Group**, based in Phoenix, has acquired an 18-acre industrial development at 3255 W. 500 S., Salt Lake City. Financial terms were not disclosed. The site contains a 37,000-square-foot industrial building built in 2016. ViaWest plans to split the existing lot, creating an 11-acre parcel on which it will build a 171,600-square-foot Class A speculative industrial building. Phillip Eilers with **Cushman &**

WIRTGEN
VÖGELE
HAMM

WELL EQUIPPED
FOR YOUR ROAD
BUILDING SUCCESS

Honnen.com
800-646-6636

Industry Briefs

from previous page

Wakefield represented ViaWest Group and James Merrill with cRc Nationwide represented the seller in the transaction.

We carry more than heavy construction equipment.

Light equipment in stock. Mixers, saws, pumps, generators, jumping jacks, and much more.

RASMUSSEN EQUIPMENT COMPANY

3333 West 2100 South
Salt Lake City, Utah 84119
(801) 972-5588

www.rasmussenequipment.com

RECOGNITIONS

• **Michael Ford** has been named a “2022 Pro to Know” by *Supply & Demand Chain Executive*, a supply chain publication. Ford is global lead of environment, health, safety and sustainability at Avetta, an Orem-based provider of supply chain risk management software. Ford was recognized for developing



Michael Ford

and implementing Avetta’s global supplier evaluation programs, designed to help organizations facilitate increased transparency and assurance across their supply chains by applying sustainability management and risk mitigation to meet their environmental, social and governance (ESG) objectives.

• **Relay** of Brigham Young University recently won the \$20,000 grand prize and first place in the **2022 Utah Entrepreneur Challenge** for its mobile app for team-based addition recovery and self-improvement. The statewide business-model competition is managed by the **Lassonde Entrepreneur Institute** at the University of Utah. The event featured collegiate entrepreneurs in Utah competing for \$60,000 in cash and prizes. Other winners are **The Orion Belt**, BYU, second place (\$12,000); **Scouter**, Utah Valley University, third place (\$7,000); **Crypto Whales**, Southern Utah University, **People’s Choice Video Award**, (\$1,000); **Scouter**, **People’s Choice Speed Pitch Award** (\$1,000); **BugBuddies**,

Snow College, **Actium Partners Bootstrap Award** (\$2,000); and **Foam** (University of Utah), **Cambrio** (BYU) and **Veterans in ComBAT** (Westminster College), **Emerging Entrepreneur Awards** (\$750).

• **Pure Solutions** of Skyline High School recently won first place and the \$10,000 grand prize in the **2022 High School Utah Entrepreneur Challenge** for its product that enables consumers to easily analyze water samples. The business-idea competition is hosted by the **Lassonde Entrepreneur Institute** at the University of Utah and involved 20 teams in the final event competing for \$30,000 in cash and scholarships. Other winners are **Noisy NICU Cap**, American Heritage, second place (\$5,000); **Creative Book Folding**, Bear River High School, third place (\$2,500); and **Viridis**, Park City High School, **Top Online Vote** (\$500). All top 20 teams were offered a position with the Lassonde Founders program, which includes a \$1,000 housing scholarship for students to live and launch together at Lassonde Studios. Two teams, **Pure Solutions** and **Noise NICU Cap**, were awarded a \$2,000 College of Science scholarship for students majoring at the University of Utah in a College of Science major.

• **Nu Skin Enterprises Inc.**, a Provo-based beauty and wellness products company, has received two **Communitas Awards** for Leadership in Community Service and Corporate Social Responsibility, as well as Leadership in Ethical and Environmental Responsibility. The Communitas Awards are an international effort to recognize the spirit of people helping people. The awards recognize exceptional businesses, organizations and individuals for excellence in community service and corporate social responsibility. Communitas Awards evaluated Nu Skin’s sustainability and corporate social responsibility efforts based on the extent and effectiveness of its efforts to fight malnutrition, provide health and wellness opportunities for children and reduce its carbon footprint. They also evaluated Nu Skin’s global charity efforts, including more than 30 community-based outreach projects and sustainability commitments stretching to 2030. Communitas Awards was started in 2010 as an outgrowth of the pro bono recognition program of the Association of Marketing and Communication Professionals.

• **Impartner**, a Salt Lake City-based pure-play company in SaaS-based channel management and partner relationship management, has announced that **G2**, a software marketplace, has award-

ed Impartner solutions in three categories in its spring 2022 report: **Leader in Partner Management**, **Leader in Partner Management for Mid-Market**, and **Users Most Likely to Recommend for Mid-Market**. Impartner has been ranked as a leader for six consecutive quarters. G2 recognitions are based on responses of real users for each of segment featured in the G2 review form. Companies achieve leader status by receiving positive reviews from verified users compared to similar products in the category.

RECREATION

• **Sundance Mountain Resort** has announced new terrain and a fixed-grip quad lift for the 2022-23 season. The new mid-mountain lift will access four new runs and over 15 acres of novice and intermediate terrain south of Jake’s Lift. The five-minute lift ride will increase variety for families and novice/intermediate skiers in an area never skied before. The new trails will have early-season snowmaking coverage as part of Sundance’s newly upgraded snowmaking system.

• Closing dates have been announced for **Utah’s ski resorts**. All are based on weather and conditions permitting. Already closed are Beaver Mountain, Cherry Peak, Eagle Point, Nordic Valley, Powder Mountain, Snowbasin and Sundance. Others are Alta, April 17, although it will reopen for a three-day bonus closing weekend April 22-24; Brian Head, April 17; Deer Valley Resort, April 17; and Park City Mountain, April 17. Brighton, Snowbird, Solitude and Woodward Park City have yet to announce closing dates.

RETAIL

• **Four stores** have opened or will be opening soon at **University Place**, a 120-acre mixed-use development in Orem. **Frankie Jane Couture Bridal** is the first couture bridal store in Utah County and owned by the mother-daughter team Tatum Knell and Holly Smith. **Manly Bands**, offering online wedding ring brands for men, has this as its first-ever physical store. **Chubby’s Neighborhood Café** has opened its seventh restaurant location. Established in 2010 in Pleasant Grove, it is a fast-casual restaurant that offers a variety of American dining options. **James & Joan Coffee Co.**, also known as JJ, is the first third-wave coffee shop in Utah County.

SERVICES

• **PetWellClinic**, a pet-wellness franchise, has announced plans to open 12 locations in the Salt Lake City area. Specific sites have not yet been selected. The clinics will provide veterinary care

for pets, including general checkups, vaccinations, and treatment of minor ailments and chronic conditions. The multi-unit agreement has been signed by **Ed and Betsy Erb**, who last year signed an eight-unit deal in Baton Rouge and New Orleans, Louisiana. PetWellClinic has over 121 units in development.



Everything for the
Contractors

We rent the best

4343 Century Drive
Salt Lake City, UT 84123

801-262-5761

www.centuryeq.com



TECHNOLOGY

• **SafeMoon**, a Pleasant Grove-based company focused on technology and cryptocurrency, has appointed **Jonathan “Sketch” White** as studio manager and head of video production. He will be responsible for the expanding production of the company’s video content, including SafeMoon podcasts and educational



Jonathan White

production. White has 20 years of experience as studio manager of Goal Line Productions for Pro Football Hall of Fame Coach John Madden, who died in December 2021.

• **Instructure**, a Salt Lake City-based education technology company, has created two complementary K-12 courses in Canvas LMS focused on helping Utah students better understand the role of influential women in the state’s history. The curriculum, developed by nonprofit organization **Better Days**, presents women’s history in a new and engaging way. Canvas users can find the content on Canvas Commons and Canvas Network, Instructure’s learning object repository and open online course offering.

TRANSPORTATION

• **England Logistics**, a Salt

Lake City-based freight brokerage firm, has announced promotions for **Jeremy Dailami**, **Michelle Potter** and **Ryan Hadlow**.



Jeremy Dailami



Michelle Potter



Ryan Hadlow

Dailami has been promoted to executive vice president of people and operations and will have oversight of the company’s operational divisions. He previously was vice president of brokerage services. Dailami has 17 years of sales and leadership experience. Potter has been promoted to vice president of strategic operations, joining the England Logistics executive team. A 24-year industry veteran, Potter previously served as the senior director of strategic development. Hadlow has been promoted to vice president of agent services, joining the England Logistics executive team. Previously the senior director of agent services, Hadlow will continue to lead the company’s authorized agent network of full truckload, parcel and less-than-truckload agents. Hadlow has been employed at England Logistics since 2006 when he joined the organization as an account manager.

TRAVEL & TOURISM

• **The Utah Office of Tourism** is encouraging advanced planning ahead of **Arches National Park’s** time-entry pilot program launch. The temporary program aims to create better access, improve the experience and encourage responsible visitation at the park. Over the course of the pilot program, the National Park Service will gather data measuring the effects on visitor safety, parking lot congestion, crowding on trails, and more. Through Oct. 3, to make a required reservation and secure a timed entry ticket into Arches National Park, visitors will need to go to Recreation.gov and select an entry window from 6 a.m. to 5 p.m. A limited number of next-day tickets will also be available daily at 6 p.m. Visitors also will need a photo ID and a valid park pass or paid park entrance fee to enjoy the park.

Don't just pay for a health plan. Invest in a growth plan.

Your company likely sees health care as a cost.

But what if that cost could become an investment in your company?

By working with Cigna, it can.

We're more than a health care partner.

We're also a growth partner.

We focus on each employee so they feel valued and supported, using data-driven insights to meet their needs.

Leading to greater well-being and engagement.

While lowering costs.

Together, we'll help your employees flourish.

And your business grow.

Cigna.YourNewGrowthPlan.com



Calendar

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

April 12, 7:15 a.m.-2 p.m.

Women in Business Spring Conference, a ChamberWest event. Location is Utah Cultural Celebration Center, 1355 W. 3100 S., West Valley City. Cost \$95. Details are at chamberwest.com.

April 12, 7:15-9 a.m.

ACG Utah Speaker Series, presented by the Association for Corporate Growth Utah. Speaker is Eldin Diglisic, founder and CEO of ShipEx. Location is Marriott City Center, 220 S. State St., Salt Lake City. Free for ACG Utah members, \$30 nonmember discount for the first two breakfast meeting attendances and \$45 nonmember price after attending two meetings at the discounted rate. Details are at <https://www.acg.org/utah/events/april-12-breakfast-meeting-eldin-diglisic>.

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

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

April 12, 9 a.m.-noon

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

April 12, 11:45 a.m.-1 p.m.

April Luncheon, a Point of the Mountain Chamber of Commerce event. Speaker is McKay Christensen, new president and CEO of Thanksgiving Point. Location is Thanksgiving Point, Garden Room, 3900 Garden Drive, Lehi. Details are at thepointchamber.com.

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

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

April 12, 3 p.m.

"Antisemitism Creeps In," a

Utah Tech Leads "Tech For Good" event. Speaker is Rabbi Samuel Spector of Congregation Kol Ami. Location is Entrata, 4205 Chapel Ridge Road, Lehi. Free. Registration can be completed at Eventbrite.com.

April 13, 8 a.m.-noon

"ManufacturingUnited" Virtual Business Conference, presented by the Utah Manufacturers Association and Utah Made. Keynote presenter is Jeffery S. Young, executive vice president of YESCO Signs. Other speakers are Logan Mallory, vice president of marketing, Motivosity; Robert Spendlove, senior vice president and economic and public policy officer, Zions Bank; Jenni Abbot, assistant vice president of workforce training and education, Salt Lake Community College; and Rick Bouillon, associate vice president, Workforce & Economic Development. Details are at <https://umaweb.org/event/manufacturing-united-virtual-business-conference/>.

April 13, 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 13, 11:30 a.m.-1 p.m.

"Let's Do Lunch," a South Valley Chamber event in partnership with the U.S. Small Business Administration. Speaker is Jason Hewlett of Jason Hewlett Entertainment. Location is Loveland Living Planet Aquarium, 12033 Lone Peak Parkway, Draper. Cost is \$15 for members, \$20 for nonmembers. Registration can be completed at Eventbrite.com.

April 13, 4-5 p.m.

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

April 13, 5-7 p.m.

"Business After Hours," an Ogden-Weber Chamber of Commerce event. Location is Coldwell Banker Realty, 1104 Country Hills Drive, Suite 300, Ogden. Free for employees of chamber members and first-time guests, \$10 for nonmembers. Details to be announced at ogdenweberchamber.com.

April 13, 5-6 p.m.

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

April 13, 6-7 p.m.

"All You Need to Know About Employee Benefits," a Small Business Development Center (SBDC) event that takes place online. Details are at <https://clients.utahsbdc.org/events.aspx>.

April 13, 6-7:30 p.m.

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

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

"Breaking Bread," ULI (Urban Land Institute) lunch and group discussion about the future of the ULI Utah's Women's Leadership Initiative. Location is Snell & Wilmer, 15 W. South Temple, Salt Lake City. Member cost is \$25-\$30. Nonmember cost is \$35-\$40. Details are at <https://utah.uli.org/events-2/>.

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

Lunch & Learn Workshop, a Murray Area Chamber of Commerce event. Speaker is Vince Engle of Edge Payments. Location is Home 2 Suites, 4927 S. State St., Murray. Cost is \$15 for members, \$25 for nonmembers. Details are at murrayareachamber.com.

April 14, 1-5 p.m.

2022 Business 2 Business Expo, a Davis Chamber of Commerce event featuring more than 70 exhibitors. Keynote speaker Rob Ferre speaks at 1 p.m., followed by the expo at 2-5 p.m. Location is Davis Conference Center, 1651 N. 700 W., Layton. Free. Details are at davischamberofcommerce.com.

April 14, 5-7 p.m.

"VCO 101: Investor Jargon: Common Terms and Definitions," a VentureCapital.Org event co-presented by New Pattern Utah and the Utah Black Chamber of Commerce. Event will cover what are angel investors, venture capitalists and family office investors. Location is The Noir, 602 E. 500 S., Suite P-103, Salt Lake City. Cost is \$30. Registration can be completed at Eventbrite.com.

April 14, 5:30-7 p.m.

"Business After Hours," presented by Point of the Mountain, Eagle Mountain and American Fork chambers of commerce. Location is Mountain Point

Medical Center, 3000 N. Triumph St., Lehi. Details are at thepointchamber.com.

April 14, 6-8 p.m.

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

April 15, 11 a.m.-2 p.m.

PitchUp Three Finals, a BoomStart Accelerator business pitch event. The public can watch the top three finalists in each contest category compete against one another. The competition involves startups that have created software or hardware technology at its innovation core to power, design or deliver their solution to the market. Free tickets are available at <https://boomstartup.com/pitchup3-view-registration/>. Details are at <https://boomstartup.com/pitchup/>.

April 15, 5-7 p.m.

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

April 19, 9 a.m.-noon

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

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

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

April 19, 5-6 p.m.

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

April 19, 5-7 p.m.

Business Women's Forum 2022: Spring Mixer. Location is Saffron Valley (Avenues), 26 E. St. East, Salt Lake City. Cost is \$25 for members, \$35 for nonmembers. Details are at slchamber.com.

April 20, 8 a.m.-4 p.m.

Utah Women's Entrepreneurial Conference, an educational conference for Utah women business owners that features general sessions, breakouts and a grant

pitching competition. Theme is "The Magic of Digital Marketing." Event takes place online. Details are at www.utahwec.com.

April 20, 8 a.m.-4 p.m.

"Coaching for Results," part of the Salt Lake Community College Frontline Leader Workshop Series and focusing on developing coaching relationships to help the people on teams improve performance and ensure productivity and profitability for an organization. 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>.

April 20, 10-11 a.m.

"Danger in Your Ranks and the Evolving Cyber Threat Landscape: How Your Employees Cause 95 Percent of All Breaches," a Salt Lake Chamber event. Panelists are Christian Deputy, CSO, The Buckner Co.; Earl Foote, founder and CEO, Nexus IT; Jared Hoskins, COO/CIO, Strong Connexion; and Brandon Robertson, vice president of healthcare practice, The Buckner Co. Event takes place online. Details are at slchamber.com.

April 20, 11:30 a.m.-1 p.m.

Business Alliance Luncheon. Location is Boondocks Fun Center, 525 Deseret Drive, Kaysville. Registration is required. Details are at davischamberofcommerce.com.

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

"Good Food in Bad Times," presented by P3 Utah and Impact Hub Salt Lake. Speakers are Kelly Lake, co-owner of Lux Events; and Jamaica Trinnaman, owner of Hello Bulk and The Neighborhood Hive. Details to be announced.

April 20, 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>.

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

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

What do you do when your top leaders turn out to be 'narcs'?

What to do when the top dog in your organization is malignant and self-serving? (Yep let's call it what it is ...) What about when their unethical behavior cascades through the organization and becomes legitimized. What then?

What Makes a Great Leader?

Let's first ask, what makes a great leader? Is it self-confidence? Charisma? Often, we see good leaders as visionaries, bold and strong-willed. They challenge conventional wisdom and are slowed by neither self-doubt nor criticism.

These are the leaders usually first to be selected as CEOs, especially in times of upheaval when the status quo is failing. They are strong in drawing attention to themselves to further their message.

But ... once they're in power, we find out who they really are.

Sometimes these leaders are as good as they promise to be. But many turn out to be not only confi-

dent but arrogant and entitled. Instead of being bold, they're merely impulsive. They lack empathy and exploit others without hesitation. They ignore expert advice and treat those who differ with contempt and hostility. Above all, they demand personal loyalty. They are, in short, raging narcissists. Just nasty

What Makes Them a Narcissist?

The difference between a leader who is simply a jerk and one that is a narcissist is simply motivation. What's their purpose? The greater good? Or just their own aggrandizement? (Maybe something to keep in the back of your mind the next time you go for an interview.)

If the way leaders view themselves is based on truth, then they absolutely can and do achieve great things, not only for themselves, but mainly for the greater good. This applies to leaders who have made our lives better and easier. Can you think of a few?

A true narcissist is self-serv-

ing and lacks integrity. They believe they're superior and thus not subject to the same rules and norms. They will do anything to achieve their goal. ANYTHING. They know they're lying, and it simply doesn't bother them. They feel no shame. Reckless behavior is their calling card, and it is used frequently.

Why Do Narcissist Leaders Survive?

If you gather a group of strangers and give them a task to complete, you often find that those who are more narcissistic are much more likely to be selected as the leader.

Why? Narcissistic leaders tend to get chosen during times of turmoil. In anxious times people are looking for a hero, a confident person who says, "I have a solution." They may be the only ones who are confident in such times. They certainly are blinded to the downside of things. So their boldness is actually a strength, not a weakness. Interesting!

If you don't believe this to be so, ask yourself: Would you task

an introverted engineer to revolutionize the world who says, "I'm not sure how but I guess I'll figure it out somehow"? Or would you trust the one who says, "Yes! I'm going to change the world. And nothing will stand in my way!"? I think we know the answer to that one.

What Makes Them Dangerous?

Recently published results of three experiments showed that narcissistic people in general have lower levels of integrity, meaning their words and deeds do not align and that they are more likely to lie, cheat and steal in order to prove their special status.

One recent paper on corporate decision-making found that grandiosity in leaders was associated with greater risk-taking but not better financial returns.

But the most important danger posed by such leaders is that their malignant influence guides the behavior and expectations of others and ultimately shapes the culture of the organization in their own image. Studies of businesses show that self-serving, unethi-

cal behavior at the top cascades through the organization and becomes legitimized — or at least normalized.

So, you end up with these individualistic cultures with no teamwork and low integrity.

How Can You Protect Yourself and Your Business from a Narc?

With enough research at hand, we can learn to better distinguish between real transformational leaders and the self-dealing look-alikes who exploit our hopes and fears to gain power.

If you're evaluating candidates for high office, you really need to look beyond the self-presentation. Interviews play to the strength of a narcissist.

Better yet, go talk to the people who've worked for them and with them in the past. You have to get data from people who have seen that person operating.

Do your homework, do your research. The next business you save may be your own.

Angela Civitella is an executive, a business leadership coach and the founder of Intinde (www.intinde.com).



ANGELA CIVITELLA

CALENDAR

from page 13

April 21, 11:30 a.m.-1:30 p.m.

"Make Your Time Work For You," a Murray Area Chamber of Commerce event. Speaker is Braudie Parry, Fidelity National Title. Location is Home 2 Suites, 4927 S. State St., Murray. Cost is \$15 for members, \$25 for nonmembers. Details are at murrayareachamber.com.

April 21, 5-7 p.m.

"Business After Hours Mixer," a Park City Chamber/Bureau event. Location is Woodward Park City, 3863 W. Kilby Road, Park City. Details are at <https://www.visitparkcity.com/members/chamber-bureau-events/rsvp/>.

April 21, 6 p.m.

Annual Chamber Gala, an Ogden-Weber Chamber of Commerce event. Location is Peery's Egyptian Theater, 2415 Washington Blvd., Ogden. Cost is \$25. Details are at ogdenweberchamber.com.

April 22, 7 a.m.-2 p.m.

Annual Children's Charity Golf Classic, a Murray Area Chamber of Commerce event. Check-in starts at 7 a.m., with golf starting at 8 a.m. Golf is shotgun start, four-person scramble. Location is Glenmoor Golf Course, 9800 S. 4800 W.,

West Jordan. Cost is \$125, \$500 per foursome. Sponsorships are available. Registration deadline is April 15. Details are at murrayareachamber.com.

April 22, 5:30-9 p.m.

Annual Banquet, a Box Elder Chamber of Commerce event. Location is Box Elder County Fair Grounds, Fine Arts Building, 320 N. 1000 W., Tremonton. Details to be announced at boxelderchamber.com.

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

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

April 26, 9 a.m.-noon

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

April 26, 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.

April 26, 11:30 a.m.-1 p.m.

Women in Business, a South Valley Chamber event in partnership with the U.S. Small Business Administration. Speaker is Angela Larson, senior vice president of customer operations at Savant. Location is The Old Dome Meeting Hall, 1452 W. 12600 S., Riverton. Cost is \$12 for members, \$15 for nonmembers. Registration can be completed at Eventbrite.com.

April 27, 8 a.m.-4 p.m.

"Lean Manufacturing 101," a Salt Lake Community College Employee Development Workshop focusing on gaining a clear understanding of eight wastes in manufacturing, and real-world approaches for reducing wastes. Location is SLCC's Westpointe Campus, 1060 N. Flyer Way, Salt Lake City. Cost is \$350. Details are at <http://www.slcc.edu/workforce/courses/index.aspx>.

April 27, noon-1 p.m.

"Solve the Business Puzzle: Wave vs. QuickBooks," a Women's Business Center of Utah event that takes place online via Zoom. Free. Details to be announced at wbcutah.org.

April 27, noon-1 p.m.

"Walkable Wednesday: Campus Salt Lake," a ULI (Urban Land Institute) Utah event. Speaker is Newton Breiter,

creative director, Lake Union Partners. Location is Campus Salt Lake, 660 S. 400 W., Salt Lake City. Free for ULI members, \$15 for nonmembers. Details are at <https://utah.uli.org/events-2/>.

April 27, 2-6 p.m.

Job Fair, a ChamberWest event. Location is Hunter High School, 4200 S. 5600 W., West Valley City. Details are at chamberwest.com.

April 27, 6-7 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>.

April 28, 7:30 a.m.-2 p.m.

South Jordan Business Summit and Expo, a South Jordan Chamber of Commerce event. Location is Awaken Event Center, 322 W. 11000 S., South Jordan. Details to be announced at southjordanchamber.org.

April 28, 8:30 a.m.-1:30 p.m.

Consumer Summit, a Silicon Slopes event. Theme is "Transform." Event will bring together industry experts, successful business leaders and entrepreneurs, and funding partners to give insights and discussion on all things "transformation." Activities include speakers, panel discussions and interactive product experiences. Location is Slopes EVNT Center, 14216 Bangerter

Parkway, Draper. Cost is \$35. Details are at <https://consumer-summit.org>.

April 28, 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.

April 28, 4-6 p.m.

After Hours Bowling, an ACG (Association for Corporate Growth) Utah event. Location is Fat Cats Bowling Alley, 3739 S. 900 E., Salt Lake City. Cost is \$5 for ACG members, \$15 for nonmembers. Details are at <https://www.acg.org/utah/events/acg-utah-after-hours-bowling>.

April 28, 5-6 p.m.

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

May 3-4, 8 a.m.-4 p.m.

"Building and Delivering Effective Training," a Salt Lake Community College Employee Development Workshop focusing on the science of training development and delivery to maintain the adult learner's engagement with the learning experience. Location is SLCC's Westpointe

Make a smart choice: Take advantage of help available for exporters

As I drop my kids off at school, I hear other parents telling their children, "Make smart choices today." That's great advice — and not just for kids. I could take that advice as I plan my lunch: Should I pick the nice salad filled with healthy choices or that pepperoni pizza dripping with



**PATTY
BREWER**

melted cheese? Needless to say, we have opportunities to make smart choices all day long.

Here's one smart choice that you should not pass up if you are a small-business exporter investigating expanding your international sales into new markets: Get in touch with your "export-

er network" to help you find international partners.

This is true whether you are looking for buyers, distributors, warehousing or logistics assistance or you want to make sure your international partner is legitimate and reliable. Several weeks ago, a small-business owner called me excited about the foreign buyer with whom he was currently negotiating a very large

sale. I encouraged him to reach out to the U.S. Commercial Service in Denver and within a few hours the business owner verified that the prospective buyer was a fraud. It was a very discouraging moment for the business owner, but it demonstrated the power of the information available at your fingertips.

As you take advantage of international opportunities, check

in with your network of export experts to guide you along the way. A large network of federal and state offices, as well as several nonprofits, can provide counseling, training and research during your export journey.

Visit with the Utah Small Business Development Center, where you can get counseling and training on writing your export business plan, digital marketing and understanding financial statements.

World Trade Center Utah is also a great source of information. You can participate in Pathfinding, an initiative supporting exporters as they assess, explore and focus on international opportunities.

Next, go to the U.S. Commercial Service Salt Lake City to get market intelligence that will help you target the best trade opportunities. The USCS also offers business matchmaking with overseas partners and prospects.

As you develop your export strategy and draft your plan, you notice a need for cash. Several grant programs are available to offset costs for international marketing. The State Trade Expansion Program (STEP), administered by the World Trade Center Utah, can provide up to \$15,000 per year for international marketing activities, including attending trade shows, researching new markets, updating marketing materials for new markets and compliance testing. For agricultural exporters, the Western United States Agricultural Trade Association (WUSATA) provides a cost reimbursement on eligible international marketing expenses. You can even double your export marketing budget with WUSATA's FundMatch.

Finally, the SBA's Office of International Trade has developed three export loan programs for each stage of exporting: the Export Express for export development, the Export Working Capital program to fulfill export orders, and the International Trade Loan for expanding exporter capacity.

Make smart choices today and reach out to the network of organizations ready to help with your export efforts. Staff at the SBDC, WTC Denver, USCS, STEP, WUSATA and SBA are ready to answer your international trade questions.

Patty Brewer is an export finance manager serving Utah businesses with the SBA's Office of International Trade. Her territory includes Colorado, Montana, Utah and Wyoming. She can be reached through the local SBA office.



THE NEXT STEP FOR YOUR BUSINESS

Whether your business is brand new or a thriving corporation—trying to inspire and train tomorrow's leaders—the South Valley Chamber has the resources you need:

- Business Training Courses
- Leadership Workshops and Mentoring Opportunities
- Monthly Networking Luncheons
- Ribbon Cutting Ceremonies
- Monthly Women in Business Lunches
- Executive Forum
- Member Discounts
- Marketing and Advertising Discounts
- Online Exposure

CALENDAR

from page 11

JOIN TODAY! southvalleychamber.com (801) 566-0344

Education. Connection. Growth.



RAYCOM

Digital Services

"Quantifiable results and a proven ROI"

DIGITAL SERVICES

Content Marketing

Online Reviews

Google My Business

These days, converting online visitors into paying customers takes more than a web presence. It's getting Google to rank you above your competitors. Below are three key services we offer to get you noticed on the web:

Inbound Marketing

We don't just drive more visitors to your site, but visitors ready to do business with you.

Digital Reputation

Our exclusive software helps you quickly respond to any negative comments about your business, and at the same time, build more positive customer feedback.

Local Marketing

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

To boost your website's bottom line, contact us today!

raycomtech.com

385-232-2464

CALENDAR

from page 14

Campus, 1060 N. Flyer Way, Salt Lake City. Cost is \$500. Details are at <http://www.slcc.edu/workforce/courses/index.aspx>.

May 3, 9 a.m.-noon

"Action Plan Presentations and Graduation," 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.

May 3, 6:30-8 p.m.

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

May 4, 11:30 a.m.-1 p.m.

Business Alliance Luncheon. Location is Boondocks Fun Center, 525 Deseret Drive, Kaysville. Registration is required. Details are at davischamberofcommerce.com.

May 4, 3-5 p.m.

Lassonde Entrepreneur Institute 20th Anniversary Celebration, featuring special guests, brief remarks, music, food and more. Location is Lassonde Studios at the University of Utah. Details are at <https://app.acuityscheduling.com/schedule.php?owner=12063266&calendarID=6043065>.

May 5, 9:55-11 a.m.

"Creative Marketing Skills," part of Grow with Google's Partner Digital Series presented by Grow with Google and the Women's Business Center of Utah. Event takes place online via Zoom. Free. Details are at wbcutah.org.

May 5, 5-7 p.m.

"Business After Hours Mixer," a Park City Chamber/Bureau event. Location is Wicked Fast Internet, 4554 Forestdale Drive, No. D19, Park City. Details are at <https://www.visitparkcity.com/members/chamber-bureau-events/rsvp/>.

May 5, 6-8 p.m.

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

May 6, 11 a.m.

National Small Business Week, presented by the U.S. Small Business Administration Utah District Office featuring SBA's annual Small Business Awards. The Utah Small

Business Development Center and the Women's Business Center will recognize their annual Small Business Award winners. Location is Salt Lake City Marriott City Center, 220 S. State St., Salt Lake City. Registration can be completed at http://bit.ly/UT_NSBW.

May 6, 3 p.m.

One Utah Summit Deal Forum, a VentureCapital.Org event featuring six startups pitching to a panel of active investors. Investors will pick the top two to three startups to pitch at the One Utah Summit the following week in Salt Lake City. Presenting companies are Jipe, Light Line, Merit 3D, Poly, PurTek and Woobie. Location is Silicon Slopes, 2600 Executive Parkway, No. 140, Lehi. Cost is \$30. Registration can be completed at Eventbrite.com.

May 10

One Utah Summit 2022, a biannual "super-summit" hosted by Gov. Spencer Cox that is a combination of the Economic Summit, Global Forum, Energy Summit and Rural Summit. Discussion topics include entrepreneurship, supporting refugees, the new state flag initiative, creating a more equitable and inclusive Utah, and what a future Olympic and Paralympic Games would mean for Utah. Location is Grand America Hotel, 555 S. Main St., Salt Lake City. Cost is \$320 until April 15, \$399 thereafter. Details are at oneutahsummit.com.

May 10, 11:55 a.m.-12:55 p.m.

Women in Business Luncheon, a Cache Valley Chamber of Commerce event. Location to be determined. Cost is \$14 for WIB members, \$16 for nonmembers. Details are at cachechamber.com.

May 11, 5-6 p.m.

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

May 12, 7:30-9 a.m.

"Eggs and Issues Breakfast," a Box Elder Chamber of Commerce event. Location is 510 W. 1000 N., Tremonton. Cost is \$6. Details are at boxelderchamber.com.

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

Women in Business Luncheon, a Davis Chamber of Commerce event. Cost is \$25 for members, \$35 for guests. Details to be announced at davischamberofcommerce.com.

May 12, 6-8 p.m.

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

May 14, 10 a.m.-3 p.m.

Utah Teen Entrepreneur Expo 2022, hosted by business classes at Westlake, Lehi, American Fork, Cedar Valley and Mountain View high schools. Location is Outlets at Traverse Mountain, 3700 N. Cabelas Blvd., Lehi. Details are at calvinbarnum@alpinedistrict.org.

May 17, 8 a.m.-1:30 p.m.

Wasatch Back Economic Summit, presented in partnership with the Park City Chamber of Commerce & Visitors Bureau, the Heber Valley Chamber of Commerce, Wasatch County, Summit County and Park City Municipal. Summit will feature informational presentations, breakout sessions, updates from industry leaders and networking opportunities. Location is Zermatt Resort, 784 W. Resort Drive, Midway. Details are at <https://www.visitparkcity.com/members/chamber-bureau-events/rsvp/>.

May 17, 11 a.m.-1 p.m.

"Business Women's Forum 2022: Becoming a Changemaker," featuring a look at the Utah System of Higher Education's Equity Lens Framework. Speaker is Laís Martinez, assistant commissioner for equity, diversity and inclusion, Utah System of Higher Education. Location is Hilton Garden Inn Salt Lake City Downtown, 250 W. 600 S., Salt Lake City. Cost is \$30 for members, \$40 for nonmembers.

May 17, 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.

May 17, 6-9 p.m.

"Pillar of the Valley"

Gala, a Utah Valley Chamber event honoring Carine Clark and Steve Densley (posthumously). Location is Utah Valley Convention Center. Details to be announced at thechamber.org.

May 17, 6:30-8 p.m.

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

May 18

UMA Annual Golf Tournament, a Utah Manufacturers Association event. Location is Stonebridge Golf Course, 4415 Links Drive, West Valley City. Details to be announced.

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


"Applying Leadership Principles," part of the Salt Lake

see **CALENDAR** page 18

**PREVENTING UNWANTED INTRUSIONS
DURING YOUR MEETINGS JUST GOT EASIER!**

**INTRODUCING ZELLIM'S EXCLUSIVE
DOUBLE ENCRYPTED VIDEO CONFERENCE**

**START YOUR FREE TRIAL TODAY AT
ZELLIM.COM**

 zellim

CALENDAR

from page 17

Community College Frontline Leader Workshop Series and focusing on negotiating employee discipline, setting clear expectations and using measuring tools in a legal and effective manner to maximize team performance. 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>.

May 18, 11:30 a.m.-1 p.m.
Business Alliance Luncheon.

Location is Boondocks Fun Center, 525 Deseret Drive, Kaysville. Registration is required. Details are at davischamberofcommerce.com.

May 18, 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>.

May 18, 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>.

May 19, 8:30-11 a.m.

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

May 19, 11:30 a.m.-1 p.m.

Chamber Luncheon, a Davis Chamber of Commerce event. Details to be announced at davischamberofcommerce.com.

May 19, 6-9 p.m.

"Giant in Our City 2022," a Salt Lake Chamber black-tie event honoring Ray Pickup, CEO of WCF Insurance. Location is Grand America Hotel, 555 S.

Main St., Salt Lake City. Cost is \$250. Sponsorships are available. Details are at slchamber.com.

May 20

2022 Spring Nubiz Symposium. Details to be announced at ogdenweberchamber.com.

May 24, 11:30 a.m.-1 p.m.

Women in Business Luncheon, an Ogden-Weber Chamber of Commerce event. Location is Jeremiah's Restaurant, 1307 W. 12th St., Marriott-Slaterville. Cost is \$20 for WIB members and first-time guests, \$30 for non-members. Details are at ogdenweberchamber.com.

May 25, 8 a.m.-noon

"Lean Pit Crew Challenge," a Salt Lake Community College Employee Development Workshop focusing on strengthening a team and learning how to eliminate wasteful processes while physically active

see CALENDAR next page

PAY GAP

from page 1

Gender pay gaps exist in every state. The widest is in Wyoming, at 34.6 percent (men earning an average of \$61,993 versus women's \$40,574). The smallest is in the District of Columbia, at 8.1 percent (\$90,868 versus \$83,466).

On average, men will earn \$10,381 more in 2022 than women will across the nation, with an effective stop-paid date of Oct. 29.

The national gender pay gap has seen little change over the past decade. Although the 1980s and '90s saw a steady shrinking of the gap, progress has stagnated since 2004, and the gap has closed by only 2 percent since then.

The largest gender pay gaps were seen in securities, commodities and financial services sales agents, 44 percent; legal occupations and medical scientists, both 40 percent; personal financial advisors, 35 percent; and engineering technologists and technicians, 34 percent.

But a few job roles actually

have a wage gap favoring women. Bureau of Labor Statistics numbers indicate those jobs are compliance officers, graphic designers, clinical laboratory technologists and technicians, pharmacists, and insurance claims and policy processing clerks.

Details are at <https://www.business.org/hr/benefits/gender-pay-gap/>.

A report released last August by Wallet-Hub ranked Utah the worst state in the nation for women's equality. It was the fourth consecutive year for Utah to be bottom-ranked in that analysis.

WalletHub compared the 50 states across 17 key indicators of women's equality, many of them related to business, such as the gap between the number of female and male executives, the disparity in unemployment rates for women and men, and gender differences in education and health.

WalletHub pegged the Utah women's median weekly earnings as 25 percent less than men's. The pay disparity is strong at high-income levels, with 18.9 percent of men but only 5.9 percent of women earning \$100,000 or more per year.

ECONOMY

from page 1

a moderate or large increase in costs. Half are experiencing supplier, production or shipping delays, and 30 percent are having difficulty hiring employees.

Small businesses account for 99 percent of the state's companies and employ 45 percent of the state's workforce.

But some relief may be ahead. The Federal Reserve is "taking aggressive action to control prices," raising a key short-term interest rate in March, the first hike in three years. And up to six more are expected in the next year, perhaps resulting in a rate increase of up to 2 percent. The Fed's goal, Spendlove said, "is to deflate some of the bubbles that have formed because of the overheating economy."

And Utah has seen job gains in all 11 major industry groups over the past year, and the new employees expected at 45 percent of the small businesses "will drive additional growth." The state added 66,000 jobs over the past year, pushing total state employment up 4.2 percent.

Among the small businesses that have weathered the storms is 93-year-old Weller Book Works at Trolley Square in Salt Lake City.

"I'd say we came through the pandemic pretty well," said owner Tony Weller. "We had a 5 1/2 month furlough of staff with doing some mail orders from with-

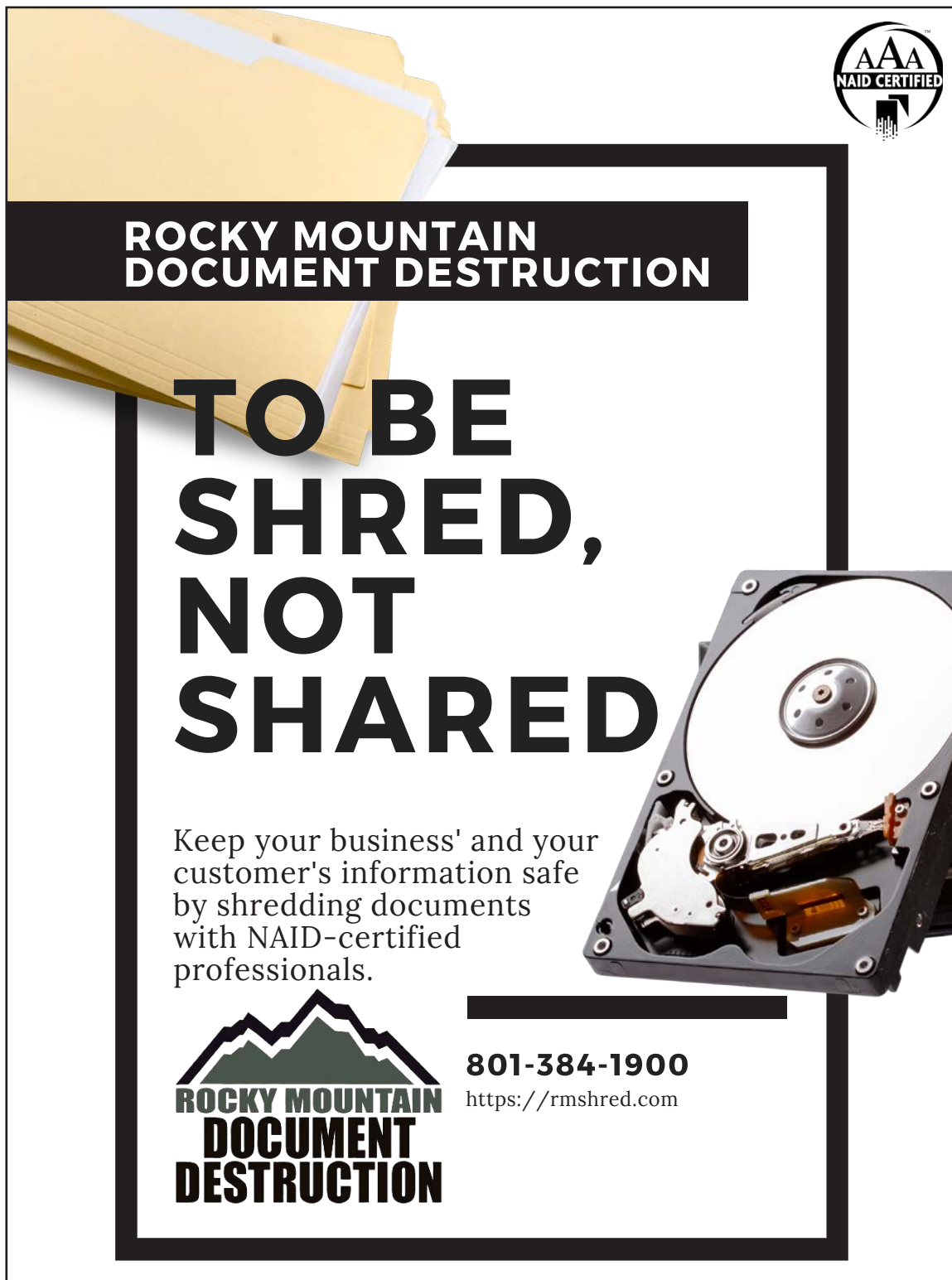
in, [we] opened up carefully and our post-pandemic business has been pretty good. I think people missed going into physical environments."

The bookstore has seen customer preferences swing since the pandemic hit. Early on, it sold lots of books about baking, gardening and raising chickens, Weller said. During the Black Lives Matter period, there was a huge surge of interest in African American cultural books and political books. During the entire pandemic, customers were interested in books about philosophy, religion, psychology and poetry. "I think people were looking for emotional footing at an insecure time, and they were reaching towards books to try to find that footing," Weller said.

In the post-pandemic period, the store has "felt a lot of generosity from local citizens," Weller said. "When the doors were opened again, many of them expressed their concern for our survival. ..."

Both Spendlove and Weller pushed the idea of shopping at local small businesses. Spendlove said 67 percent of money spent there stays in the community. Weller estimated the amount to be only slightly smaller.

"What's clear is nobody says it's of equal value," Weller said. "Everyone who measures shows that when a local business collects the money, more money stays in the community," with more tax dollars generated and more local professionals hired being among the benefits.



ROCKY MOUNTAIN DOCUMENT DESTRUCTION

TO BE SHRED, NOT SHARED

Keep your business' and your customer's information safe by shredding documents with NAID-certified professionals.

801-384-1900
<https://rmshred.com>

ROCKY MOUNTAIN DOCUMENT DESTRUCTION

AAA NAID CERTIFIED



Brandon Wixom
Licensed Commercial & Residential Broker
801.864.2626 • bwixom@gmail.com



Revolutionizing Real Estate!

No matter what you are looking for, I can help you find it!

Why Brandon?

- Real-time notification of new listings and price changes.
- One-stop-shop access to ALL agent listings on one convenient website.
- Online access to large photos, home tours and maps that include Google® Street View.
- Prompt service and support to help you find that "just right" property.



Start your search today at: SoldByWixom.com

CALENDAR

from previous page

in a racing pit stop simulation. 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>.

May 26, noon-1 p.m.

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

May 26, 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>.

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

Business Alliance Luncheon. Location is Boondocks Fun Center, 525 Deseret Drive, Kaysville. Registration is required. Details are at davischamberofcommerce.com.

June 2, 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/>.

June 2, 9-10 a.m.

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

June 3, 8 a.m.-2 p.m.

Chamber of Commerce Golf Tournament, a Box Elder Chamber of Commerce event. Location is Eagle Mountain Golf Course, 960 E. 700 S., Brigham City. Cost is \$300 for a foursome. Details are at boxelderchamber.com.

June 8, 5-7 p.m.

"Business After Hours: Nonprofit Night," an Ogden-Weber Chamber of Commerce event featuring representatives from several nonprofit organizations. Location is Catholic Community Services, 2504 F Ave., Ogden. Free for employees of chamber members and first-time guests, \$10 for nonmembers. Details are at ogdenweberchamber.com.

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

Networking Lunch, a Box Elder Chamber of Commerce event. Location is Bear River Bird Refuge, 2155 W. Forest St., Brigham City. Cost is \$10. Details are at boxelderchamber.com.

June 13, 7:30 a.m.-3 p.m.

2022 Golf Tournament, a Davis Chamber of Commerce event. Registration and breakfast start at 6:30 a.m. Lunch takes place after golf. Location is Valley View Golf Course, 2501 E. Gentile St., Layton. Details are at davischamberofcommerce.com.

June 14, 11:55 a.m.-12:55 p.m.

Women in Business Luncheon, a Cache Valley Chamber of Commerce event. Location to be determined. Cost is \$14 for WIB members, \$16 for nonmembers. Details are at cachechamber.com.

June 15, 7 a.m.-3 p.m.

Annual ChamberWest Golf Classic. Location is Stonebridge Golf Club, 4415 Links Drive, West Valley City. Details to be announced at chamberwest.com.

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

Business Alliance Luncheon. Location is Boondocks Fun Center, 525 Deseret Drive, Kaysville. Registration is required. Details are at davischamberofcommerce.com.

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

Chamber Luncheon, a Davis Chamber of Commerce event. Details to be announced at davischamberofcommerce.com.

June 21, 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.

June 23, noon-1 p.m.

Women in Business

CLASSIFIED

CAREERS

SENIOR DIRECTOR OF ANALYTICS

Senior Director of Analytics sought by **Overstock.com** in Midvale, UT to partner with multiple Product and Digital teams to enable them to optimize their products and processes to deliver top line and bottom-line results. Telecommuting may be permitted. When not telecommuting must report to Overstock.com, Inc. at 799 West Coliseum Way, Midvale, UT 84047. Submit resume online: <https://www.overstock.com/careers> or via email: overstockcareers@overstock.com. Specify ad code [BAWM].

SENIOR PLANNING SPECIALIST

Senior Planning Specialist sought by **Overstock.com, Inc.** in Midvale, UT to apply business and analytical skills on various projects, such as financial planning, forecasting, and operational performance. Telecommuting may be permitted. When not telecommuting must report to Overstock.com, Inc. at 799 West Coliseum Way, Midvale, UT 84047. Submit resume online at: www.overstock.com/careers or via email: overstockcareers@overstock.com. Specify ad code SIDN.

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

June 28, 11:30 a.m.-1 p.m.
Women in Business Lunch-

eon, an Ogden-Weber Chamber of Commerce event. Location is Jeremiah's Restaurant, 1307 W. 12th St., Marriott-Slaterville. Cost is \$20 for WIB members and first-time guests, \$30 for nonmembers. Details are at ogdenweberchamber.com.



**BUILD,
BUY, REFI**

We've Got You Covered

Lifetime Servicing • Multiple Loan Types
• No Down Payment Options

LEARN MORE AT
UFIRSTCU.COM



NMLS #654272
Federally insured by NCUA.

UFIRSTTM
CREDIT UNION