

OF NOTE



The squeeze is on

Inflation is making a dent in the workforce size at America's small businesses. Head counts at companies with fewer than 50 employees declined in three of the past four months, according to ADP payroll data, as owners say it is increasingly difficult to keep pace with the wages and benefits offered by large employers.



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Attendees of a past Outdoor Retailer show participate in demonstration days at Pineview Reservoir in Huntsville. Starting next year, the public will be invited to the party as Outdoor Adventure X will be held at Snowbasin Resort in conjunction with Outdoor Retailer. The water-related sports part of the festival will be held at Pineview Reservoir.

Been hoping for this: OR show will have event open to public

Brice Wallace
The Enterprise

A return of the Outdoor Retailer trade-shows? Check.

The addition of an open-to-the-public version of those shows? Check.

The latest move strengthening Utah's connection to the outdoor recreation industry will be called Outdoor Adventure X, a three-day festival starting next June at Snowbasin Resort in Huntsville. The event, unlike the OR shows, will be open to the

public and feature hands-on product demos, education, advocacy programs, food, films, live music and family fun.

The idea of such a show for the public has been a dream for many Utah outdoor enthusiasts unable to attend the business-to-business OR shows.

"We're looking forward to the debut of Outdoor Adventure X next year and to offering outdoor brands new ways to engage one-on-one with consumers through en-

see ADVENTURE X page 15

New UIPA board weighs changes for transparency, public engagement

Brice Wallace
The Enterprise

A recently reworked Utah Inland Port Authority Board is hoping to provide more transparency and broaden public engagement.

A board meeting earlier this month featured a discussion about several possible policy changes related to board meeting schedules, notices, closed-door sessions,

recordings, minutes and public comments.

"We hope that this helps to clarify the requirements, outline our policies and our practices that are followed by the port authority, and it helps move forward public engagement," said Jill Flygare, deputy executive director and chief operating officer.

The changes focus on "how we can make sure that we're both accomplishing

see UIPA BOARD page 12

After a dip below 2%, Utah jobless rate ticks back up

After briefly dipping below 2 percent in April, Utah's unemployment rate ticked back up to that mark in May, according to a report released by the Utah Department of Workforce Services. The figure means just over 34,000 Utahns remain unemployed.

April's national jobless rate remained steady at 3.6 percent, according to the U.S. Bureau of Labor Statistics.

Meanwhile, Utah's nonfarm payroll employment report for May found the number of employed workers increased an estimated 3.5 percent over the past 12 months, with the state's economy adding a cumulative 55,500 jobs since May 2021. Utah's current total job count stands at 1,662,300.

"Utah's economic performance continues to push along at a strong pace," said Mark Knold, chief economist at the Department of Workforce Services. "The unemployment rate remains at an historically low level and job growth is still one of the nation's best. The job growth rate has been abating as the year has progressed. This is expected and is a reflection of the current performance compared to a Utah economy that was rapidly improving a year ago. As this year progresses, the more the economy improves from a year ago, the more this year's job growth will trend downward. We anticipate that by later this year Utah's job growth rate will be around its yearly average of 3.0 percent."

Utah's May private-sector employment recorded a year-over-year expansion of 3.7 percent with a 50,100 job increase. Eight of Utah's 10 major private-sector industry groups posted net year-over-year job gains, led by trade, transportation and utilities (up 11,100 jobs); leisure and hospitality (up 10,800 jobs); construction (up 8,100 jobs); and education and health services (up 7,500 jobs). The two industry groups with job contractions were professional and business services (down 500 jobs) and financial activities (down 400 jobs).



New name, same commitment to You



Justice Lee will launch two national firms after leaving the Utah Supreme Court this month

Utah Supreme Court Associate Chief Justice Thomas Lee has announced his plans following his retirement from the court after 13 years. Lee said he will launch two national firms when he steps down on June 30.

One of the two new companies will provide linguistic consulting services for use in a broad range of cases in which the public meaning of the language of law is at stake, Lee said. A core element of the firm's services will comprise the tools of "corpus linguistics" — tools that Lee pioneered as an aid to legal interpretation while serving as a judge. The second firm will be devoted to high-stakes federal and state appeals, including cases before the U.S. Supreme Court. Lee's law firm will have offices in Utah and Washington, D.C.

"In my work as a judge, I was focused on promoting the transparency of legal decision-making and advancing the rule of law. And the development and advancement of the tools of corpus linguistics will be essential to continuing that work," Lee said. "I look forward to a new chapter in my career in which I can further the rule of law in both consulting work and in a role as an advocate in high-stakes appeals," a role Lee played in courts throughout the nation prior to his appointment to the bench in 2010.

In addition to Lee, the firm, to be named Corpus Juris Advisors, will include Jesse Egbert, a professor of corpus linguistics at Northern Arizona University, whose work was discussed during oral arguments by the U.S. Supreme Court in March. Corpus Juris Advisors will also provide trademark law-related expert witness services with the aid of two trademark survey experts, Brigham Young University business professors Eric DeRosia and Glenn Christensen.

Lee's move into this field is a natural given his family background. His father, Rex Lee, started the nation's first Supreme Court practice group at a na-

tional firm after serving as the solicitor general of the United States in the 1980s. Now such a practice is standard.

Before becoming a judge, in addition clerking on the U.S. Supreme Court, Lee had extensive appellate experience, with arguments in numerous federal courts of appeals and in the U.S. Supreme Court, making Lee one of the few attorneys in Utah to ever argue in that court.

In launching the appellate law firm, Lee Nielsen, Lee will be joined by John Nielsen, an assistant solicitor general for the state of Utah. In that role, Nielsen has argued over 70 cases in the Utah Supreme Court and Courts of Appeals, written briefs in six U.S. Supreme Court cases and worked on several others. He served as a U.S. Supreme Court Fellow for the National Association of Attorneys General.

"After working on over 100 appeals for the state of Utah, I'm energized by the challenge of starting a national appellate law firm," said Nielsen. "And to be able to do so with someone of Tom's reputation — who is a friend and mentor — is a once-in-a-lifetime opportunity I couldn't pass up."

"I know of only a handful of attorneys in the nation who have Tom's combined appellate experience as both an attorney and a judge," said U.S. Sen. Mike Lee, Justice Lee's younger brother. "And no attorney understands how to apply corpus linguistics to legal interpretation as well as he does."

"This revolution is already coming to fruition," Thomas Lee said, "and this is an opportune time to continue the push that I began on the 'judge side of the bench.'"

Lee said that at least for the next year, he will also teach classes that overlap with his areas of expertise at Brigham Young University and will teach classes in advanced interpretation as an adjunct professor at the law schools at Harvard University and the University of Chicago.



Downtown Salt Lake City's South Temple Tower has been purchased by real estate giant Hines. The company plans to convert the current office structure into a 255-unit luxury residential building.

Hines buys South Temple Tower, plans conversion to residential

Hines, a Houston-based global real estate firm, has acquired the South Temple Tower in downtown Salt Lake City and announced plans to convert the property to a residential building.

Hines said in a release that it plans to convert the 217,000-square-foot office building into a 255-unit luxury multifamily tower. With construction set to begin early next year, the renovation will include the complete removal of existing office spaces and repurposing the building for "high-quality residential living at a time when the Salt Lake City market is starved for much-needed housing," the statement said.

Hines is a multinational real estate owner and developer with a presence in 285 cities in 28 countries. Hines oversees investment assets under management totaling approximately \$90.3 billion. The Salt Lake City project will be the company's first office-to-residential conversion.

Hines said that after extensive analysis, South Temple Tower met the right requirements needed for a successful conversion process, including walkability, natural light, shape of the building, number of potential units and overall floor plan.

The 24-story multifamily tower will feature studios and one-

and-two-bedroom homes, paired with high-quality interior finishes and an expansive amenity offering, designed by Hickock Cole. As part of Hines' environmental, social and corporate governance strategy, the adaptive reuse project will reduce embodied carbon by limiting new construction materials, including the production of concrete, which it said can be one of the largest emitters of embodied carbon in the construction industry. Through the implementation of more efficient mechanical systems once the building is in operation, Hines expects that it will lower the operational carbon emissions of the building over its lifecycle and new residential utilization.

"Downtown Salt Lake City is experiencing immense growth, with Utah having the second-highest population growth in the country over the last decade, and there is an undersupply of housing," said Dusty Harris, senior managing director of Hines. "As a local resident, I've watched the office market shift and the residential market pick up speed since the dawn of the pandemic. Aligning with the company's core values, Hines is stepping in to fill a need amongst the city's residents, by delivering a sustainable high-rise product that will be new and highly attractive for this growing market."

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Go Utah: New job-creation records

Brice Wallace
The Enterprise

Rebounding from a fiscal year dominated by the COVID-19 pandemic, the Governor's Office of Economic Opportunity (Go Utah) awarded incentives in fiscal 2022 to economic development projects expected to generate or retain 20,478 jobs over the next few years.

That figure compares with 8,831 jobs in the 2020-21 July-through-June fiscal year. The previous high was 13,364 in fiscal 2020.

"Well over what we've done in the past," is how Daniel Royal, Go Utah's director of corporate growth and business development, characterized the job numbers for the Go Utah board at its June meeting.

Related statistics likewise were records. Total project capital expenditure for 2021-22 is estimated at over \$1.97 billion, up from \$464.3 million the prior fiscal year and comparing with over \$1.1 billion in 2020. New total wages are projected at \$12.73 billion, up from \$5.5 billion the prior year. Total new state tax revenue is projected to reach \$942.4 million, up from \$341.3 million a year earlier.

Gov. Spencer Cox has put an emphasis on economic development in rural Utah, and the 2021-22 numbers bear that out. Go Utah officials said the job-creation and capital expenditure figures for rural Utah during the year are higher than the previous five fiscal years combined.

Job creation figures for rural Utah projects were "well beyond what we've done in previous years," Royal said. The 2021-22 fiscal year projects are expected to create or retain 8,972 jobs in rural Utah, up from 2,747 the prior year. Capital expenditure on rural projects is expected to be nearly \$1.27 billion, up from \$201.2 million. Total wages are expected to be \$5.28 billion, up from \$1.97 billion the prior year. New state tax revenue from rural projects is expected to hit \$572.4 million, up from nearly \$116.7 million in 2020-21.

The tax revenue amounts "have gone well beyond what we've done in the past, both in total and in the rural numbers," Royal said.

Incentives are geared toward companies creating high-paying jobs. The fiscal year's average project wage is 68 percent higher than the average county wage for urban projects and 44 percent higher than the average county wage for rural projects.

"I just don't want it to get lost in the mix just how big this

year was," Ben Hart, Go Utah's deputy director, told the board. He attributed the success to Go Utah staff and the Go Utah partnerships with the Economic Development Corporation of Utah and local governments.

"This really was a tremendous year," he said. "If you look at that year-over-year, you can see how strong this year was. So, fiscal year-wise, we hope we're in for another strong year next year."

The number are still rolling in for EDCUtah, which has a few days left in its fiscal year. At the June Go Utah board meeting, the agency reported that, to date, it had 35 project wins, matching its goal for the fiscal year; 18,332 new or retained jobs, more than twice the 9,000-job goal; \$1.9 billion in project capital expenditure, compared with goal of \$1.08 billion; and project square footage of 3.1 million, exceeding the goal of 2.5 million.

In 2020-21, EDCUtah had project wins expected to generate or retain 8,305 jobs over the life of the projects, have total capital spending of \$912 million and use 4.3 million square feet of space.

"We went double what our target was for ourself, which is really excellent," Colby Cooley, vice president of business development at EDCUtah, said of the current-year jobs number. "We're going to revise that up this year because we think with the scale of projects that are coming in the front door,

we just think that we will exceed that 9,000 number again."

The to-date 35 project wins was only two fewer than in the 2020-21 fiscal year.

"I think there's nothing standing our way in terms of trying to do that again next year," Cooley said. "I don't think I'll ratchet that number up significantly because we are trying to be a little bit more discerning, actually, in the number of projects that we bring in and vet through our system before we make them a project. So I don't expect significantly different numbers or larger scale, but again to hit that number is excellent and it probably sets a pretty good benchmark for where we'll be at next year as well."

EDCUtah expects new project starts to be up from the prior fiscal year. Before the pandemic, the agency would average nine to 11 new projects a month, but that has jumped to 13 now, and 17 in April of this year, "even with us trying to be really, really selective," Cooley said. "So there's certainly no shortage of interest ... coming into our pipeline."

One noticeable shift has been the project mix. Among about 145 active projects, 76 are in manufacturing. Before the pandemic, about 60 percent of active projects involved offices, he said.

Go Utah and EDCUtah numbers never match exactly because not all of EDCUtah projects go through the state incentive process.

South Jordan's InMoment buys Chicago-based ReviewTrackers

South Jordan-based InMoment, a provider of customer experience software, has acquired ReviewTrackers, a Chicago-based customer review management software company. ReviewTrackers has more than 175,000 business location customers it helps to better understand and manage their customer reviews.

"The companies will join forces to accelerate the delivery of an integrated solution focused on analyzing, amplifying and maximizing customer feedback insight and action to accelerate acquisition and improve customer retention while driving more authentic connections with customers," InMoment said of the acquisition. The companies' activities for customer experience includes monitoring, managing and responding to online reviews from customers.

"The acquisition of ReviewTrackers makes InMoment the first experience company to extend customer insights, analytics and action across the full customer lifecycle — acknowledging that customer reviews often set the stage for customer experience," said Andrew Joiner, CEO of InMoment. "Combining ReviewTrackers' award-winning customer review management with our award-winning XI Platform will give companies the

unique ability to expand beyond surveys to include social ratings and reviews, access a larger share of customer voice, manage online reputation, and improve experiences at an unparalleled scale. We are pleased to have Chris Campbell and the ReviewTrackers team join InMoment."

"Review and reputation management are central components of a broader customer experience ecosystem. At ReviewTrackers, we fundamentally believe that the success of your brand depends on the voice of your customer," said Campbell, founder and CEO of ReviewTrackers. "By joining InMoment, we have a remarkable opportunity to broaden the scope of our individual solutions and strengths to provide an integrated system that will help our clients better acquire and retain their customers."

ReviewTrackers employees, including Campbell, will continue in their roles. Financial details of the acquisition were not disclosed.



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Ken Garff acquires Nate Wade Subaru

Two well-known Utah car dealer names have joined forces.

Salt Lake City-based Ken Garff Automotive Group has purchased Nate Wade Subaru, also based in the capital city.

The acquisition represents the first Subaru retailer in the Ken Garff family of dealerships and will operate as Nate Wade Subaru, a Ken Garff Retailer, at its location on South Main Street in Salt Lake City.

"We are honored to welcome Nate Wade Subaru into the Ken Garff family," said John Garff, CEO of Ken Garff Enterprises, parent company of Ken Garff Automotive Group. "Kirk Schneider's vision has made Nate Wade Subaru an outstanding retailer that is well-respected in the community and aligns perfectly with our brand and commitment to Utah."

Nate Wade Subaru has operated in Salt Lake City since 1969.

"There's no one we'd rather join than Ken Garff," said Schneider, owner of Nate Wade Subaru, America's oldest Subaru retailer. "Our values match, our vehicles are top of the line and our people are the best in the business, always working to make the finest situation for customers. Those are the things we will continue to provide."

With the sale, Schneider will remain at Nate Wade Subaru as Ken Garff's vice president of partner relations, continuing to serve on the boards of the New Car Dealers of Utah, the National Auto Dealers Association and the Utah Motor Vehicle Advisory Board, among others.

"Continuing the Nate Wade Subaru legacy is a high priority," said Brett Hopkins, Ken Garff Automotive Group CEO. "With both companies having

successfully served Utahns for over 150 years combined, we have built our business on quality, service and the value of giving back to the community to make a difference."

Like Ken Garff's "We're 'Hear' for You" and "Success in Education" programs, Nate Wade Subaru has provided ongoing outreach through supporting Utah Honor Flight, Make-A-Wish Utah, the Inclusion Center of Utah and many more.

"Serving and honoring our neighbors is part of who we are," said Schneider. "Helping make our communities better is the right thing to do, and I'm glad such programs will continue."

"For over 90 years, Ken Garff has built a brand centered on listening and helping customers," said Hopkins. "Joining with a company that is the caliber of Nate Wade could not be a more perfect fit because we share values of treating people right through respect, integrity, growth, humility and teamwork."

Hopkins said Ken Garff has no plans to lay off any employees. "We anticipate adding positions to handle the growth we're experiencing as more Utahns buy vehicles this year," said Hopkins.

Founded in 1932 by Ken Garff, the company operates 62 stores throughout Utah, Texas, Iowa, Michigan, Nevada, California, Arizona, Colorado and Wyoming, with over 5,000 employees and more than 25 vehicle brands

Nate Wade Subaru was founded by Nate Wade in 1953 and joined with M. Russell Ballard at Ballard Motors in 1956. In the 1970s, Wade bought Ballard Wade Subaru and named it Nate Wade Subaru. Schneider started with Nate Wade in 1984 and in 1995, he purchased the dealership.

CenExel buys Apex Innovative

CenExel, a Salt Lake City-based clinical research company, has acquired Apex Innovative Sciences, parent company of Collaborative Neuroscience Research (CNS) and Hassman Research Institute (HRI). The two companies will be renamed as CenExel CNS and CenExel HRI, respectively.

The two acquired companies operate five clinical research sites in California and New Jersey with expertise in early-phase complex clinical trials with particular emphasis on central nervous system medicine. CenExel CNS will continue to be led by Dr. David Walling, while CenExel HRI will continue under the direction of Dr. Howard Hassman. Both leaders have decades of experience conducting Phase I through Phase IV studies across a variety of medical specialties. The primary therapeutic areas served by these five centers include early-phase normal healthy volunteer and patient studies, psychiatry, addiction, neurology, pain, ethnic bridging, and general medicine, particularly vaccine, endocrine and infectious diseases.

"The acquisition of CenExel CNS and CenExel HRI elevates CenExel to be the most prolific wholly-owned neuroscience research site network in the world," CenExel said in a release

CenExel CNS has facilities in Garden Grove, Long Beach and Torrance, California, adding to CenExel's five existing California clinical research centers. CenExel HRI has facilities in

Berlin and Marlton, New Jersey, while CenExel has an existing facility in Toms River, New Jersey. The acquisition gives CenExel 19 clinical research sites in the United States.

"The addition of CenExel CNS and CenExel HRI establishes the foremost therapeutically focused clinical research site network in the neurosciences," said Tom Wardle, CenExel CEO. "These teams have always delivered scientific expertise and operational excellence. We're excited to work with such exceptional leaders in the CNS research community."

"We are very pleased to be joining the CenExel site network," said Hassman. "CenExel's depth of experience and market-leading scale provides a tremendous platform for growth. We look forward to combining our extensive resources to provide unparalleled efficiency and clinical expertise as we build the industry's highest-quality and most dependable partner for complex early-stage clinical research services."

"CenExel CNS and CenExel HRI, in combination with the rest of CenExel's sites, now offer the foremost scientific proficiency, clinical content expertise and operational capability in the industry," said Walling. "We recognize the value of coordinating with our customers to assist in the development and execution of protocols by deploying best practices in clinical research, especially pertaining to clinical quality, compliance, and patient engagement."

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Pulte Family buys One Stop

The Pulte Family, known primarily in the homebuilding industry as owners of Pulte Homes and PulteGroup Inc., recently acquired a major interest in Salt Lake City's One Stop Heating and Air Conditioning.

"Founder Jeff Packard's attention to detail ensures every customer is happy at One Stop. One Stop will continue to delight homeowners by taking care of their needs and implementing some of the principles of the Pulte Plan, the personal playbook of the Pulte Family's patriarch and Pulte Homes founder, Bill Pulte. We carry out aspects of the Pulte Plan, just as Bill Pulte did when he was alive with us and as he

would wish," said Bill Pulte, CEO of Pulte Capital, and grandson to the Pulte Homes founder.

"The One Stop acquisition now expands The Pulte Family office's platform from the East Coast to the Southwest and now toward the Mountain West," said a spokesperson for The Pulte Family.

"We are ecstatic to be partnered with The Pulte Family and the transformational growth opportunity that the Pultes provide. We cannot wait to offer even more customers the One Stop superior service," said Packard, CEO of One Stop.

Details of the transaction were not disclosed.

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Build employee commitment through shared purpose

The Great Resignation is here and it's real. It's no secret that one of the greatest challenges that businesses face today is recruiting and retaining employees. Recently, I attended a conference that reported that during the latter half of 2021, Americans had quit their jobs at a record pace and that it's projected that 23 percent of current employees are expected to seek new jobs in 2022.



TIM JACKSON

The market is being flooded right now with people looking for something better, looking for a company that cares. A recent study found that companies who have a strong commitment to social responsibility often find it easier to recruit and retain talented and diverse employees (realizedworth.com).

Delivering positive, lasting and measurable change helps your employees feel connected and engaged — important elements that many employees felt slipped due to the isolation of the pandemic. And for a millennial-dominated workforce, 81 percent say they want to support a brand with corporate citizenship (Georgetown University).

Employees have had enough of organizations who don't care. In fact, it was reported that over half of employees said they would choose to work for a socially responsible company, even if it meant a lower salary (fast-company.com). In my years at

United Way of Northern Utah, I've been privileged to work with hundreds of businesses and community partners to support philanthropic causes that their employees care about most.

Through our individual corporate giving campaigns, we empower each employee with personal choice. Whether they are passionate about education, health,

income, leadership or any other 501(c)(3) cause, each employee decides how they want to support the community — whether it be monetary or volunteer time. And because 95 percent of surveyed employees said they were more invested in their company's future when involved in giving (realizedworth.com), granting them that personalized choice is even more impactful in their company experience.

As experts in giving back, we have 65-plus years working with 430 partners, 90 companies, 3,200 donors and 1,800 volunteers serving 102,000 of the 300,000 residents in Northern Utah. Because we unite, we are able to:

- Focus on building short- and long-term educational so-

lutions so all children have the chance to succeed.

- Identify and address the social determinants of health for individuals.
- Build communities of financial stable and independent families that go beyond a one-time or temporary assistance.
- Draw leaders in to support community-wide efforts that bring diverse people together, creating alignment and building a better future.

betes and depression.

- Communities struggle with a sense of security, belonging and trust.

But when we unite, I've seen our most vulnerable thrive.

For example, Bechtel, one of our corporate partners, chose to host a community baby shower this year. Together, they donated two full carloads of baby items and 1,000 diapers. Because of their generosity, mothers like Sarah who struggle financially were able to benefit.

Sarah was a new mom with very little resources. Each month since the birth of her child, she struggled more and more to make ends meet. One particular morning she was feeling especially helpless as she had put the last diaper on her baby and didn't expect to get paid until the following week. That day, one of our Welcome Baby program home visitors saw her name on the visit roster and

took a pack of diapers with her that day. Hearing a knock at the door, Sarah answered and burst into tears of gratitude.

So who are the game changers in our community? They're people who know that at the core of every human being is a desire to do good — people who recognize the power that comes from a shared purpose, people who un-

derstand they're always stronger together than they are alone and people like that home visitor and companies like Bechtel. That's what will set a company apart as a competitor in the Great Resignation.

We are part of a network of nearly 1,800 United Ways in 41 countries and territories. But the place that needs you most is right here in Utah. When you partner with United Way, your donations and volunteer efforts stay local and directly benefit your community.

Join businesses that give back. Visit <https://uwnu.org/corporate-connection/> to start building employee commitment today.

Tim Jackson is president and CEO for United Way of Northern Utah. He is an alumnus of the University of Utah, where he earned his master's degree in public administration. Actively involved in the community, Jackson has served nonprofit organizations in public policy, strategic planning, grant writing, program management and evaluation and budget/finance.



81% OF MILLENNIALS SAY THEY WANT TO SUPPORT BRANDS WITH CORPORATE CITIZENSHIP.
HR Drive



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The truth is, we have a wealth of community assets and incredible people. But not everyone in our community is thriving.

- Children are struggling to succeed with school and life.
- Families are struggling to be financially stable.
- Individuals have health problems like heart disease, dia-



United Way of Northern Utah



Welcome Baby is a free home visitation program that promotes healthy, happy and supportive new beginnings for parents, babies and their family members.



Bechtel hosts a community baby shower.

Industry Briefs

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BANKING

• **Altabank**, American Fork, has announced several personnel changes. **JR Vera** and **Toby Reed**



JR Vera



Toby Reed

have been hired as commercial loan officers in the Salt Lake City Commercial Banking Center. They will work with the bank's largest commercial customers along the Wasatch Front and Wasatch Back. Vera has 19 years of commercial banking experience, including working at Chase and Commercial Funding Inc. Reed previously spent 18 years in commercial banking at Chase. **Kristi Summers** has been



Kristi Summers



Russel Packer

appointed residential construction loan officer, working out of the bank's North Logan branch. She has worked for Altabank since 2020. She previously served as CEO of the Cache Valley Home Builders Association. **Russel Packer** has joined Altabank as a loan officer in the Draper branch. Packer has 11 years of experience as a residential mortgage lender and commercial real estate broker, spending the past five years as a commercial banker at Wells Fargo. **Joshua Vinecke** recently joined Altabank as a relationship manager and loan offi-



Joshua Vinecke

cer in Riverton. Vinecke works with a number of lending products, including SBA loans. He began his banking career in 2002.

CONSTRUCTION

• **Northwest Pipe Co.**, based in Vancouver, Washington, has been selected by **Ames Construction** and the **Central Utah Water Conservancy District** to manufacture engineered steel pipe for Salem Reach 1 of the Spanish Fork Santaquin Pipeline Project. The Salem Reach 1 portion will extend the Utah Lake System pipeline from Spanish Fork through Salem toward its terminus in Santaquin. The Utah Lake System pipeline is a feature of the Bonneville Unit of the Central Utah Project, the largest and most complex water resources development project undertaken by the Department of Interior in Utah. Northwest Pipe Co. is manufacturing over 2,500 tons of 60-inch-diameter engineered steel pipeline with cement mortar lining and a tape wrap coating with a cement mortar overcoat. The company is producing approximately 12,200 feet of pipe for the project at its Tracy, California, facility and expects delivery to start in the third quarter of this year.

ECONOMIC INDICATORS

• **Summit County** leads places in Utah with the **highest per capita wealth**, according to a new study by **SmartAsset**. It measured the amount of investment income being generated in each county, in addition to the per capita income and median home value to find the wealthiest places. Summit County was followed, in order, by Wasatch, Utah, Salt Lake, Morgan, Davis, Washington, Grand, Cache and Weber counties. Details are at <https://smartasset.com/investing/asset-allocation-calculator#Utah>.

• The **average Utahn** spends

\$1,910 per month on the 10 most common **household bills**, according to the "2022 State by State Bill Pay Market Report" by **Doxo**. That makes Utah the No. 26 most expensive state for household bills and Utah's amount is 4.6 percent lower than the national average of \$2,003. Salt Lake City residents pay \$1,813 per month, making it the No. 30 most expensive city in Utah for household bills. The most expensive state is Hawaii, at \$2,911 per month. The least expensive is West Virginia, at \$1,452.

• **Utah workers** would have each lost \$2,185 if they had opted for their salaries to be partly **paid in crypto**, according to a survey by **CouponBirds**. The survey, conducted prior to the recent crash in crypto currencies, revealed that the average Utah employee would have liked to have received 33 percent of their monthly salary in a virtual currency. The company applied that percentage to the current value of Bitcoin and determined how much each employee would have hypothetically lost had they opted for partial crypto payments from January 2022. Employees in Montana would have had the biggest losses following the crash (\$4,375.39). The smallest amount was \$575.73 in Arkansas. Details are at <https://www.couponbirds.com/research-center/data/crypto-compensation-part-payment-in-cryptocurrency>.

• **Utah** is ranked No. 36 on a list of "**State Economies with the Most Racial Equality**," compiled by **WalletHub**. It compared the 50 states and the District of Columbia across eight key metrics, comparing the difference between white and black Americans in areas such as annual income, unemployment rate and homeownership rate. The top-ranked state is Alaska. The No. 51 location is the District of Columbia. Details are at <https://wallethub.com/edu/state-economies-with-most-racial-equality/75810/>.

• **Utah** is ranked No. 39 among 40 states on "**2022's Best States for Beekeeping**," compiled by **Lawn Love**. Among the key metrics, Utah was No. 36 for honey yield per colony, No. 35 for average price per pound of honey, No. 34 for number of farmers markets offering honey, and No. 27 for number of beekeepers associations. The report indicates that the desert is not an ideal spot for starting a hive of honeybees, which require long bloom times in order for pollination to be effective. The top-ranked state is California. Nebraska is No. 40. Details are at <https://lawnlove.com/blog/best-states-for-beekeeping/>.

• **Salt Lake City** is ranked

No. 4 and **Utah** is No. 27 on list of **most inclusive LGBTQ+ states and metro areas**, compiled by **Adzuna**. It analyzed over 8.3 million advertised job vacancies across the United States in May 2022 and over 5.5 million in May 2021, revealing the cities, states and sectors that are the most inclusive for the LGBTQ+ community, based on the proportion of job ads that specifically emphasize that job seekers of all sexual orientations are encouraged to apply. The top-ranked city is Seattle. The top-ranked state is Alaska. The bottom-ranked state is Iowa.

EDUCATION/TRAINING

• The **South Valley Chamber of Commerce** will offer its **Business Institute** on Tuesdays Aug. 30-Nov. 8, 4-6 p.m., at The Mill at SLCC, 9750 S. 300 W., Sandy. The cost is \$600. Details are at themillslcc.com/svc-eeep.

FOOD

• **Kodiak**, a Park City-based brand known for breakfast and snacking products, has hired actor/producer **Zac Efron** as its first



Zac Efron

chief brand officer. He will be involved in new product innovations, brand strategy, national brand campaigns, and Kodiak's giving-back initiatives. Efron also becomes a shareholder in the company and has joined its board of directors.

HOSPITALITY

• **Zeus Living**, a San Francisco-based company offering a property management and hospitality platform, has entered the Utah market, adding 13 properties in the state to its portfolio. The units range from one bedroom to three bedrooms, and are located in the Provo-Orem region. The company looks after homes that can be rented for 30 days or longer, providing full-service property management and 24/7 support to both owners and residents. To date, Zeus Living has hosted more than 40,000 residents for 1.7 million nights at 125 destinations.

INTERNATIONAL

• **Utah businesses** may apply through July 1 to participate in an upcoming trade mission to Israel and the United Arab Emirates, set for Sept. 8-17 and organized by **World Trade Center Utah** and the **Governor's Office of Economic Opportunity**. Prospective participants will be evaluated for their business' readiness to succeed on the trade mission and fit within

the focus areas. The agenda will include meetings and luncheons with government officials and business organizations, networking receptions and a few cultural activities. The participation fee is \$3,500, which includes local transportation, networking receptions and many meals. Participants will separately cover their own airfare and lodging. Utah small businesses may be eligible for grants administered by WTC Utah to offset some travel expenses and to receive customized trade services at no cost. Details are at <https://wtcutah.com/trade-landing/iu22/>.

INVESTMENTS

• **WebBank**, a Salt Lake City-chartered industrial bank, has made an investment at a \$200 million valuation in **iCreditWorks**, a fintech platform company based in New Jersey. iCreditWorks said the investment will allow it to accelerate the commercial growth of its omni-channel platform that provides access to a suite of point-of-sale financing products. iCreditWorks was represented by **Truist Financial** in the transaction.

• **LiveView Technologies**, a Salt Lake City-based company focused on intelligent safety and security ecosystems, has raised \$50 million in Series B funding in collaboration with growth investment firm **Sorenson Capital**. Also participating in the round were **The Larry H. Miller Group** and previous investment partners **Lead Edge Capital** and **Pelion Venture Partners**. **Rob Rueckert**, partner at Sorenson Capital, will join



Rob Rueckert

LiveView's board of directors. The company said it will use the funds for more advanced product research and development; recruiting technical, manufacturing and business talent; and driving expansion into the international security market.

• **The Larry H. Miller Co.**, Sandy, has invested in **Recyclops Inc.**, a Salt Lake City-based startup that focuses on sustainability solutions, starting with recycling. The amount was not disclosed. Launched in 2014, Recyclops applies technology to environmental logistics, collecting hard-to-recycle materials and scaling recycling in rural areas. LHM also announced a partnership with Recyclops to use its service in its operating businesses and residential community developments to improve sustainability efforts in

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see BRIEFS next page

Industry Briefs

from previous page

recycling and reuse. Recyclops is in 30 states and in 2021 enabled families to recycle and reuse over 1,475,465 pounds of waste, diverting it from landfills.

LAW

• **Mayer Brown** has added four partners for its Salt Lake City office, adding capabilities in emerging companies and venture capital in the region and nationwide. Joining the firm are **Craig Frame**, **Jim Kelly**, **Aaron Murdock** and **Matt Wells**. They will advise companies at all stages of growth in connection with corporate, securities, financ-



Craig Frame



Jim Kelly



Aaron Murdock



Matt Wells

ings and M&A matters. Kelly advises a wide range of investment management firms, including venture capital firms. Mayer Brown opened the Salt Lake City office earlier this year and it now includes 13 partners.

• **Parr Brown Gee & Lovelless** has announced that **Terry E. Welch** will return to the firm as a shareholder and board member on July 8. Welch worked at Parr Brown from 1990-2019, when he left to serve as a mission president

for the Church of Jesus Christ of Latter-day Saints. He is a past president and longtime shareholder. He remained affiliated as “of counsel” during his three-year absence. Welch will focus on assisting clients with trial and litigation matters of all types. He has broad experience in complex litigation, representing multi-national, national and local businesses, and led the firm’s personal injury and wrongful death practice for more than two decades. Welch received his J.D. from the University of Utah in 1990 and a bachelor of arts from the UofU in 1987.



Terry Welch

PHILANTHROPY

• **Nomi Health**, an Orem-based healthcare company, has contributed \$5 million to an initiative by nonprofit generic pharmaceutical company **Civica Inc.**, based in Lehi, to help accelerate the production of low-cost insulin for people living with diabetes in the U.S. Civica launched a program to develop, manufacture and distribute insulins that, once approved, will be available to people with diabetes at significantly lower prices than those currently on the market. It plans to sell its insulins for no more than \$30 per vial and \$55 for a box of five pen cartridges.

• A group of nursing students and faculty from Draper-based **Joyce University of Nursing and Health Sciences** recently traveled to Guatemala to complete clinical education while providing medical support to communities in need. Joyce’s international clinical program partnered with nonprofit organization **I**

Am Hope Guatemala. Students worked with the organization and their collaborative healthcare partners to support their mission and programs, which include education, mental health, logistical and medical support to single mothers and children who have been victims of domestic abuse. Over the course of two weeks, Joyce students worked with doctors and nurses in the National Hospital in Antigua in addition to helping set up and run outreach clinics that provided primary care services for surrounding villages. The program required students to work full-time, typically over 12-hour days, while also maintaining their studies virtually.

• **Procter & Gamble** is partnering with the **Bonneville Environmental Foundation’s** Business for Water Stewardship to help fund **Ducks Unlimited** projects and several more in the western United States. Ducks Unlimited is leading a group of supporting organizations to improve Lower Bear River and Great Salt Lake water availability by fixing issues with quantity and quality in their watersheds by enhancing 625 acres of wetland habitat and increasing irrigation efficiency on 230 acres of farmland. Working with a multi-generational farm and ranch family, Ducks Unlimited will convert over 5,000 feet of earthen ditch to pipe to improve irrigation efficiency and provide supplemental water to wetlands on two sites in Box Elder County. By improving water management, these projects will allow better control of invasive species crowding out native plants and impacting waterbirds. The Ducks Unlimited projects are also supported by the **Marathon Petroleum Foundation** and **Little Mountain Holdings LLC**.

REAL ESTATE

• **Brixton Capital**, based in California, has acquired **American Fork Center**, a 149,922-square-foot shopping center at 648 E. State S., American Fork, for an undisclosed amount in an off-market transaction. The seller is a partnership between Western Avenue Capital and Alto Funds. The shopping center is 100 percent leased. Brixton said it plans to upgrade the center through re-painting, parking lot resurfacing, landscaping improvements and signage upgrades. **Mountain West Commercial Real Estate** sourced the opportunity for Brixton and will serve as the leasing team for the property.

• **Colliers** has announced a successful open house of the newly renovated **Sorenson Research Park** at 4393 S. Riverboat Road, Taylorsville. The park experi-

enced an entire building revamp of all common areas, lobby space, lighting and landscaping. The newly renovated building has approximately 62,000 square feet of office space across three floors. Colliers brokers **Chris Kirk** and **Rusty Lugo** will represent the landlord in leasing availability.

• **Gantry**, a San Francisco-based commercial mortgage banking firm, has secured \$7.7 million of permanent financing for two self-storage facilities totaling 135,000 square feet of rentable space. The assets include **Storage Corner Group’s** 60,000-square-foot **Uptown Storage** in Salt Lake City and 75,000-square-foot **Central Storage and Business Park** in St. George. The concurrent seven-year, fixed-rate loans with upfront interest-only periods were placed with one of Gantry’s correspondent life company lenders.



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RECOGNITIONS

• **ASEA**, a Salt Lake City-based health company focused on redox technology, recently earned the **Choice Humanitarian Corporate Impact Award**, supporting Choice Humanitarian’s mission to reduce global poverty and build self-reliant, resilient communities around the world. Six years ago, the ASEA Advancing Life Foundation embarked on their legacy work with Choice Humanitarian. Over the years, together they have taken the Inta Kara Vocational Center from the initial concept to the successful opening of the school. The center has produced 156 graduates through five accredited vocational courses. ASEA’s latest commitment of support with Choice Humanitarian is in Navajo Nation, helping to reverse decades of food insecurity with hoophouses, a type of greenhouse, that will help to break the cycles of poverty.

• **Instructure**, a Salt Lake City-based education technology

company, recently won five **Telly Awards** for outstanding video production for two new videos. The video “Education for All” was recognized for excellence in three categories: gold for branded content (writing), silver for branded content (corporate image), and silver for branded content (diversity and inclusion). The video “The Ah Ha Moment” won silver for branded content (promotional) and for branded content (directing categories). The Telly Awards honor excellence in video and television across all screens and is judged by a group of over 200 video and television experts.

RECREATION

• **Black Desert Resort Golf Course**, Ivins, has hired **Brenton Rice** as general manager, **Ken Yates** as golf course superintendent and **Jordan Rhodes** as assistant golf course superintendent. The facility has nine holes scheduled to open to daily-fee play this November, with the



Brenton Rice



Ken Yates



Jordan Rhodes

remaining nine holes opening in spring of 2023. Rice has 15-plus years of club management and leadership experience in operating upscale clubs, most recently as executive vice president for The Bay Club Co., where he oversaw membership sales and strategic planning across 24 properties in California and Oregon. He began his career in the golf and hospitality industry in 2006, working as an assistant golf professional at Big Horn Golf Club in Palm Desert, California. Yates will lead Black Desert’s agronomy team and oversee grow-in and daily maintenance of the par-72 course, expansive practice facility and the property’s 36-hole illuminated putting course. Yates has 33 years of turf management experience, most recently serving as a division manager at Casa Verde Golf, an Arizona-based golf course construction and renovation company. Rhodes is now in his fifth year working in turf grass management, working his way from agronomy crewmember to



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Succeeding in Your Business

O, Ben Turpin, where art thou?

As summertime arrives and we all get out for some (long overdue) fun in the sun, it's time to get a little philosophical and take a longer-range view of some things that are happening in the world.

Few people would disagree that the United States is facing some tough times ahead. Not only business owners but all Americans will need some morale boosting to get us through these tough times. Yet so much we're seeing in the media today is designed to push us even deeper into our current national funk.

During a recent bout with illness, when I desperately needed some cheering up, I had Netflix send me a whole bunch of classic comedies — Laurel and Hardy, Charlie Chaplin, Buster Keaton, Harold Lloyd, Charlie Chase, Harry Langdon (look them up on Wikipedia), the Marx Brothers, The Three Stooges and Abbott and Costello.

Their comedy was simplicity itself — lots of pratfalls, sight gags and simple wordplay. No college or graduate degree required. Even though some of this stuff is going on 100 years old, it can still make you laugh.

Shortly after my recovery, I read a review of a recent "Jackass" movie by a prominent critic (identity withheld) who described the movie, among other things, as "a disgusting, repellent, R-rated extension of the kind of slapstick that made The Three Stooges so popular."

"The term 'slapstick' comes from the name of a paddle once used in farces to whack the actors, making a loud noise," the review continued. "Slapstick generally involves using humiliation and pain to elicit laughter: someone hit with a pie in the face or slipping on a banana peel. Because early movies, or 'flickers,' were designed as entertainment for the poor and uneducated, the low-brow appeal of slapstick was uni-

versal."

OK, I'm not a real fan of the "Jackass" series either, but to say The Three Stooges, Charlie Chaplin and W.C. Fields were "disgusting," "repellent" "entertainment for the poor and uneducated"? Sorry, but as the graduate of an Ivy League institution with a law degree who has authored 15 books, I respectfully disagree. These people were artists — some of the most gifted mimes, clowns and acrobats who ever lived. (Remember that many started their careers as circus performers.)

A number of years ago, I had the privilege of hearing Carol Burnett give a live performance in St. Louis. For those of my younger readers, Burnett was a comedienne who hosted an extremely popular comedy-variety show on television during the 1960s and 1970s. (Search "Carol Burnett Show" on YouTube for selected sketches.) When an audience member asked Burnett to comment on today's comedy — television programs such as "The Daily Show" and "The Office" — she replied, "Well, comedy today is a lot more edgy than it used to be. It's not so much funny as it is witty. Hey, there's nothing wrong with irony, but give me a few belly laughs any day."

I couldn't agree with her more.

The greatest of the slapstick comedians perfected their art during some of the toughest times America ever saw — World War I (in the case of the silent comedians), the Great Depression of the 1930s and World War II (the Marx Brothers, The Three Stooges and their ilk). People needed laughter then, and they need laughter now. Belly laughs, not wit. Sight gags, not irony. We need fewer smirking Jon Stewarts and Jimmy Kimmels and more Charlie Chaplins, Roscoe "Fatty" Arbuckles, Buddy Hacketts, Curlies and Shemps who aren't

afraid to let us laugh "at" them rather than "with" them.

If you doubt this, watch the famous 1940s movie "Sullivan's Travels." In that classic Preston Sturges comedy, a jaded movie director, planning to produce a big-budget melodrama about the conflict between the working class and wealthy capitalists (called "O, Brother, Where Art Thou?"), hits the road disguised as a homeless person to see for himself what the working-class life is really all about. After a series of misadventures, he finds himself wrongly accused of murder and sentenced to a prison chain gang. At the bottom of his rope and ready to end it all, he attends a movie screening in the prison compound and watches while a Walt Disney "Pluto" car-

toon sends both him and his fellow prisoners into fits of hysteric laughter — a cathartic relief from the most miserable life imaginable. He resolves that if he ever gets back to the "real" world, he will direct only comedies.

American media companies need to have that "Pluto" moment, and the sooner they do, the better for all of us.

The idea that today's educated Americans are "more evolved" than their predecessors and have outgrown slapstick is poppycock. The people who adopt this superior attitude are precisely the people — like the upper-crust Margaret Dumont character in the Marx Brothers movies — who deserve a pie in the face. Ironically, it was precisely that — the "little person" thumbing his nose at the

pretensions and hypocrisy of his social betters and bringing them down to his level — that made lots of those movies so funny.

Would television dare launch a show poking fun at politically correct, self-righteous, elitist and oh-so-superior people? Well, it so happens that there is such a show. It's called "South Park." I never miss an episode, and it never fails to make me laugh.

A joyous — and hysterically funny — summer vacation to all my readers.

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

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CLIFF ENNICO

BRIEFS

from page 9

assistant superintendent in just three years. He comes to Black Desert from Riverside Country Club in Provo. His education includes a bachelor of science degree in business administration from Stevens Henager College in Orem.

• **Golftec**, a provider of golf lessons and club fittings, has relocated an instruction and club-fitting center to 210 N. Union Ave., Farmington. The 3,000-square-foot facility features four indoor bays, an indoor putting green and lessons. The center will be led by **Karl Doller**, center manager and director of instruction. Doller has been with Golftec since 2015 and has given more than 6,000 lessons.



Karl Doller

SERVICES

• **SkySquad**, based in Maryland, has launched at **Salt Lake City International Airport** to help travelers eliminate stress at the airport. It is SkySquad's seventh operating airport. He company is a technology-enabled travel startup on a mission to shift the travel industry's focus to improving the customer experience. It provides a new way to book airport assistance (including unloading, security clearance and gate navigation) through its online platform, with rates starting at just \$49.

TECHNOLOGY

• **Midigator**, an American Fork-based chargeback technology company, has hired **Joe Emig** as senior vice president of global sales. Emig has more than 20 years of experience in the payments industry and has career experience as both a lawyer and business development leader. He most recently was senior vice president of F.I. and tech partnerships at Global Payments and held previous senior-level roles with U.S. and international acquirers.



Joe Emig

• **Instructure**, a Salt Lake City-based education technology company, has named **Shiren Vijiasingam** as chief product officer. Vijiasingam has over two decades of product experience and more than 10 years in education technology. He previously served as chief product officer at Newsela and at General Assembly. Vijiasingam succeeds **Mitch Benson**, who served in the role for nearly eight years.



Shiren Vijiasingam

• **Reltio**, a Park City-based data management software-as-a-service company serving businesses, has appointed **Eric Cross** as chief revenue officer. Cross has more than two decades of leadership experience, including serving as chief revenue officer at Apigee; and serving in senior leadership roles at Blue Coat Systems, Citrix Systems, PeopleSoft and Salesforce.com.



Eric Cross

• **Consensus**, a Lehi-based company offering an intelligent demo automation platform, has appointed **Mike Trionfo** as chief product and technology officer. He will lead product management, product design and engineering as a single unified group. Trionfo's experience includes being co-founder of Entrata and co-founder and chief technology officer at Homie. He also led large engineering teams at Domo and IBFX.



Mike Trionfo

• **Scorpion**, a Salt Lake City-based provider of technology and services for local businesses, has named **Bridgette Moore** as chief people officer. She will lead Scorpion's people strategy and help promote a supportive, performance-oriented and inclusive environment. Moore has more than 20 years of experience, most recently serving as global chief people officer at The Pharm. She also spent more than a decade at Allstate Insurance Co. headquarters, where she most recently served as vice president of human resources and growth businesses.



Bridgette Moore

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Calendar

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

June 28, 11 a.m.-1 p.m.

Exit Planning Institute Utah Chapter Launch Meeting. The chapter network provides an opportunity for exit planners of all backgrounds, including financial planners, CPAs, M&A professionals and others, to network and address the challenges that can arise when exit planning. Speaker is Scott Snider, president of the Exit Planning Institute. Location is Toscano Restaurant, 11450 S. State St., Draper. Details are at www.EPIUtah.com.

June 28, 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 nonmembers. Details are at ogdenweberchamber.com.

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

Women in Business Mayor Roundtable, a South Valley Chamber event. Kim Bell, Sandy; Dawn Ramsey, South Jordan; Jenny Wilson, Salt Lake County; and Michelle Kafusi, Provo, will discuss their journey in politics, overcoming obstacles, and what their vision looks like for Utah. Location is Mountain America Corporate building, 9800 S. Monroe St., Sandy. Cost is \$15 for members, \$25 for nonmembers. Registration can be completed at Eventbrite.com.

June 28, noon-1 p.m.

"Patriotism Silo: How to Talk Politics With Anybody," a "Tech For Good" event presented by Utah Tech Leads and Entrata. Event takes place online. Free. Registration can be completed at Eventbrite.com.

June 29, 8:30-10 a.m.

"Tax Strategies You Can Take to the Bank," a ChamberWest Small Business Development Series event. Location is Kearns Library, 4275 W. 5345 S., Kearns. Cost is \$25 per session for chamber members, \$30 for nonmembers. Remaining sessions are Sept. 28, Oct. 26 and Nov. 30. Details are at chamberwest.com or (801) 977-8755.

June 29, noon-1 p.m.

"Schedule for Success" Workshop, a Small Business Development Center (SBDC)

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

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

"What's Up, Up North?" a ULI (Urban Land Institute) Utah event. Speakers are moderator Chris Roybal, president, Northern Utah Economic Alliance, EDCUtah; Mike Caldwell, Ogden mayor; Beth Holbrook, board of trustees, Utah Transit Authority; Thaine Fischer, owner, Fischer Regan Enterprises LLC; and Jason Pryzybyla, acquisitions and development senior associate, Woodbury Corp. Location is The Monarch, 425 25th St., Ogden. Cost varies from \$25 to \$40. Details are at <https://utah.uli.org/events-2>.

June 30, 3-6 p.m.

Deal Forum, a VentureCapital.Org event featuring five startups having 10 minutes to pitch to an investor panel, followed by 20 minutes of Q&A from the panel. Location is Kiln Coworking Space, 26 S. Rio Grande St., No. 2072, Salt Lake City. Cost is \$30. Registration can be completed at Eventbrite.com.

June 30, 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>.

July 1, 8-9:30 a.m.

First Fridays Speed Networking, a West Jordan Chamber of Commerce event. Location is Miller Free Enterprise Center at Salt Lake Community College, 9750 S. 300 West, Room 203, Sandy. Cost is \$5. Details are at westjordanchamber.com.

July 5, 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>.

July 6, 11:30 a.m.-1 p.m.

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

July 6, noon-1:30 p.m.

Women in Business Luncheon, a West Jordan Chamber of Commerce event. Location is Archibald's Restaurant at Gardner Village, 1100 W. 7800 S., West Jordan. Details are at westjordanchamber.com.

July 6, noon-1 p.m.

"Rethinking the Office: Arch Nexus and the Living Building Challenge," a ULI (Urban Land Institute) Utah "Walkable Wednesday" event. Speakers are Erica McBride, building manager, and Megan Recher, regenerative design specialist, both with Architectural Nexus. Location is Architectural Nexus, 2505 E. Parleys Way, Salt Lake City. Free for ULI members, \$15 for nonmembers. Details are at <https://utah.uli.org/events-2/>.

July 13, 11:55 a.m.-1 p.m.

Women in Business, a Cache Valley Chamber of Commerce event. Location to be announced. Cost is \$15 for WIB members, \$18 for nonmembers, \$20 at the door. Details are at cachechamber.com.

July 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>.

July 13, 5-7 p.m.

"Business After Hours," an Ogden-Weber Chamber of Commerce event. Details to be announced at ogdenweberchamber.com.

July 13, 5-7 p.m.

"Biathlon Experience & E-Biking," part of the Utah Office of Outdoor Recreation's Summit Meetup Series. Location is Soldier Hollow, 2002 Soldier Hollow Lane, Midway. Free. Registration can be completed at Eventbrite.com.

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

"Lunch \$ Learn" Workshop, a Murray Area Chamber of Commerce event. Location is MACC Office, 5411 S. Vine St., No. 3A, Murray. Cost is \$15 for members, \$25 for nonmembers. Details are at murrayareachamber.com.

July 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>.

July 18, 7:30 a.m.-3 p.m.

July 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.

July 18, 8 a.m.-2 p.m.

Silicon Slopes Cup Golf Tournament, a Silicon Slopes event in partnership with the Point of the Mountain Chamber of Commerce. Check-in is at 8 a.m., followed by golf 9 a.m.-2 p.m. Location is Alpine Country Club, 5000 W. Alpine Country Club Lane, Highland. Cost is \$1,500 per foursome. Details are at <https://www.slopescup.com/>.

July 19, 11 a.m.-1 p.m.

"Business Women's Forum: Networking With Confidence." Presenters are Carly Hazen, managing director, and Diana Young, division vice president, both from PrincePerelson. Location is Ken Garff Scholarship Club, Rice-Eccles Stadium, 451 S. 1400 E., Salt Lake City. Cost is \$30 for members, \$40 for nonmembers. Details are at slchamber.com.

July 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.

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

Women in Business Service Project Luncheon, an Ogden-Weber Chamber of Commerce event. Location to be determined. Cost is \$20 for members and first-time guests, \$30 for nonmembers. Details are at ogdenweberchamber.com.

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

Professional Development Series, a ChamberWest event. Speaker Brandon Fugal, chairman of Colliers International, will discuss "Utah Rising: Business and Development in Utah." Location is Jordan Valley Water Conservation Garden Park, 8275 S. 1300 W., West Jordan. Cost is \$25 for members with registration by July 13, \$35 for nonmembers and for members after July 13. Details are at chamberwest.com.

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

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

July 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>.

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

Women in Business, a Murray Area Chamber of Commerce event. Location is Home 2 Suites, 4927 S. State St., Murray. Cost is \$15 for members, \$25 for nonmembers. Details are at murrayareachamber.com.

July 22, 5-8 p.m.

"Business After Hours," a Murray Area Chamber of Commerce event. Location and other details to be announced at murrayareachamber.com.

July 22

"Night at the Aviary," a Utah Black Chamber of Commerce event. Location is Tracy Aviary and Jordan River Nature Center, 589 E. 1300 S., Salt Lake City. Details are at utahblackchamber.com.

July 26, 4-5:30 p.m.

"Business Before 5," a West Jordan Chamber of Commerce event. Location is Good Spirits Bar & Grill, 7078 S. Redwood Road, West Jordan. Free (pay for food and drinks). Details are at westjordanchamber.com.

July 28, 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.

July 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>.

July 28, 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>.

Aug. 2, 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>.

Aug. 3, 11:30 a.m.-1 p.m.

Business Alliance Networking Luncheon. Location is Boondocks Fun Center, 525 Deseret Drive, Kaysville. Registration is required. Details

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are at davischamberofcommerce.com.

Aug. 4, 7:30 a.m.-1:30 p.m.

“Utah Housing Summit,” a ULI (Urban Land Institute) Utah event. Keynote speaker is Cathe Dykstra, president and CEO, Family Scholar House. Event includes other speakers and panelists discussing the “ULI Home Attainability Index,” “Creating New Housing Opportunities Through Adaptive Reuse,” “Ivory Innovations,” and “Attainable Housing: Public- and Private-Sector Collaboration.” Location is The Union Event Center, 235 N. 500 W., Salt Lake City. Cost ranges from \$75 to \$120 before July 7; \$90 to \$140 thereafter. Details are at <https://utah.uli.org/events-2/>.

Aug. 4, 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.

Aug. 4, noon-2 p.m.

“Strictly Networking Luncheon,” a West Jordan Chamber of Commerce event. Details to be announced at westjordanchamber.com.

Aug. 5, 5-6 p.m.

Black Business Expo & Motown Show, a Utah Black Chamber of Commerce event. Location is Gallivan Center, 239 S. Main St., Salt Lake City. Details to be announced at utahblackchamber.com.

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

Women in Business Professional Growth Series, a ChamberWest event. Location is Residence Inn, 7558 S. Plaza Center Drive, West Jordan. Details to be announced at chamberwest.com.

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

“Let’s Do Lunch,” a South Valley Chamber event. Details to be announced at southvalleychamber.com.

Aug. 10, 11:55 a.m.-1 p.m.

Women in Business, a Cache Valley Chamber of Commerce event. Location to be announced. Cost is \$15 for WIB members, \$18 for nonmembers, \$20 at the door. Details are at cachechamber.com.

Aug. 10, 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 to be announced at utahblackchamber.com.

Aug. 11, 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. Location and other details to be announced at davischamberofcommerce.com.

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

“Lunch \$ Learn” Workshop, a Murray Area Chamber of Commerce event. Location is MACC Office, 5411 S. Vine St., No. 3A, Murray. Cost is \$15 for members, \$25 for nonmembers. Details are at murrayareachamber.com.

Aug. 12, 5-7 p.m.

“Business After Hours,” a Utah Black Chamber of Commerce event. Details to be announced at utahblackchamber.com.

Aug. 16, 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.

Aug. 16, 5-6 p.m.

Corporate Tour, a Utah Black Chamber of Commerce event. Location is Fidelity Investments, 49 N. 400 W., Salt Lake City. Details are at utahblackchamber.com.

Aug. 17, 7:30 a.m.-3 p.m.

2022 Chamber Golf Classic, an Ogden-Weber Chamber of Commerce event. Check-in and breakfast begin at 7:30 a.m. Golf is shotgun start at 8:30 a.m. Lunch on the course is 11 a.m.-1 p.m. Location is Mount Ogden Golf Course, 1787 Constitution Way, Ogden. Cost is \$250, \$1,000 for a foursome. Details are at ogdenweberchamber.com.

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

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

Aug. 18, 11:30 a.m.-1 p.m.

Chamber Luncheon, a Davis Chamber of Commerce event. Location is Business Resource Center, Davis Technical College, 450 S. Simmons Way, Kaysville. Cost is \$25 for chamber members, \$35 for guests. Details are at davischamberofcommerce.com.

Aug. 18, 11:30 a.m.-1 p.m.

Women in Business, a Murray Area Chamber of Commerce event. Location is Home 2 Suites, 4927 S. State St., Murray. Cost is \$15 for members, \$25 for nonmembers. Details are at murrayareachamber.com.

Aug. 19, 7:30 a.m.-2 p.m.

Annual Children’s Charity Golf Classic, a Murray Area Chamber of Commerce event. Check-in begins at 7:30 a.m. Golf has 8 a.m. shotgun start and is a four-person scramble format. Location is Murray Parkway Golf Course, 6345 Murray Parkway, Murray. Cost is \$125, \$500 per foursome. Details are at murrayareachamber.com.

Aug. 19, 8 a.m.-noon

Chamber Golf Tournament, a South Valley Chamber event. Location is South Mountain Golf Course, 1247 E. Mike Weir Drive, Draper. Details to be announced at southvalleychamber.com.

Aug. 22, 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>.

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

KeyBank Business Accelerator, a South Valley Chamber of Commerce event with 10 sessions taking place through Dec. 13. Aug. 23 event is “Identification.” Presenter is Ralph Little, founder and CEO of a nationwide

financial services company. Location is Salt Mine Productive Workspace, 7984 S. 1300 E., Sandy. Series cost is \$500 for chamber members, \$750 for nonmembers. Details are at southvalleychamber.com.

Aug. 23, 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 nonmembers. Details are at ogdenweberchamber.com.

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UIPA BOARD

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our objective of using everybody’s time effectively, being mindful of trying to make sure there’s enough time for everybody to comment, and at the same time, running smooth meetings,” said Miles Hansen, board chairman.

The changes could come as the board has changed membership and leadership after a legislative bill this year changed the number of voting members from 11 to five. A vote on the policy proposals were scheduled to take place at a board meeting last week, after *The Enterprise* press deadlines.

Regarding public comment, Hansen said the recommendations focus “on how we can make these meetings more effective for the public, to facilitate public engagement, make them effective also for the team as well and for us board members to make sure that not just during the meetings but between meetings we’re able to receive public comment because it’s so critical to the process.”

Board meetings have occasionally been raucous and contentious. In April 2019, activists shut down one meeting. At a meeting two months later, police removed several protesters, including one who had handcuffed himself to a door handle before a scuffle with police. In July of that year, protesters angry about the port authority and other matters stormed the Chamber of Commerce Building and clashed with police.

Board meeting notices now list several items related to meeting decorum. They include a ban on “items that disrupt the meeting, intimidate other participants or cause safety concerns.” That includes jeering, cheering, clapping and waving signs that may in-

timidate other speakers and cause a disruption. Other elements relate to the placement of recording equipment and call for people to give written remarks, documents or other items for board review to staff rather than approaching the board dais.

Among the proposed policy changes are those related to meeting schedules. The board had been meeting quarterly but recently has been meeting weekly. The board plans to post a regular meeting schedule on July 1 for that upcoming fiscal year. Hansen said the board will post a schedule of “necessary meetings” and post notices of others “as soon as possible.”

“We’re hoping not to do weekly meetings,” he said. “I do appreciate the flexibility of both the inland port team as well as the public as we try to get into a cadence, get caught up to speed. We’re hoping we can turn down the volume and frequency of meetings before too long. ...”

Regarding closed-door sessions, state statute lists the reasons for closing meetings. Those are listed at the end of meeting notices, and the body of the agenda states the reason for the secret sessions.

Three closed-door discussions have occurred during the past month or so.

“I know it has felt to the public like there have been a lot of reasons stated, but ... but if you go into the body of agenda, you will note that we’re only closing the meeting for very specific reasons,” Flygare said.

Board member Jerry Stevenson, a Republican state senator from Layton, said the closed meetings “will wane off” as the board resolves issues related to personnel, real estate and other matters. “Once that takes place, a closed-door meeting will be an absolute anomaly,” Stevenson

said.

The proposed policy for recordings and minutes call for them to be available both at the UIPA website and the state public meeting notice website. State statute requires recording to be posted within three working days of a meeting and minutes within 30 days. When approved, the minutes will be posted within three days.

The changes also would make meeting materials available to the public prior to board meetings. That would include presentation materials from the staff or others. However, the board may receive confidential, proprietary or draft-form information — including company financial details, negotiation matters or real estate information — that will continue to be unavailable to the public.

Another change specifies how public-comment periods of meetings will take place.

Board member Mike Schultz, a state representative from Hooper, said he hopes the changes will result in “good, constructive comments from the public that really help us move forward in the proper manner.”

“A lot of times, if you’re always the one commenting, you’re always the one bringing up the same issues over and over again, people tend to tune you out, and your words and your comments generally don’t become constructive at that point in time and help further the cause,” he said.

“We see that happen a lot in our legislative meetings. They’re the same people coming in over and over, and say the same things or very similar things. I’ve watched it happen, [and] the committee generally tunes them out. And I don’t want that to happen [here] because I truly believe in the public process and the comment process. ...”



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CALENDAR

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Aug. 23, 11:30 a.m.-1 p.m.

Women in Business, a South Valley Chamber event. Details to be announced at southvalleychamber.com

Aug. 25, 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.

Aug. 25, noon-1 p.m.

Women in Business, a Box Elder Chamber of Commerce event. Cost is \$10. Location and other details to be announced at boxelderchamber.com.

Aug. 25, 5-7 p.m.

"Business After Hours," a Salt Lake Chamber event. Location is Christmas Box International, 3660 S. West Temple, Salt Lake City. Free for members by Aug. 23 and \$20 thereafter, \$30 for nonmembers by Aug. 23 and \$40 thereafter. Details are at slchamber.com.

Aug. 26, 5-8 p.m.

"Business After Hours," a Murray Area Chamber of Commerce event. Location and other details to be announced at murrayareachamber.com.

Sept. 1, 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.

Sept. 1, noon-2 p.m.

"Strictly Networking Luncheon," a West Jordan Chamber of

Commerce event. Details to be announced at westjordanchamber.com.

Sept. 1, 6-8 p.m.

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

Sept. 7, 11:30 a.m.-1 p.m.

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

Sept. 7, noon-2 p.m.

"Workforce Readiness: Strategies to Boost Your Recruiting and Retention Efforts," a Cache Valley Chamber of Commerce "Lunch and Learn" event. Location is Bridgerland Technical College, Room 808, 1301 N. 600 W., Logan. Details are at cachechamber.com.

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

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

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

"Lunch \$ Learn" Workshop, a Murray Area Chamber of Commerce event. Location is MACC Office, 5411 S. Vine St., No. 3A, Murray. Cost is \$15 for members, \$25 for nonmembers. Details are at murrayareachamber.com.

Sept. 8, 6 p.m.

Utah Clean Energy 20-Year Anniversary Celebration. Location is Mid-Valley Performing Arts, 2525 Taylorsville Blvd., Taylorsville. Cost is \$100. Tickets are available at <https://e.givesmart.com/events/rku/>.

Sept. 9

Patriot Day Golf Invitational, a Cache Valley Chamber of Commerce event. Registration begins at 7:30 a.m., followed by an 8:15 a.m. flag-raising ceremony and 9 a.m. shotgun start. Location is Logan River Golf Course, 550 W. 1000 S., Logan. Details are at cachechamber.com.

Sept. 12-13

2022 Utah Outdoor Recreation Summit, with the theme "Outdoors Forward." Event features programming, networking and outdoor activities focusing on how to strengthen outdoor recreation communities, the outdoor recreation economy, and improve health and quality of life for all Utahns. Location is DeJoria Center, Kamas. Early-bird cost is \$135. Details are at utahoutdoor-summit.com.

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

Chamber Classic Golf Tournament 2022, a Utah Valley Chamber of Commerce event. Location is Riverside Country Club, 2701 N. University Ave., Provo. Details are at thechamber.org.

Sept. 14, 11:55 a.m.-1 p.m.

Women in Business Luncheon, a Cache Valley Chamber of Commerce event. Location to be announced. Cost is \$16 for WIB members, \$18 for nonmembers, \$20 at the door. Details are at cachechamber.com.

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

Chamber Luncheon, a Davis Chamber of Commerce event featuring the annual mayoral roundtable discussion. Location is Davis Technical College, Allied Health Building, second floor, 550 E. 300 S., Kaysville. Cost is

\$25 for members, \$35 for nonmembers. Details are at davischamberofcommerce.com.

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

Women in Business, a Murray Area Chamber of Commerce event. Location is Home 2 Suites, 4927 S. State St., Murray. Cost is \$15 for members, \$25 for nonmembers. Details are at murrayareachamber.com.

Sept. 16, 8 a.m.-1:30 p.m.

The Point Challenge Golf Tournament, a Point of the Mountain Chamber event. Check-in begins at 7 a.m. Golf shotgun start is at 8 a.m. Event has a four-man scramble format. Location is Fox Hollow Golf Club, 1400 N. 200 E., American Fork. Cost is \$600 for foursomes. Details are at thepointchamber.com.

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

Leadership Institute, a Cache Valley Chamber of Commerce event. Location and other details to be announced at cachechamber.com.

Sept. 20-22

MX Money Experience Summit, presented by MX Technologies Inc. Event features keynote speakers, breakout sessions from industry experts and practitioners, and networking opportunities. Keynote presenter is will.i.am, artist, founder of the Black Eyed Peas and tech entrepreneur. Location is Snowbird Resort. Details are at <https://www.mx.com/summit/>.

Sept. 20, 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.

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

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

Sept. 22, noon-1 p.m.

Women in Business, a Box Elder Chamber of Commerce event. Cost is \$10. Location and other details to be announced at boxelderchamber.com.

Sept. 23, 5-8 p.m.

"Business After Hours," a Murray Area Chamber of Commerce event. Location and other details to be announced at murrayareachamber.com.

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ADVENTURE X from page 1

hanced experiential, educational and advocacy opportunities," said Jeff Davis, group vice president at Emerald, the company that owns and manages the twice-a-year OR shows and will collaborate with Lodestone Events for Outdoor Adventure X.

Adventure X will take debut June 16-18, 2023.

"Building upon the incredible surge in outdoor participation and growth of the \$689 billion U.S. outdoor industry, this public event will provide creative avenues for brands to launch and test products, and for the local and Salt Lake communities and out-of-state visitors alike to experience the joys of outdoor adventure. We're excited to work with Lodestone to bring this festival to life."

Emerald announced earlier this year that the OR shows would leave Denver and move back to Utah, its two-decade home before the shows bolted for Denver in 2018. Denver's last show was earlier this month. The next wintertime event, the "Snow Show," takes place Jan. 10-12 at the Calvin L. Rampton Salt Palace Convention Center, owned by Salt Lake County, in downtown Salt Lake City. The summer show returns to the Salt Palace on June 19-21, 2023, and OR attendees will have free access to Outdoor

Adventure X on June 18 for an industry day.

Outdoor Adventure X is a collaboration between the new Xcelerator division of Emerald and Lodestone Events, producers of the Overland Expo event series that takes place this year in Arizona, Oregon, Colorado and Virginia.

"There are so many reasons to welcome back Outdoor Retailer and Outdoor Adventure X adds to that list of excitement," said Kaitlin Eskelson president and CEO of Visit Salt Lake, a private, nonprofit corporation that promotes Salt Lake as a convention and travel destination.

"Salt Lake is the perfect base-camp for these types of mountain adventures and our residents have been longing for this type of opportunity. This three-day consumer festival will allow locals and visitors the opportunity to have meaningful interactions with the show and hands-on outdoor product experiences."

Snowbasin will serve as the base for education, clinics, nonprofit programs, food trucks, a beer garden, film screenings and live music, and attendees will have gondola access to hiking, mountain biking and trails to explore. Nearby Pineview Reservoir will host on-water demos and the Anderson Cove Campground will offer overnight camping and glamping.

"Outdoor Adventure X will be an experiential lifestyle event for

the outdoor enthusiast," said Lindsay Hubley, Lodestone Events managing partner. "Like Overland Expo, the event will connect outdoor industry brands directly with the consumers they serve in a festival setting with camping, demos, clinics, food and fun. Addressing the influx of new adventurers to the outdoor space, the event will be anchored in education featuring workshops teaching fundamental skills and roundtable discussions on responsible recreation and public lands advocacy."

"We're excited to host this inaugural event at our world-class, 3,000-acre, mountain resort," said Davy Ratchford, Snowbasin's general manager. "Snowbasin is an activity hub year-round offering hiking, mountain biking, yoga, on-mountain dining and festivals all summer long. ... We can't wait to showcase our mountain adventure hub to Outdoor Adventure X attendees."

"We look forward to seeing everyone back in Salt Lake next year and are thrilled to have Outdoor Adventure X launching alongside Outdoor Retailer," said Marisa Nicholson, senior vice president and show director for Outdoor Retailer. "This is a great new channel for brands to interact with the consumers that have played an important role in growing this community. It's an opportunity for all of us in our industry to think beyond the walls of a convention center to find new ways to support each other and to interact



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directly with the growing number of outdoor enthusiasts."

Details about Outdoor Adventure X will be available later this year, including information for outdoor manufacturers, nonprofit organizations and educational speakers to get involved, as well as consumer ticketing and camping packages.

The OR shows in Salt Lake City had an estimated combined economic impact of \$47 million. Over two decades, the shows generated more than \$565 million in

local revenue, which included \$52 million in city, county and state taxes, Salt Lake County Mayor Jenny Wilson has said.

The idea of a public version of OR was discussed in mid-2018 during a fireside chat and panel discussion organized by Access Salt Lake. Several industry executives said Salt Lake City should seek to have events like OR but shape it to connect product manufacturers with consumers rather than manufacturers with authorized buyers.

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