

INSIDE

Moving or standing still?

Jeffrey Gitomer asks if your business in in the mobile world.

pg. 11

Consumer confidence rising

Local and national indexes show similar results. pg. 3

Real Estate Lists updated

• Top Commercial Property Management Firms. pg. 12
• Top Commercial Real Estate Firms. pg. 13



Business Calendar
pg. 6

Real Estate Section
pgs. 17-19

Industry News Briefs
pg. 8

Demographer warns of effects of declining role of the family on business activity

Brice Wallace
The Enterprise

A worldwide decline in families in the future will lead to changes in workforce decisions, fewer consumers and evolving markets, according to demographer and author Joel Kotkin.

Virtually all advanced industrial countries, including the United States, are experiencing a reduction in the role of the family, Kotkin told the crowd at the Zions Bank Trade & Business Conference. Global population growth is slipping "fairly significantly. Once at 8 percent, it's down to close to 2 percent, and that is unusual in a world not experiencing war or plague, he said.

"The idea that we can work 24/7 at the expense of everything, I think at some point it begins to bite back."

"Of course, here in Utah, you could say, 'We gave at the office.' And if the U.S. was demographically like Utah, then we probably would be worried about overpopulation," he said. "But the situation is quite the opposite."

Kotkin, author of *The Next Hundred Million: America in 2050*, said families remain a central institution but are becoming less important for a variety of reasons.

They include a decline in traditional religious belief, an urbanizing world, rising housing costs and people simply choosing to have fewer children.

"Here's where business has to take a little bit of a hit: The idea that we can work 24/7 at the expense of everything, I think at some point it begins to bite back," he said.

"If you expect people to work with virtually no vacation [and] very little free time, then you have to ask yourself, why would they have kids? ... Fundamentally, people are being given the choice between career and family, and that, I think, is part of the problem."

Traditionally, people are motivated to
see ZIONS pg. 16

Salt Lake software firm now supplying military investigators

John M. Rogers
The Enterprise

Software designed to receive and manage anonymous crime tips and developed by a Draper company is now in use by two of the three major United States military investigative services. TipSoft, an online and mobile program for information and intelligence gathering, is a product of PublicEngines Inc.

"TipSoft has long been a staple of law enforcement information gathering," said William Kilmer, CEO of PublicEngines. "We are honored with our role in helping to keep our military men and women and their families safe," he said. Although the company declined to identify the two specific branches of the military that use its software, only the Army, Navy and Air Force maintain investigative services.

TipSoft allows organizations to receive and manage anonymous tips through the Web, small message service (SMS), or mobile platforms such as iOS and Android devices. It is one of several products from PublicEngines, a provider of cloud-based products that facilitate crime analysis, supply actionable intelligence and increase community engagement for law enforcement, schools and governments.

TipSoft enables the investigation organizations of the military to receive anonymous information on criminal or terrorist activities, as well to learn about illegal or dangerous activity whether it is occurring on-base, in the general vicinity of the base,



Now in use by the military, TipSoft allows anonymous crime reporting by mobile app.



Woodside Homes has unveiled eight floor plans ranging up to 2,021 square feet available in its new residential development called Stonehaven in North Salt Lake.

Woodside Homes begins work at new No. Salt Lake community

Woodside Homes has begun development on its latest community of homes in the Foxboro North master-planned community in North Salt Lake. The single-family home project will be called Stonehaven.

Stonehaven will offer eight floor plans that range from 1,425 to 2,021 square feet. All are two-story designs that include a great room, a laundry room and up to four bedrooms and three baths. New floor plans are available that feature upgraded kitchens with freestanding, stainless steel oven ranges; large islands; and granite or solid surface countertops.

Woodside will offer buyers its Better By Design process, which gives buyers the op-

portunity to create a home that best reflects their personal style, as they can choose from a range of options carefully selected by professional interior designers to match individual tastes.

Stonehaven's residences will boast green features that save energy and reduce utility bills. The combination of R-19 rated walls, R-38 rated ceilings and Low-E vinyl windows will help keep interior temperatures comfortable while reducing energy consumption. Every residence also comes equipped with high-efficiency water heaters, water-saving plumbing fixtures and 90

see WOODSIDE pg. 16

see TIPSOFT pg. 16



Utah again tops nation for economic outlook

For the sixth consecutive year, Utah has topped all states for economic outlook, according to a report issued by the American Legislative Exchange Council (ALEC).

The "Rich States, Poor States" ALEC-Laffer State Economic Competitiveness Index reviews fiscal policies that contribute to economic growth, compared to policies that detract from that growth.

Since the first index was conducted in 2008, Utah has finished

first in economic outlook, a forecast based on 15 state policy variables. Below Utah in the top five are North Dakota, South Dakota, Wyoming and Virginia. The worst ranking belongs to Vermont, followed by New York, Illinois, California and Minnesota.

Among the policy variables in which Utah was highly ranked was personal income tax progressivity (change in tax liability per \$1,000 of income), in which Utah was second; a state liability system survey

(tort litigation treatment and judicial impartiality), ninth; and average workers' compensation costs per \$100 of payroll, sixth.

In the report's other measure,

economic performance, Utah finished third, behind Texas and Nevada. That is a backward-looking measure. Utah was sixth in state gross domestic product, 17th in

absolute domestic migration, and third in non-farm payroll. The worst state in that ranking was

see RICH STATE pg. 16

Speaker suggests Afghan investing

Companies considering investing in foreign operations have a prime location flying under the radar: Afghanistan.

So says Leslie M. Schweitzer,

vice president of international business development at Capitalize. Speaking at the Zions Bank Trade & Business Conference, Schweitzer said several countries have invested in Afghanistan in recent years, but risk-averse American companies have been hesitant to do so.

Other countries have built hotels, wireless technology and soft drink bottling plants, but opportunities abound in lithium, gold, oil, natural gas, iron ore and copper, she said.

"We need get some Utah and Idaho companies in there to help with this exploration, and there is a tremendous amount of wealth there which will certainly change the nature of this country," Schweitzer said.

Americans tend to think that Afghanistan is "a hopeless, lost cause" with "backward and very, very poor" people, she said. But those perceptions, reinforced by

news media coverage, "are very, very far from the truth," she said.

"There has been a tremendous change, and we Americans are responsible for that. We need to understand that there is a dimension to Afghanistan that is much deeper than what you read on the front pages of the newspaper," said Schweitzer, who is the chairman and president of the Friends of American University of Afghanistan Foundation and member of the board of trustees of the American University of Afghanistan.

Progress made in Afghanistan over the past 12 years is due primarily to the U.S., she said. What once was a country caught in a "conflict trap" of 30-plus years of wars and unrest has been transformed into "a struggling infant democracy" that is becoming more modern.

The country has more of its young people attending school,

see AFGHAN pg. 16

St. Regis resort arranges new financing package

St. Regis resort, located in Deer Valley, has acquired \$59.5 million in new financing arranged by Sonnenblick-Eichner Co. of Beverly Hill, Calif.

The financing, which was provided by a major life insurance company, was comprised of three separate loans: a 10-year fixed rate mortgage with 30 year amortization, secured by the hotel operations and common areas of the resort; a 10-year fixed rate, interest only mezzanine loan and a 10-year fixed rate, interest only condominium inventory loan, secured by the remaining condominium and private residence inventory. The

mezzanine and condominium inventory facilities were structured to allow for periodic principal pay-downs over the loan term with no prepayment premiums. Sonnenblick-Eichner also arranged the \$212.5 million construction loan for the property in 2007.

St. Regis is located on the mountain at the Deer Valley Ski Resort, providing ski-in, ski-out amenities at its world class destination. The resort offers 67 condominium units and 24 whole ownership private residences. Amenities at the resort include a 17,000 square-foot Remède spa, a Jean-Georges Vongerichten sig-

nature restaurant (J&G Grill) and a private Deer Crest Club offering private lounge areas and lockers for its members.

David Sonnenblick, a principal of Sonnenblick-Eichner, commented, "We were able to structure a long term fixed rate financing program that allows [St. Regis] to execute its business plan of selling the remaining condominium and private residence inventory. The ability to prepay the fixed rate mezzanine and condominium loans with no premium was instrumental in allowing our client the flexibility of selling these units without any time pressure."

Give Your Meeting a Breath of Fresh Air

Unique meeting packages from \$159* per person.

includes:

- Guest Room or Villa Condo
- Professional Meeting Space
- Continental Breakfast
- Morning Break Coffee Service
- Catered Lunch
- Basic Audio Visual

Complete golf tournament capabilities are available at Crater Springs golf course

Located in Midway, Utah

866.937.6288

Zermatt
RESORT
from \$189*pp
ZermattResort.com

Homestead
RESORT
from \$159*pp
HomesteadResort.com

Varilek tabbed to head SBA Region VIII

The U.S. Small Business Administration (SBA) has named Matt Varilek as regional administrator for Region VIII, which encompasses Colorado, Montana, North Dakota, South Dakota, Utah and Wyoming.

Varilek's most recent position was as economic development director in the office of Sen. Tim Johnson of South Dakota. In that role, he was responsible for advising the senator on legislative issues related to small business and entrepreneurship, disaster response, budget and appropriations, and other economic issues.

"Matt has worked with and supported small businesses in South Dakota throughout his public service career," said SBA administrator Karen Mills. "I'm



Matt Varilek

pleased that as Region VIII administrator, he will be able to draw on his strong roots in the region and his wealth of experience to provide small businesses locally with the tools and resources they need to grow and create jobs in their communities."

Varilek has spent his public career serving the people and small businesses of South Dakota both as a candidate for public office and as an advisor to senators Johnson and Tom Daschle. In the private sector, he analyzed energy and environmental commodity market dynamics as director of policy and research for Natsource LLC, a brokerage.

"I am delighted and honored to join the SBA," said Varilek. "During my time working on

small business issues with senators Johnson and Daschle, I saw firsthand how this agency helps entrepreneurs to transform good ideas into successful businesses and new jobs. I look forward to joining this effort and helping to expand opportunities for hard-working people across the region."

Varilek has a master's degree in environment and development from the University of Cambridge, England, where he was funded by the Gates Cambridge Scholarship established by the Bill and Melinda Gates Foundation. He also has a master's degree in economic development from the University of Glasgow in Scotland and a bachelor's degree in philosophy from Carleton College in Northfield, Minn. A native of Yankton, S.D., he is married, with two daughters.

As Region VIII administrator, Varilek will oversee SBA operations throughout its district offices in Denver, Colo.; Helena, Mont.; Fargo, N.D.; Sioux Falls, S.D.; Salt Lake City; and Casper, Wyo. Region VIII is SBA's most rural region in the country. It includes 27 tribal nations and covers more than 500,000 square miles.

Local hospitals among nation's best

The HCA Mountain Division, operator of the Ogden Regional Medical Center, St. Mark's Hospital in Salt Lake, Brigham City Community Hospital and Lakeview Hospital in Bountiful is one of 65 health systems that recently achieved a place in the top 20 percent of health care facilities nationwide. Modern Healthcare recently recognized the 15 top health systems in the country along with 50 others that together represent the highest performers among 328 U.S. health systems with several hospitals.

Better known as Mountain-

Star Healthcare in Utah, the HCA Mountain Division is the only network to accomplish this ranking in every state where it operates, which also includes Alaska and Idaho.

According to publicly reported data, each of the health systems included in the top 20 percent nationally has proven to consistently deliver high-quality care. These networks of hospitals also decreased complications, reduced infections and increased patient survival rates.

"This kind of reliable excellence, day after day, is only

achieved through the commitments and efforts of the teams at our hospitals; doctors, nurses, other care givers and administrators," says Scott Williams, M.D., M.P.H., chief medical officer at MountainStar.

In April, Modern Healthcare showcased the results of the fifth annual study conducted by Truven Health Analytics to identify the top U.S. health systems. Truven researchers evaluated each network of hospitals on system-wide clinical and operational performance utilizing publicly reported

see HCA pg. 16



Choose a builder who builds homes right!



2012 Salt Lake City Parade of Homes
Award Winning Builder

- Peoples Choice Award
- Best Architecture & Home Design

Quality in Construction-Peace of Mind!
801.326.0046 • www.treehavenhomes.com

Enterprise
UTAH'S BUSINESS JOURNAL
USPS # 891-300

Published weekly by:
Enterprise Newspaper Group
825 North 300 West Ste. 309
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 Smith
rsmith@slenterprise.com

OFFICE MANAGER
Dionne Halverson
dionne@slenterprise.com

ART DIRECTOR
Ann Johnson
ann@slenterprise.com

CIRCULATION
Lissi Johnson
lissi@slenterprise.com

ADVERTISING INQUIRIES
david@slenterprise.com

TO CONTACT NEWSROOM
john@slenterprise.com

ART SUBMISSIONS
ann@slenterprise.com

Subscription Rates:
Online only, \$55 per year
Print only, \$65 per year
Online and Print, \$75 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.

© 2013 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

BANK of UTAH
Equal Housing Lender | Member FDIC

BUSINESS LENDING IS OUR BUSINESS

- SBA Loans •
- 504 •
- Commercial Mortgage •
- LOC •

2605 Washington Blvd.
Ogden, UT 84111
(801) 409-5241

Steve Diamond
Business Banking
VP Relationship Manager
(801) 698-6283

Eight 'Concept to Company' finalists named in contest

Eight finalists have been announced in the latest Southern Utah Concept to Company Contest, an undertaking of the Utah Science Technology and Research (USTAR) initiative and Grow Utah Ventures.

The group was selected from 55 applicants. Finalists were scheduled present their ideas to a panel of judges and the public to determine which three would share \$45,000 in cash and services at a CrowdPitch event May 30 at Dixie State College in St. George.

The finalists are:

- **RFID Laundry Tagging System by LI4**, with every linen tagged with a unique laundry RFID tag to enable efficiencies in tracking and lower costs for large institutions.

- **InfoSiftr**, an aggregator and filtering service that helps knowl-

edge workers review their online sources to find the information they need.

- **Hydro Healer**, a device that generates a small concentration of therapeutic antioxidant medical gas (hydrogen) and distributes it through a nasal cannula.

- **Referral.IM**, an electronic referring system designed to improve continuity of care for patients.

- **Rx Trax**, which tracks prescriptions and deliveries from independent pharmacies to homes or facilities to streamline audits from insurance companies and state regulators.

- **Electronic Percussion Instruments**, designed to provide low-cost, easily transportable electronic percussion instruments, like a five-octave marimba, that can roll up and fit in a backpack.

- **WeMap**, designed to simplify the way city electronic mapping is accessed and updated on mobile devices.

- **All Tie Anchor Post**, an easy-to-move anchoring device with a built-in poulder that swivels and slides up and down to drive posts in and out of ground.

The winners will receive cash awards and mentoring services. The Concept to Company contests so far have distributed more than \$540,000 in cash and services and have helped launch more than 80 companies statewide.

"The Concept to Company competitions are Utah's premier ongoing innovation contests and provide the perfect catalyst between local entrepreneurs, industry and investors," said Jill Eliss, director of USTAR South and SEED Dixie. "We are thrilled with

the caliber of our finalists in this contest and know they have potential to add significant value to the small business climate in southern Utah."

Grow Utah Ventures is a privately funded non-profit organization dedicated to accelerate the creation of innovative, entrepreneur-led, high-growth businesses that will strengthen and expand the future growth of Utah's economy.

USTAR is a long-term, state-funded investment to strengthen

Utah's "knowledge economy" and generate high-paying jobs. Its program areas are focused on funding for strategic investments at the University of Utah and Utah State University to recruit world-class researchers; building state-of-the-art interdisciplinary facilities at those institutions for the innovation teams; and working with companies and entrepreneurs across the state to promote science, innovation and commercialization activities.

Aclaime Co. announces changes to Independence project master plan

Private equity real estate company Aclaime Dynamics, subsidiary of the Aclaime Group, has completed a deal to purchase a 141-acre real estate development property northwest of point of the mountain, just west of I-15 in Bluffdale. Although the property was acquired in March, Aclaime has recently announced new development plans for part of the property, now dubbed Aclaime at Independence.

Aclaime is currently working with the city of Bluffdale on a "major plan change" on approximately 50 acres of the project. The change will include 190 residential home sites, seven acres of light industrial/heavy commercial and a 14-acre commercial parcel.

"We have also entered into letters of intent to sell all 190 home sites to Brighton Homes, Castlewood Homes and Smart Choice Communities," said Justin Luetterodt, CEO of The Aclaime Group and managing partner of Aclaime Dynamics. "We are excited that the project is moving forward so quickly and look forward to the rapid progress and growth of the community."

According to Luetterodt, the new agreement is expected to be

approved by mid-summer with construction to start shortly thereafter.

Aclaime has also agreed to sell a half-acre parcel to Impact Training for the extension of its business. That transaction was scheduled to close in May.

"Due to some of the unique circumstances of the property, including the development of Porter Rockwell Boulevard, this is a wonderful opportunity for both Aclaime and the community of Bluffdale," said Luetterodt. "This property will not only provide new homes for Utah families, but will create a completely new and fully expanded community minutes from I-15."

Porter Rockwell Boulevard will be a major east-west corridor, connecting Redwood Road and I-15. As the project grows builders will add parks, trails, landscaping, local businesses, schools, churches and community buildings to the planned residential lots.

To complete the acquisition of the property, The Aclaime Group acquired Performance Dynamics, a real estate development company which is now known as Aclaime Dynamics.

Luetterodt said, "Acquiring Performance Dynamics was a natural step for making this deal work properly. Dave Tolman and the entire Performance Dynamics team have extensive experience working in the development space in Utah and the surrounding states. We are excited to add Aclaime Dynamics as one of our portfolio companies and welcome the team."

The Aclaime Group is a multi-disciplined private equity real estate firm that manages investment funds and separate accounts on behalf of its investor clients, Aclaime focuses on growing real estate businesses and strategies that are distressed because of market conditions or a lack of providers.

Mayne tabbed to head Mindshare

Mindshare Technologies, Salt Lake City, has appointed Lonnie Mayne as its president.

Mayne had been serving as the chief experience officer at the company, which specializes in enterprise feedback management (EFM) solutions.

Mayne will be responsible for leading the continued efforts of growing the company.

"During my time as CXO, I was privileged to work with every level within our organization to build lasting and loyal custom-

er relationships, and I see this new position as an extension of those efforts," Mayne said.

"He's simply the right man," said John Sperry, Mindshare's chief executive officer. "Everybody on the Mindshare team loves and supports him because he knows that focusing on the success of our employees ultimately leads to success with our customers. As president, his dedication to the customer, his ability to work with and develop key personnel, his inexhaustible energy, and

his genuine good nature will take Mindshare to even greater places."

At Mindshare, one of Mayne's initiatives has been his Red Shoes Experience blog, a website dedicated to featuring the stories of people who have delivered outstanding customer service through simple acts.

Mayne has more than 23 years of executive-level experience. Prior to joining Mindshare in 2006, he was the vice president of spe-

see MAYNE pg. 16

Save 50% on your Phone Bill

WE KNOW BUSINESS PHONES

- You can have a new Voip Phones system and save 50% on your bill
- Multiple Sites, Large or Small, Work from home, Cell Integration
- Host Your own Service, NO Licensing Fees, NO Longterm Contracts
- FullTime Call Record, Monitoring, VoiceMail to Email, Call Center
- Full Training and installation included
- Proudly Serving Utah Business for 30 Yrs



801-758-3800
www.voipro.us



Obamacare: Stay under 50

Obamacare got you worried? Stay under 50. Your software developers can be employed by you on Friday and by Provarent on Monday, without skipping a beat. You can supersize your company's IT potential, give your developers new possibilities, reduce administrative burdens and stay under 50, all without painful changes.

mjacobs@provarent.com
801-683-9768

Startups need to ask themselves 10 questions, Paulsen tells workshop

Ted Paulsen has started a few businesses and advised a few prospective entrepreneurs. And he's seen a lot of those folks fail. They failed in business because they failed to think things through.

Speaking at a workshop presented by the Sandy Area Chamber of Commerce, Paulsen, an attorney at Paulsen PC Business Legal Services, presented a list of 10 topics for startup company owners to consider before spending their first dollar.

"These 10 questions are ones that I've found in a practical approach to starting business," he said. "I have clients who come to me and say, yeah, they want to form an entity. 'What sort of entity should I form? I'm printing out my business cards.' They'll go through all these things which, to me, after the experiences I've had with starting businesses and doing other things, just don't matter. I'll say, 'You don't need to spend money. Go out and figure out some other things.'"

Each of the questions had a set of sub-questions and multiple options. They ranged from defining a product or service to selecting initial business documents.

For example, defining yourself involves evaluating your experience and employment; your objectives in forming a company; your commitment, time and enthusiasm; and your resources and capital.

"You can make money doing anything, I'm convinced of that," Paulsen said, "as long as you have enough drive."

But it's more than drive, he said.

"If you put in as much effort to developing a regular business that some of these people put into developing a network marketing business, you'd be successful doing something else and you'd probably be making more money. ... Think of something that you like to do. Think of something that you enjoy. And figure out a way [to determine] how can I make money doing this? Leverage your skills and expertise. There's a lot of opportunity out there, I'm convinced of that."

Paulsen used personal experience to caution the audience against spending a lot of time and money on a concept. He did that once "but our customers never came" because customer needs were never assessed beforehand.

Products or services need to

fulfill a need, and they need to be better, cheaper or faster than the existing competition, he said. But, he warned, if a startup tries to do all three, it usually will fail.

"Pick one. Pick one and say, 'You know, we might not necessarily be the cheapest but it's because we're a whole lot better or a whole lot faster.' Or, 'Hey, you know what? We might not be the best, but you know what? You don't need the best. You just need cheaper.'"

Often, newbies fail to consider their customer base or the financial obstacles needed to launch a business. People have told him they make the best pancakes, popular with family and neighbors.

"That's wonderful, but that doesn't mean you've got the \$5 million to launch it into retail and buy shelf space," Paulsen said. "So, let's think about it. Let's look at it realistically and let's go out and determine who is our [customer] and how can we really reach them right from the outset without having to raise \$5 million?"

Speaking of money, "you'd be amazed how few people" know about basic economics when devising a viable business model, he said. They also can stumble formulating a sales and marketing plan. Often, they're being encouraged by "cheerleaders" supporting their idea or depressed by people ready to derail their dreams.

"Find somebody who is going to be realistic with you, someone who can build you up and say, 'You know, you're on the right track. Let's keep going, but you need to make some changes.' And then don't be overly sensitive when somebody shoots you down," Paulsen said.

Above all, he added, don't be afraid to get help.

"We live in a society and we live in a place and a location that, I think more so than other places, where [people think] I can do it all myself. ... You can't, and the sooner you realize that, the better off you'll be," he said.

"Make some connections. There's a lot of people who can give you some help and it's not going to cost you anything. Know your limitations and go out and do it, and then just enjoy the ride and figure out, hey, I'm doing this because I want to have fun and not necessarily just to make money. And if you can do that, you're going to be in the right place."



Buried, But Alive

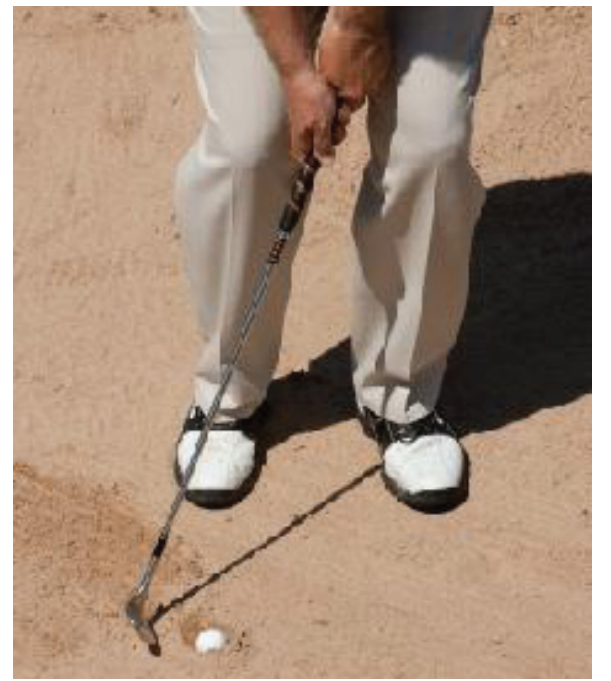
Try the 'Cock and Pop' On Buried Lies in Sand

When faced with a badly buried lie in the sand (See Photo 1), you have to adjust your expectations for the result of the shot. If you can get the ball on to the green with a chance to one-putt, that's a big win. A buried lie is a hideous sight- the ball is plugged almost entirely below the surface and it's really easy to hit a low, ugly screamer over the green.

Since it's impossible to create a lot of backspin, most golfers think they can't get it close. You can. Next time you are faced with one of those lies, try the "Cock and Pop"- it's a shot I learned from my good friend and Champions Tour pro Tom Jenkins.

In the Cock and Pop method, you'll play the ball off your back foot and close the clubface at address so the toe of the club will enter and dig into the sand first (See Photo 2, right). When you take your backswing, you'll take the club back just a short distance, but you'll cock your wrists as much as possible before making your descending blow (See Photo 3, right).

Pop down on to the ball and don't make a significant "full" follow-through as you would in normal sand swing. Just pop down on it! (See Photo 4, below left) The resistance of the sand will square the club-



face as it flips the ball on to the green. Expect a lower trajectory than from a normal blast.

Try a few Cock and Pop shots from buried lies the next time you practice. Your shot pattern will be more spread out than normal, but trust the technique and you'll be surprised at how often you give yourself a chance of getting up and down when it looks impossible.

Eaglewood Golf Course

Specializing in Corporate/Group Golf Outings and Events; Weddings, Food Services and Catering; Golf Instruction and Merchandising.



Eaglewood Golf Course is northern Utah's premier corporate golf outing venue. Located just 10 minutes from downtown Salt Lake City, our perfectly manicured fairways and greens include stunning views of the valley and Great Salt Lake. Eaglewood's service is second to none. We help make your tournament coordinator's job easy from inception to conclusion. Our spectacular banquet hall seats up to 180 people, making it perfect for large tournaments, corporate parties, seminars, meetings, weddings or receptions. Whatever you needs, we have the complete package for your event.

1110 E. Eaglewood Dr.
North Salt Lake, Ut 84054
Phone: 801-299-0088
Fax: 801-335-3217
Web: eaglewoodgolf.com



VISIT OUR PRO SHOP!
We are stocked with all the latest golf gear



Calendar

• June 4, 8 a.m.-1:30 p.m.: Fifth annual **Women in International Business Conference** titled "Practical Advice for Conducting Business Internationally." Attendees will receive practical guidance from women who have personal experience conducting business in international markets. Topics include concerns women encounter when expanding their businesses internationally and negotiating international contracts, cultural factors, security issues and leadership roles. Presented by the international office of the Governor's Office of Economic Development (GOED), Ballard Spahr, the U.S. Small Business Administration and the World Trade Center Utah. Location is Salt Lake City Hotel Monaco, 15 W. 200 S., Salt Lake City. Cost is \$20. RSVPs are required. Registration can be completed at <http://business.utah.gov/wiib2013/> or by calling Ariel Briggs at (801) 538-8680.

• June 4-6: **MPO Summit**, a first-of-its-kind medical technology manufacturing conference. The theme is "Helping Medtech Manufacturing Move Mountains." Sponsored by Medical Product Outsourcing (MPO) magazine. Event will include sessions on supply chain issues, product development partnerships, supplier management, quality and risk management, outsourcing strategies, sourcing decisions, product commercialization, and a leadership panel with insight from medical device CEOs. Keynote speaker Chris Velis, chairman and chief executive officer of MedCap Advisors LLC, on June 5 will

discuss roadblocks and opportunities in the path to innovation in the medical technology market. Location is the Grand America Hotel, 555 S. Main St., Salt Lake City. Details and registration are at <http://mposummit.com>.

• June 6, 8:30 a.m.-12:15 p.m. **"Got Risk? Navigating the Multidimensional World of International Trade"** seminar, presented by Export.gov. Event is designed to help U.S. businesses chart a course for successfully increasing profitability by addressing and mitigating many aspects of international risk associated with global business expansion. Officials from organizations including the Securities and Exchange Commission, the U.S. Department of Commerce and US Bank will address topics including the Foreign Corrupt Practices Act (FCPA), choosing the right partners overseas and avoiding the wrong ones, and mitigating financial risk. Location is the Salt Lake Community College Miller Campus, Karen Gail Miller Conference Center, 9750 S. 300 W., Sandy. Cost is \$35. Registration is available at <https://emenuapps.ita.doc.gov/ePublic/event/editWebReg.do?SmartCode=3Q8G>.

• June 11, 11:30 a.m.: **Women in Business summer picnic**, presented by ChamberWest. Location is the Kearns Oquirrh Park Fitness Center, 5624 S. 4800 W., Kearns. Cost is \$20 with RSVP, \$30 without. RSVPs can be completed at www.chamberwest.org/rsvp or emailing rsvp@chamberwest.org.

• June 11, 4-6:30 p.m.: **Sustainability Tour and Summer Social**, presented by Net Impact

Utah. Event will include information about some of Utah's greatest accomplishments in recycling, a local-only employment program, and other workforce and workplace enhancement initiatives. Location is Treasure Mountain Inn, with social hour at High West Distillery. Pricing varies. Details are at <http://netimpactutah.org/>.

• June 11, 6-9 p.m.: **Nerdapalooza v.1**, presented by SLC Tech Startups. Event is a cross between a tradeshow, a demo day and a casual networking event, designed for people to demo their latest project, product or startup to a diverse group of tech execs, angels, developers, designers, inventors, venture capitalists, job hunters, businesspeople and others. Location is Salt Lake Community College, Karen Gail Miller Conference Center, 9750 S. 300 W., Sandy. Free. Details are available at www.slctechstartups.com. Registration is at <http://nerdapalooza.eventbrite.com>.

• June 12, 7:30-9 a.m.: **Certified Commercial Investment Member (CCIM) Monthly Chapter Meeting**. Guest speaker Michael Morris of Zions Bank will discuss Utah's real estate lending environment, including the real estate capital cycle, the debt markets and "the new normal." Location is the Zions Bank Founders Room, 200 S. Main St., 18th floor, Salt Lake City. Cost is \$25 for CCIM members and \$35 for guests, breakfast included. Register at www.utahccimchapter.com.

• June 12, 8-9:30 a.m.: **"What in the World is Going On at the NLRB?"** briefing hosted by

The Employers Council. John Chindlund, an attorney at Prince Yeates, a former attorney for the National Labor Relations Board and a lawyer who has represented clients before the NLRB, will discuss recent activities related to the board. He also will offer predictions about how the 2012 presidential election could affect the NLRB. Location is the Radisson Hotel, 215 W. South Temple, Salt Lake City. Cost is \$89 for council members, \$129 for nonmembers. Registration and breakfast buffet begins at 7:30 a.m. Information and registration are available at <http://ecutah.org/briefings.htm>, by emailing info@ecutah.org or calling (801) 364-8915.

• June 18, 8-10 a.m.: **"Listening to Increase Profitability"** workshop, presented by The Employers Council. Attendees will learn to recognize barriers that can affect communication; learn about Level I, II and III listening skills; discover how to deliver effective feedback; and practice new listening skills to increase trust and rapport with team members. Location is The Employers Council office, 175 W. 200 S., Suite 2005, Salt Lake City. Cost is \$85 for council members, \$99 for nonmembers. Registration is available by calling Terri at (801) 364-8479. Registration forms with details can be obtained at <http://ecutah.org/2013springgwcoaching.pdf>.

• June 18-20: **InstructureCon 2013**, presented by Instructure. Designed for people using Canvas by Instructure. Includes pre-conference workshops, keynote presentation and general sessions. Location is The Canyons, 4000 Canyons Resort Drive, Park City. Cost is \$575. Details are at instructurecon@instructure.com. Registration is at <http://instructurecon2013.eventbrite.com/#>.

• June 19, 11:45 a.m.: **Business Matters Luncheon**, presented by ChamberWest. Speaker Laura Arellano will discuss

"Activate Your Brain: Creative Problem Solving." Location is the Gathering Place in Gardner Village. Cost is \$20 with RSVP, \$30 without. RSVPs can be completed at www.chamberwest.org/rsvp or emailing rsvp@chamberwest.org.

• June 19, 5:30-8:30 p.m.: **Women Business Owner of the Year and Rising Star Awards Banquet**, presented by the National Association of Women Business Owners (NAWBO) Salt Lake City Chapter. Featured speaker will be Nikki Stone, Olympic gold medalist for aerial skiing. Location is Pierpont Place, 163 W. Pierpont Ave., Salt Lake City. Cost is \$50, with table sponsorships available. Details are at <http://nawboslc.org/events/>.

• Aug. 15, 5:30-8 p.m.: **13th Annual Women in Business Summer Social**, presented by the Salt Lake Chamber Business Women's Forum and Questar Corp. There will be hors d'oeuvres, a hosted bar and silent auction, networking and entertainment and vendor exhibits. Location is Upstairs at the Gallivan, 50 E. 200 S., Salt Lake City. Registration is \$50 until July 15, \$65 thereafter. Event silent auction donations are being accepted, as well as sponsorships. Learn more at www.slchamber.com/summersocial.

• Sept. 8-11: **2013 Material Handling & Logistics Conference**, sponsored by engineering company Dematic. Conference is designed to educate participants on how to benchmark their own supply chain goals, quantify gaps and help them build their own actionable 100-day plan to start closing those gaps. Keynote speaker will be Jay Leno. Location is Grand Summit, Park City. Cost is \$700 (\$900 after Aug. 24). Details are available at www.mhlc.com or by contacting Cheryl Falk at cheryl.falk@dematic.com or (262) 860-6715.



Award Winning Landscaping

• Commercial • Industrial • Residential
• Maintenance • Landscaping • Design





Award Winning Landscaper-Jim Larkin • 28 Years Experienced Licensed & Insured

801-294-0023 • 801-509-0641

www.LarkinLandscaping.com

10% OFF

your total project to Enterprise Subscribers through August 2013

Beyond Our Customers Expectations!



UtahMobi

YOU ARE LOSING 50% OF YOUR CUSTOMERS
...IF YOUR SITE ISN'T MOBILE OPTIMIZED!

UTAHMOBI SPECIALIZES IN BUILDING MOBILE WEBSITES THAT GRAB THE ATTENTION OF TODAY'S MOBILE CUSTOMERS.



OUR HAND-BUILT SITES INCREASE SALES. KEEP EXISTING CLIENTELE HAPPY, AND ENGAGE NEW CUSTOMERS!

FOR A LIMITED TIME SAVE 50% ... ONLY \$299 WITH THIS OFFER.

CALL NOW FOR A NO-OBLIGATION DISCUSSION (801) 901-8393

FOLLOW THIS QR CODE TO SIGN-UP FORM:

Both U.S. and Utah are bright for investors, Zions confab told

His talk was focused on international investment, but Randal K. Quarles concluded a presentation at the Zions Bank Trade & Business Conference by acknowledging that the United States and Utah have a lot going for them.

Quarles, a Roy native who is managing director of the Carlyle Group, said during a question-and-answer session that investors have opportunities to capitalize on situations elsewhere in the world, depending on their goals.

"If you're starting a business and looking to grow something from the positive side, it's hard to beat the United States," Quarles said. "It's hard to beat the United States demographically. ... The highly trained workforce, the amount of capital there is to support economic activity, and, notwithstanding our own challenges, they certainly are no greater than and in some ways [are] less than other parts of the world."

As for Utah, it is becoming "an extraordinarily attractive place" for business. And the reasons are beyond the lures that its geography brings to the tourism industry. It also goes beyond people in their 30s and 40s returning to their "roots in Utah," he said.

"Even people who have no particular roots in Utah [are attracted to] the high training level, the bilingualism, the diligence of the workforce in Utah, the amount of support one gets," Quarles said. "Again, this is something that everyone in this room knows. This is an increasingly attractive place for businesses that never would have imagined that they're coming to Utah, and they're coming to Utah for the attraction of the infrastructure, if you will, as opposed to the geography."

CCIM presents Business Excellence Awards

Jessmine Kim
CCIM Board Member

H. Roger Boyer has been honored by the Utah CCIM and awarded its Hall of Fame award. Boyer formed The Boyer Co. in 1972 and it has become one of the largest real estate development companies in the Intermountain region.

The 2013 Utah CCIM Business Excellence Awards was held recently and 10 other individuals were honored. These individuals are not just recognized experts in their respective brokerages and firms, they are also leaders within the community who dedicate their time to giving back and serving their communities. This awards event was the best way to showcase their achievements. Every finalist went through a nomination period, followed by two rounds of judging involving the Utah CCIM chapter board and a judging panel of nearly 100 business and civic leaders. In the 10 award categories, there were three finalists and top performers categorized in bronze, silver and gold levels (top five, 10 and 15 revenue generators) within their respective firms were honored.

The recipients of the 2013

Utah CCIM Business Excellence Awards are:

Architectural Design of the Year, FFKR Architects (City Creek Parking Structure); Contractor of the Year, Jacobsen Construction; Development/Redevelopment of the Year, City Creek Development (City Creek Reserve); Lender of the Year, Flynn Dawson, Zions Bank; Industrial Broker of the Year, Michael Jeppesen (IPG

Commercial Real Estate); Investment Broker of the Year, Kip Paul (Commerce Real Estate Solutions); Office Broker of the Year, Brandon Fugal (Coldwell Banker Commercial); Retail Broker of the Year, Stuart Thain (Coldwell Banker Commercial); Property Manager of the Year, Pam Mahoney (CBRE); and Real Estate Attorney of the Year, Diane Banks (Fabian Law).

SLC firm makes tornado relief donation

In response to the devastating tornado in Moore, Okla., Wise Co. Inc., of Salt Lake has announced that it will be sending a major shipment of ready-made emergency food meals to victims of this tragedy. Wise manufactures and markets food storage products.

Brian Neville, CEO of Wise, said the company has planned a shipment of more than 90,000 emergency food entrees. They are comprised of ready-made, nutritious meals like lasagna, pasta Alfredo and beef-flavored stroganoff that can be prepared in minutes by simply adding hot water.

"The challenge faced by the affected people in Oklahoma is beyond comprehension. We are grateful for the opportunity to

help simplify their meal preparation while recovery efforts are under way," said Neville. The Wise donation package of freeze-dried and dehydrated food has been designed to provide three servings of food per day to more than 4,200 people for a total of seven days.

Wise retail partners Bass Pro Shops and Convoy of Hope will ensure the quick delivery of product to emergency management officials in Moore.

Wise Co. freeze dried foods are packaged in vacuum-sealed pouches and then stored in durable grab-and-go containers for efficient, long-term food storage. This process helps to ensure a safe delivery, longevity, and ease of preparation for tornado victims.

CRYSTAL RANCH
Lodge & Resort

Your Personal Retreat

CONNECT • TRADE • SAVE

801-866-0324
www.itex.com

Reward yourself, your top salespeople, or your best customers with the fly fishing trip of a lifetime.

The Crystal Ranch is one of the premier fly fishing destination lodges in the United States, and it's right here close to home. This is no ordinary lodge, when you're here you get the whole lodge and ranch exclusively to yourself.

Call us today to find out more about Utah's premier personal lodge and resort!

435-454-FISH (3474) or **801-870-1801** www.crystalranchlodge.com

• Guided Fly Fishing • ATV Adventures • Ranch Golf • Horseback Rides • Snowmobiling and more...

SPRING / SUMMER SPECIAL

Book 2 Rooms and Get the 3rd Room for FREE

----- OR -----

Book any Room(s) for 2 Days and Get the 3rd Day for FREE

- To Qualify for Special Offer, Lodging Package Must be Booked by **May 31st, 2013.**

- Lodging Package can be used anytime during 2013

Industry Briefs

ACCOUNTING

• **Tanner LLC** has appointed **Dan Griffiths** as director of strategic planning for the firm's Leadership Solutions Practice. Griffiths previously was a founding partner of Proficio Services Group, a firm specializing in solving strategy and process challenges for businesses. He is a CPA and is a graduate of the Leadership Academy of the American Institute of Certified Public Accountants.

BANKING

• **Zions Bank** has hired **Michele Sauk** as a commercial relationship manager. Joining Zions with more than a decade of lending experience, Sauk previously served as a vice president in the Small Business Administration division of US Bank and as a business banking officer. She also worked as a

financial advisor for American Express Financial Advisors. Sauk earned her undergraduate degree in business administration from Utah State and has expertise in business acquisition, Small Business Administration financing, and commercial real estate. "It's important for business owners to have a banker who can help them navigate through any economic climate, and my knowledge base allows me to do just that," said Sauk. "It's my goal to help clients develop and implement business solutions that will take them through the long run."

LAW

• **Parr Brown Gee & Loveless** announced that **Matthew E. Jensen** has joined the commercial law firm as a shareholder. He will continue to focus his efforts on mining, water, oil and

gas, geothermal and other natural resource matters. Prior to joining Parr Brown, Jensen practiced natural resources law as a partner at another Salt Lake City firm. Jensen graduated from the University of Utah's S.J. Quinney College of Law in 2005. While in law school he served as a Note and Comment editor for the University of Utah Law Review. That same year, he received a Graduate Certificate in Environmental and Natural Resources Law after earning a B.S. in Mining Engineering from the University of Utah in 2002. Prior to law school, Jensen worked at Monsanto's Enoch Valley Phosphate Mine, Bridger Coal Mine, and the Utah Division of Oil, Gas and Mining. He also worked with the University of Utah's seismograph stations studying mining-induced seismicity and as an attorney law clerk to Justice Matthew B. Durrant of the Utah Supreme Court.

• Utah law firm **Prince Yeates** has announced the election of **Glenn R. Bronson** as president of the firm for 2013-2014. A native of Salt Lake City, Bronson graduated cum laude from Utah State in 1986 with a BA in English. He earned a JD degree, cum laude, from the J. Reuben Clark School of Law at BYU in 1991. While at Brigham Young University, he served on the Moot Court Board of Advocates. Bronson was admitted to the California State Bar in 1991 and the Utah State Bar in 1995. He joined Prince Yeates in 1999 and has served as a board member for the last three years. Prior to

joining the firm, he practiced as an attorney in Los Angeles focusing primarily on government contracts-related litigation. He replaces **John Chindlund** who will resume his position as a board member.

REAL ESTATE

• **Cushman & Wakefield | Commerce** has added **Steven H. Koch** as a senior property manager in Salt Lake City. Koch is currently managing five projects, including office buildings, shopping centers and office condos. Koch will develop budgets and monthly financial reports for owners, collect rent, conduct tenant relations, maintain owner relationships and supervise the hiring of maintenance contractors for the properties he manages. Koch previously was a senior property manager for Newmark Grubb ACRES (formerly NAI West) Property Management, where he was responsible for all management functions for more than 800,000 square feet of commercial property. He also was a senior property manager of more than 600,000 square feet for Coldwell Banker Commercial and a property manager for Transwestern Commercial Services for several years. Koch earned an A.S. Accounting from LDS Business College and studied math at the University of Utah.

• The **Society of Industrial and Office Realtors (SIOR)**, at its annual spring world conference at the Indian Wells Resort in Palm Desert, Calif., selected **Michael Jeppesen**, president of

IPG Commercial Real Estate, Salt Lake City, as the new national chairman of the Independent Brokerage Group (IBG) within the 2,800-member international organization. The IBG creates and sustains a network of independent SIOR brokers across the world to collaborate, share information and enhance business opportunities for its members. Jeppesen currently is vice chairman for IBG and will become chairman at the 2013 World Fall Conference of SIOR in Chicago.

SERVICES

• The board of directors of **Extra Space Storage Inc.**, Salt Lake City, has declared a **quarterly dividend** of 40 cents per share for the second quarter. The dividend is payable June 28 to stockholders of record June 14. It is a 60 percent increase from the prior quarter. Extra Space Storage is a real estate investment trust that owns and/or operates 965 self-storage properties in 35 states; Washington, D.C.; and Puerto Rico.

• **EDA**, Salt Lake City, has promoted **Stephanie McCarthy**, **Evan Cindrich** and **Robert Herman** to principal at the architecture, interior design and planning firm. During her 16 years at EDA, McCarthy's work has included master planning, programming, design and project management. McCarthy has worked on projects such as the Library Block Master Plan, the Salt Palace expansion, and the St.

see BRIEFS pg. 10

Layton
CONSTRUCTING WITH INTEGRITY

www.LaytonConstruction.com
(801) 568-9090

The wave of healthcare reform is coming... is your business ready?

REQUEST A FREE TOOLKIT TODAY!

The Buckner Company
801.937.6700
www.Buckner.com

MATTRESS WAREHOUSE

TOP NAME BRANDS, WAREHOUSE PRICES
LARGEST LOCALLY OWNED MATTRESS RETAILER
IN UTAH-6 LOCATIONS TO SERVE YOU!

Our Sleep Fit System will fit you to the right mattress at the lowest price.

FREE PILLOW, UP TO \$100 VALUE, WITH PURCHASE OF \$495 OR MORE

LOWEST PRICE GUARANTEED OR IT'S FREE

Midvale 801-562-2337
South Salt Lake 801-486-2337
South Jordan 801-307-6288
Park City 435-575-2337
American Fork 801-216-8480
Riverdale 801-605-3228

Visit us today @ MattressWarehouseUtah.com

LOYAL Tee

SALT LAKE CITY **GOLF** Discount Card

\$45 Adult & Senior, \$30 Junior
Senior 65 and older, Junior 17 and younger

Enjoy these great program benefits:

- **20% green fee discount** at all Salt Lake City courses. Valid all day Mon.-Fri. and after 12:00 p.m. weekends & holidays
- **10% green fee discount on weekend mornings.** Valid weekends & holidays before 12:00 p.m.
- **30% or more off during select off-peak times**
- **30% discount on range balls.** Valid anytime
- **Earn rewards points** Redeem points for free range balls, free golf cart rentals and pro shop merchandise discounts
- **Valid for one year from date of purchase**
- Upon purchase or renewal of Loyal Tee Discount Card receive a certificate for either one (1) free 9-hole single cart rental or one (1) free large bucket of range balls.

Purchase at any Salt Lake City golf course. Visit slc-golf.com or call 801-485-7730 for more information on the Salt Lake City Golf Loyal Tee Discount Card.

**Bonneville • Forest Dale • Glendale • Jordan River Par-3 Mountain Dell
Nibley Park • Rose Park • Wingpointe**

Innovators of Utah

Sponsored by Workman Nydegger

Possibilities virtually limitless with 3form's C3 technology

Company Name: 3form

Address: 2300 S. 2300 W.

Salt Lake City, UT 84119

Core Business: Architectural products manufacturing

No. of employees: approx. 450 (375 based in Utah)

Executive Team: Talley Goodson, CEO; Wynn Clayton, CFO; Dave Edwards, COO; John Willham, CTO; and Jill Canales, SVP design and marketing.

Name of innovation: 3form C3 Color Technology

Description of innovation: 3form C3 color is a design tool that allows designers and architects to refine the hue, intensify the translucent color and alter light transmission of translucent architectural panels. Designers and architects can choose from over 50,000 options of C3 color interlayers that can be combined with additional decorative interlayers — fabrics, organics, etc. — to achieve truly remarkable design. Even more powerful is that the color tech-

nology system is utilized in a number of different base materials — enabling complementary color and design while meeting fitness-for-use criteria of a given architectural application.

Need(s) addressed by innovation: Often — in the architectural and design arena — customization is a very difficult and time consuming process. 3form C3 color technology is a mass customization platform that promotes creativity and meets current design trends in a quick and executable product system.

Market or group that benefits from innovation: The key target market is commercial building and construction affecting all sectors (hospitality, retail, health care, corporate, institutional).

Uniqueness of innovation: A mass-customized color system was not available in resin. Typically, to obtain resin with color, a user is constrained to utilizing any one of 8-10 colors available in plastics distribution or constrained to having to order several tons of a customized color with long lead



The reception area of Xango headquarters in Lehi is a good demonstration of the use of 3form's C3 Color Technology which allows architects to choose from over 50,000 options when designing with acrylic panels

times and considerably higher prices. 3form C3 enables a client to select a color and have that produced into a minimum of one sheet of material within two weeks of ordering material.

Financial information regarding innovation: C3 colors and associated technology

have generated over \$150 million in product sales for 3form since technology was introduced in 2007.

EDITORS NOTE: Each month the intellectual property law firm Workman Nydegger sponsors this spotlight on a firm leading the way as an "Innovator of Utah."

We are **proud** to represent **3form** and assist them with **protecting** their ideas and **technology**

WORKMAN NYDEGGER
INTELLECTUAL PROPERTY ATTORNEYS

If you've spent countless hours developing ideas, we think you'll agree they deserve to be fiercely protected. We can help you strategically obtain, manage and enforce your intellectual property rights. Workman Nydegger is a premiere intellectual property law firm with knowledgeable patent attorneys, proven litigators, broad technical expertise, and a wealth of national and international experience.

Industry Briefs

BRIEFS

from P. 8

John the Baptist Catholic Church Skaggs Catholic Center as well as many other projects with the Diocese of Salt Lake City. She served as project manager for the recently-completed L.S. Skaggs Pharmacy Research Building at the University of Utah, and is currently leading the Beverly Taylor Sorenson Art and Education Complex project with the university and DFCM. Cindrach has been an interior designer for more than 26 years. He is experienced and skilled in working with drawings, specifications, and the selection of colors, materials and furniture. Cindrach has been with EDA for 16 years and leads the interior architecture department. He has led the interior design on numerous projects, including the new Questar Center, CHG Health Services, FLSmidth Salt Lake City corporate office, Workers Compensation Fund corporate

office and Instructure. Herman has practiced architecture for the past 31 years, providing design work for various award-winning public facilities throughout Utah. His programming, planning and design experience includes needs assessments, public input facilitation, conceptual master planning, design guidelines, public art master planning, building design, retrofit, urban design and interior design. Bob is a LEED-accredited designer of the U.S. Green Building Council. His most recent projects include the Gallivan Center, the renovation and restoration of Ogden High School, the L.S. Skaggs Pharmacy Research Building and the Draper Senior Center. He is currently serving as design architect for the Beverly Taylor Sorenson Arts and Education Complex at the University of Utah.

TECHNOLOGY/LIFE SCIENCES

• **Adaptive Computing**, a Provo-based company producing optimization software for private cloud and high-performance computing environments, has been named a **Red Herring Top 100 Company** in North America for 2013. The Red Herring 100 Awards recognize the most promising private ventures from around the world. Adaptive Computing has 130 employees.

• Salt Lake City-based **Premier Computing Inc.** has named **Kerry Draper** as president. Draper has been working with Premier in Boise, spearheading the expansion of Premier's services in Idaho and Montana and serving as project manager for the consulting staff. He previously worked as a consultant assisting clients to implement their business systems and improve process efficiencies throughout North America. "Kerry Draper brings a wealth of experience to the position of president at Premier Computing. His back-

ground in the dynamics industry and Microsoft Partner channel will greatly enhance Premier Computing's ability to provide the highest level of customer service and satisfaction," commented

Ken Auton, previous president of Premier. Auton will return to consulting and continue to work with Premier, focusing on some complex projects over the next year.

Disaster service opens in Murray

Delta Disaster Services of Salt Lake South, part of a national franchise system, has opened in Murray. The company deals in residential and commercial insurance restoration for water damage, fires, mold/mildew, hail damage, and any other insurance-related claims to structures.

Shane McKnight, president, has over 20 years of experience in construction and saw Delta as a way to help a great number of homeowners. He said, "The sad truth is that accidents happen to homes. Whether it be a pipe breaking, smoke from something left on the stove, or any other damage to a home, we are available 24/7 with highly-trained emergency crews."

Delta Disaster Services has exacting standards for its employees, including complete background checks; random drug testing; and a strict dress code that includes no visible tattoos, no piercings and no facial hair.

"Our goal is that, regardless of what time of day or night we arrive, you feel completely safe and comfortable when our employees come to your home. We train relentlessly on customer service and have over 70 criteria we document on every loss to ensure we maintain quality standards. Additionally, we handle everything from the basic emergency services to complete reconstruction," said McKnight.

MEIER'S CATERING MENU

BAR-B-QUE CHICKEN & RIB MENU

Bar-B-Que Chicken <i>Smothered in our special bar-b-que sauce</i>	Country Style Spare Ribs
Fresh Cut Fruit	Baked Chuckwagon Beans
Pasta Shrimp Salad	Meier's Homemade Potato Salad
Utah Corn on the Cob <i>(seasonal)</i> <i>Cooked on site</i>	Glazed Orange Rolls
Ice Cold Lemonade	Brownie Sundae <i>Brownie, vanilla ice cream, covered with deep rich chocolate sauce</i>
Bar-B-Que Boneless	



Complete Catering
Service for 40-10,000
Western Chuckwagon Bar-B-Ques
Company Picnics • Family Reunions
Business Luncheons
Open Houses • Dutch Oven Cookouts
801-278-4653 or 1-800-431-4655
www.meierscatering.com

**WE DO
PIG ROASTS!**



Bar-B-Que Beef
Shredded bar-b-que beef on a bun

Dutch Oven Bar-B-Que
Chicken/Ribs
Potatoes Au Gratin
Peach Cobbler
Cooked in Dutch Ovens

Top Sirloin
10 oz. USDA Choice
Top Sirloin Steak
Baked Idaho Potato
Grilled on site

Hamburger/Hot Dog
Meier's own quarter pound
Hamburger w/all condiments
Jumbo all Beef Franks
Grilled on site

Tri Tip Roast/Marinated
Grilled Chicken Breast
Grilled on site

Pork Back Ribs
Smoked with Applewood
Marinated Grilled Chicken Breast

Hamburger/Grilled Chicken
Meier's own quarter pound
Hamburger w/all the condiments
Marinated Chicken Breasts
Grilled on site

Chuckwagon-K-Bobs
Beef & Chicken-K-Bobs
w/fresh vegetables
Grilled on site

Boneless Ribeye Steak
10 oz. USDA Choice Boneless
Boneless Ribeye Steak
Baked Idaho Potato
Grilled on site

Call for complete menus and pricing: 278-4653

The world is going mobile - are you moving or standing still?

When The Who recorded the song *Going Mobile* in 1971, they had no idea what the future held, nor that they were the predictors of it.

They thought going mobile was all about being on the road, and maybe flying on an airplane. But today, going mobile means a whole lot more.

Any business today that isn't going mobile is going backwards.

Any business today that isn't going mobile is losing to a competitor that is.

Any business today that isn't going mobile is admitting their failure to see the PRESENT.

• How good is your mobile app? Does it serve the customer, or just you? Where's the value? Can I easily get what I want? Can I pay easily? Can I schedule a service appointment? Make a comment? Can I also call you and get right to a human?

• Is all of your training and product instruction/information downloadable? Your manuals?

• How easy is it for people to read your message? What's the format? Is it made-for-mobile, or

just a poor adaptation of your blog or website?

• Size matters. (The size of type, that is.) Why not subscribe to your own posts and see. If I need to adjust the size, tell me how to view it in mobile format.

• Is everything you sell downloadable? Can I click, buy, download, and listen or watch in a minute or two (like iTunes or Kindle)? Think about it – more than 100 billion downloads can't be wrong.

FOOD FOR THOUGHT: Instagram completely ignored the computer in favor of smartphones and tablets. How are they doing? HINT: Facebook didn't buy Instagram as an investment – they bought out of fear.

NOTE WELL: Every major company has a mobile app so you can easily access its stuff. Every social media channel has a mobile app reliant on smartphone and tablet use for as much as 50 percent of its traffic.

Social media is there at the forefront of mobile app development – whether you're there or not. Social media is the PERFECT place for your customers to share

their message and their praise, and voice their concerns.

Going mobile is not an option.

REALITY: Mobile apps are now accessed more than the Internet. Mobile apps are an imperative, not an option, or an added service. They are the future. Your future. If you don't have one, you are a jackapp. ;-)

BIGGER REALITY: The iPad is the new laptop. The smartphone is the NOW communication device, growing by millions weekly.

BIGGEST REALITY: The easier it is for people to access what you have, the more they will buy from you.

CONFESSION: WE ARE IN THE SAME PREDICAMENT. That's why I'm writing this. To put myself on notice that my own offerings need to be ahead of the market and ahead of my competition.

Here's my present situation and what I'm going to be doing to ensure my leadership position for the next decade:

• I have an app. Unfortunately it's only available for the iPhone. BUT, we're adding an additional cross-platform mobile application

that will allow easier access to my website and all of my existing books and CDs. This app will be easier to use, easier to navigate, and easier for customers to purchase and pay.

• All of my products will be available as downloads.

• We will be providing an on-demand subscription service to all of my training offerings and all of my books on laptop, tablet, and smartphone – oh yes, even for desktop.

CAUTION: Don't just think about how business is being done today. Think of how "mobile" has progressed it, making it faster and easier to conduct and how online, tablet, and smartphones have transformed the e-commerce economy to the mobile economy. It's here, and it's not going away.

Look around and take notice of the non-traditional changes taking place:

• **Coffee shop offices.** Any Starbucks will reveal people running their business from their iPad and their app.

• **Mobile accessibility,** both for the purpose to connect and to purchase is becoming dominant among retailers.

• In sales calls and presenta-

tions, iPad (tablet) mobile brochures are replacing print, and iPad (tablet) presentations, and GoToMeeting appointments are replacing traditional sales presentations.

TODAY'S CUSTOMER: Be where they are, when they are – on demand. It's not just smart business – it's smartphone business.

T O M O R R O W ' S CUSTOMER: When our 4-year-old daughter hands me my iPad and says, "Papa, download this," you know what the next generation will be doing and buying (sooner than you think).

Jeffrey Gitomer is the author of twelve best-selling books including The Sales Bible and The Little Red Book of Selling. He just published two new sales books, available exclusively on Amazon's Kindle. Win Now! and The Sale Re-Defined. They will change the way you think and sell. His website, www.gitomer.com, will lead you to more information about training and seminars, or email him personally at salesman@gitomer.com.

©2013 All Rights Reserved. Don't even think about reproducing this document without written permission from Jeffrey H. Gitomer and Buy Gitomer. 704/333-1112



Jeffrey Gitomer



Monarch Honda Powerhouse Has It All.

A Honda Powerhouse dealer specializes exclusively in Honda Powersports. And at Monarch Honda you will find the most knowledgeable sales, service and parts staff around. They know Honda products inside and out and can provide the expertise you need and deserve. We invite you to stop in today, and experience the Honda Powerhouse difference.

All Honda. All the Time.™

398 West 800 North • Orem, UT • (801) 841-3116 • MonarchHonda.com



honda.com MODELS SHOWN ARE ONLY FOR DRIVERS/RIDERS 16 YEARS AND OLDER. For all models shown: Always wear a helmet, eye protection and appropriate clothing. Keep in mind that riding doesn't mix with drugs or alcohol. Honda recommends that all riders take a training course and read their owner's manual thoroughly. Be a responsible rider. SPORT ATV MODELS RECOMMENDED ONLY FOR HIGHLY EXPERIENCED RIDERS 16 YEARS OF AGE AND OLDER. CRF450R IS INTENDED FOR CLOSED-COURSE OPERATION ONLY. MULTI-PURPOSE UTILITY VEHICLES CAN BE HAZARDOUS TO OPERATE. ALWAYS WEAR YOUR SEAT BELT, AND KEEP THE SIDE NETS AND DOORS CLOSED. AVOID EXCESSIVE SPEEDS AND BE CAREFUL ON DIFFICULT TERRAIN. ALL MUV DRIVERS SHOULD WATCH THE SAFETY VIDEO "MULTI-PURPOSE UTILITY VEHICLES: A GUIDE TO SAFE OPERATION". NEVER DRIVE UNDER THE INFLUENCE OF DRUGS OR ALCOHOL, ON PUBLIC ROADS OR WITH MORE THAN ONE PASSENGER. DRIVER AND PASSENGER MUST BE TALL ENOUGH FOR SEAT BELT TO FIT PROPERLY AND TO BRACE THEMSELVES WITH BOTH FEET FIRMLY ON THE FLOOR. PASSENGER MUST BE ABLE TO GRASP THE HAND HOLD WITH THE SEAT BELT ON AND BOTH FEET ON THE FLOOR. RESPECT THE ENVIRONMENT WHEN DRIVING. REMEMBER, ATVs CAN BE HAZARDOUS TO OPERATE. FOR YOUR SAFETY, NEVER RIDE ON PAVED SURFACES OR PUBLIC ROADS. For rider training information or to sign up for a rider training course, call the ATV Safety Institute at 1-800-887-2887. AQUATRAX MODELS ARE RECOMMENDED ONLY FOR OPERATORS 16 YEARS OF AGE AND OLDER. ALWAYS WEAR A U.S. COAST GUARD-APPROVED P.F.D., NEOPRENE WETSUIT BOTTOM, EYEWEAR AND OTHER APPROPRIATE SAFETY APPAREL. PLEASE READ THE OWNER'S MANUAL THOROUGHLY, AND ALWAYS RIDE WITH THE SAFETY LANYARD ATTACHED TO YOUR PERSON. (02/13)

Two indexes show Utah consumers' attitudes on the rise

Utah consumer attitudes soared to their highest levels since October 2012 as the May Zions Bank Consumer Attitude Index (CAI) increased 10.4 points to 86.9. May's national Consumer Confidence Index (CCI) also saw a significant jump, rising 7.2 points to 76.2.

A decreasing unemployment rate, record highs in the stock market, and increased confidence in the housing market all contributed to the marked increase in the CAI. Continued momentum in the housing and labor markets now appears to be outweighing the uncertainty surrounding ongoing political turmoil in Washington, as well as concerns fostered by the rise in gasoline prices earlier this year.

In April, 52 percent of Utahns thought it was unlikely the U.S. economy would improve over the next 12 months. In May, just 39 percent thought improvement was unlikely, the lowest it has been during 2013.

Utah's unemployment rate has fallen for a third month in a row, now sitting at 4.7 percent, well be-

low the U.S. unemployment rate at 7.5 percent. Utah consumer attitudes reflect this improvement: 21 percent think jobs in their area are plentiful – the highest proportion of residents expressing this sentiment since the inception of the Zions Bank CAI in January 2011. Moreover, consumers are feeling more secure in their current jobs. Seventy-four percent of Utahns think it is unlikely they will lose their job during the next two years, and only 10 percent anticipate their household income decreasing over the next six months.

The housing market continues to be another key area of strength in the Utah economy. Sixty-two percent of Utahns think their home price will increase over the next 12 months, up from 43 percent at the end of 2012. Consumer attitudes are also improving due to increasing home values, as well as record highs in the stock markets. Thirty-four percent of consumers now expect \$1,000 invested in their 401K to be worth more than \$1,000 one year from now, compared to only 21 percent at the end of 2012. The

markets have additional impact: an increase in the total value of consumer assets generally stimulates consumer spending, and consumer spending is crucial to a growing economy since it accounts for approximately 71 percent of the nation's gross domestic product.

Consumers see improvement in the economy enduring in the coming months. The Zions Bank Expectations Index – an estimate of consumer confidence in the economy six months from now – increased 10.2 points in May to 90.1. For reference, a reading above 90 is historically consistent with a healthy economy. The Zions Bank Present Situation Index – an assessment of confidence in current business and employment conditions – also increased in May, up 10.6 points to 82.2. Since November 2012, Utahns have maintained substantially more confidence than have their counterparts throughout country. In May, the Zions Bank CAI Present Situation Index sits 15.5 points ahead of the CCI Present Situation Index, and the CAI Expectations

Index is 7.7 points ahead of its national equivalent.

“Job growth has been steady, stock markets are reaching new highs, and consumers are seeing their home values increase almost every month,” said Scott Anderson, president and CEO of Zions Bank. “Consumer attitudes are finally catching up with the positive signs we have been seeing across the state of Utah for quite some time.”

Zions Bank provides the CAI as a free resource to the commu-

nities of Utah. The monthly CAI summary reports are released at a monthly press conference, coinciding with The Conference Board's national CCI release date. The reports are available online at www.zionsbank.com/cai. Analysis and data collection for the CAI are done by The Cicero Group/Dan Jones & Associates, a premier market research firm based in Salt Lake City. The June CAI will be released during a press conference at a local business at 10:30 a.m. on June 25.

WCF declares dividend

The board of directors for Workers Compensation Fund has declared a dividend to be distributed to a majority of policyholders this May. Policyholders can expect to receive 5 percent of their 2012 earned premium.

With this distribution, WCF will have returned more than \$351 million in dividends to its policyholders since 1992. This equates to nearly 40 percent of operating income, almost 10 percent of net

earned premiums.

“No other carrier in the marketplace has been able to provide this type of return to their policyholders,” said Ray Pickup, President and CEO. “We continually strive to keep our rates low with safety and managed care programs. The results have paid off for us and our policyholders. Favorable investment results are also a major contributor to the dividend.”

Top Commercial Property Management Firms in Utah

Ranked by Total Square Feet of Property Managed in 2012

Company Name Address	Phone Fax Web	Total Square Feet of Property Managed in 2012	# of Property Managers	# of Properties Managed in 2012	# of Full Time Employees	Examples of Properties Managed	Top Local Executive
Newmark Grubb Acres (Formerly NAI West) 376 E. 400 S. Ste. 120 Salt Lake City	801-578-5555 801-578-5500 ngacres.com	9.8 million	7	75	25	DND	Gary L. Coker
CBRE, Inc. 222 S. Main St. 4th Fl. Salt Lake City	801-869-8000 801-869-8080 cbre.com	9.2 million	9	49	35	Parkside Tower, 257 Tower, South Temple Tower, Western Commerce Center, Gateway Tech Center, Crossroads Corporate Center, Little Cottonwood Center	MARK Bouchard
Cushmans & Wakefield, Commerce 170 S. Main St. Ste. 1600 Salt Lake City	801-322-2000 801-322-2040 comre.com	5.5 million	9	63	20	DND	Angie Mazuran
Coldwell Banker Commercial NRT 6550 S. Millrock Dr. Ste. 200 Salt Lake City	801-947-8300 801-947-8301 coldwellutah.com	3.2 million	5	31	10	Hidden Valley, Union Heights Office, 185 Tower, Fifth Third Bank, Sandy Center, Lenox Industrial, Stevens Henager, Creek Road	Randall W. Owen
Cottonwood Management Services 1389 Center Dr. Ste. 360 Park City	801-365-6200 801-365-6201 cottonwoodpartners.com	2.1 million	2	16	10	Scowcroft Building, Cottonwood at Newpark, Founders Square	Reid Brinton
Asset Management Services 488 E. Winchester St. #325 Salt Lake City	801-288-8811 801-281-1330 DND	979,064	2	26	3	Commerce Park, Center Point Shopping Center, Wiley Post Plaza	Greg Strong
Capstone Property Management 4422 Century Drive Murray	801-313-0700 801-313-0800 capstonepm.com	700,000	1	23	3	DND	Lee Peterson

Top Commercial Real Estate Firms in Utah

Ranked by Combined Commercial Sales and Leasing Volume in 2012

Company Name Address	Phone Fax Web	Total Commercial Sale Volume in 2012	# of Utah Offices	Total Commercial Leasing Volume in 2012	# of Commercial Transactions Completed in 2012	Services Offered	Top Local Executive
Newmark Grubb Acres Commercial Real Estate (Formerly NAI West) 376 E. 400 S. Ste. 120 Salt Lake City	801-578-5555 801-578-5500 ngacres.com	\$802.5 million	5	\$512.1 million	1,248	Office, retail, land, investment, multi-family, property management, facility services, global corporate services	Michael B. Falk & Lloyd E. Allen
Coldwell Banker Commercial NRT 6550 S. Millrock Dr. Ste. 200 Salt Lake City	801-947-8300 801-947-8301 coldwellutah.com	\$309.8 million	3	\$664.9 million	1,075	Full service brokerage, asset advisory, corporate real estate services, business mergers & acquisitions, property, facilities & construction management	Randall W. Owen & Steven Bogden
CBRE, Inc. 222 S. Main St. Salt Lake City	801-869-8000 801-869-8080 cbre.com	\$367.3 million	1	\$403.3 million	662	Brokerage, asset services, investment, debt & equity, project management, corporate services, appraisal	Mark Bouchard
Cushman & Wakefield, Commerce 170 S. Main St. Ste 1600 Salt Lake City	801-322-2000 801-322-2040 comre.com	\$377.6 million	5	\$285.4 million	1,110	Full service commercial real estate retail office, industrial, investment, multi-family, land, asset service	Michael M. Lawson
Mountain West Retail/ Investment 376 E. 400 S. Ste. 120 Salt Lake City	801-456-8800 801-578-5500 mtnwest.com	\$402.7 million	1	\$123.6 million	377	Full service retail and investment brokerage, retail landlord tenant representation and advisory services	Chad Moore
EquiMark Multifamily 178 S. Rio Grande St. Ste. 220 Salt Lake City	801-531-1221 801-531-1225 equimark.com	\$143.9 million	1	DND	10	Full service brokerage for multifamily properties. Market research and market research publication	Jed Millburn
NAI Utah Southern Region 243 E. St. George Blvd. Ste. 200 St. George	435-628-1609 435-628-8096 naiutahsouth.com	\$46 million	1	\$12 million	425	Acquisitions, dispositions, office, retail, industrial, land, property management, investment	Mark Walter & Neil Walter
Knight Realty Co. 254 S. 600 E. # 100 Salt Lake City	801-363-4949 801-386-5469 DND	\$15.8 million	1	\$4.5 million	DND	DND	DND
G. Norman George Advantage Real Estate 3065 Washington Blvd. Ogden	801-393-5007 801-393-3080 utah4sale.com	\$5.7 million	1	\$992,800	24	Commercial, land development	G. Norman George
Capstone Property Management 4422 Century Dr. Murray	801-313-0700 801-313-0800 capstonepm.com	DND	1	\$4.6 million	37	Full service management and leasing for third party owners, office, medical, retail and flex space	Lee Peterson
Chapman-Richards & Associates, Inc. 1414 E. Murray-Holladay Salt Lake City	801-378-4414 801-278-2724 chapmanrichards.com	DND	1	DND	DND	Sales, leasing, investment brokerage, property management	George P. Richards
IPG Commercial 2007 McClelland St. Salt Lake City	801-746-7295 801-746-7298 ipgcre.com	DND	1	DND	42	Industrial sales and leasing, investment	Michael Jeppesen

What if something goes wrong? Buyers always worry about those things

Buyers of anything costly always worry about what happens if they don't like the product once they've bought it. Can they take it back? When catering is purchased, the questions are: What happens if I need to cancel the event? What happens if I didn't like the way the event was handled? What happens if my guests didn't like the catering?



Dianne Theurer

cancelling?

It is only natural for a buyer to want to know what happens if something, in or out of their control, prevents a planned event from happening. They also want to know what happens if they are unhappy with the performance of the caterer. Buyers worry a lot. How a caterer neutralizes or eliminates this worry goes a long way to determining which caterer a buyer selects.

Be sure when booking an event for your business or social organization that you are aware of the cancellation policies and how they will affect you as a consumer. Most catering establishments have a non-refundable deposit and a set time when the event has to be paid in full. Food is generally ordered and produced in advance and rooms that are blocked for a specific event may not be booked after the space is released. Most caterers will try to work with their clients when unforeseen circumstances arise, and remember the caterer cannot afford to lose money.

"Knowledge is knowing that a tomato is a fruit; wisdom is knowing not to put it in a fruit salad!"

Dianne Theurer is director of catering for Temple Square Hospitality.

32 graduate from Goldman Sachs program

A group of 32 business owners includes doctors, engineers, manufacturers, construction contractors and others, but now they have one thing in common: They are all graduates of the first class of Goldman Sachs' "10,000 Small Businesses" program.

The program — part of a \$5 million initiative to help small businesses by providing them with greater access to business education, financial capital and business support services — was launched last year in Salt Lake City, with the first class graduating in May at The Gateway.

"This program has provided amazing mentors, advisors and resources," said graduate Cathy Slusher, president of C&S Creative Services in Park City. Slusher sought post-recession inspiration and contacts when she applied last fall for entry in the program at Salt Lake Community College (SLCC). "In my 26 years doing business, never has anyone taken the time and care to reach out and share guarded information and emotional support as I try to grow my business."

The 32 business owners in the

first class have combined to produce 90 new jobs, develop strategic growth plans and expand their business opportunities.

"The program gave me the encouragement to think bigger and combat my growing competition," said Nikki Keye, owner of Park City Pizza Co. She recently purchased a pizza catering truck to increase exposure and expand her market share.

Slusher said she gained support and motivation from the group after her advertising agency lost nearly half of its client base after the housing bubble burst. "I'm diversifying and broadening my client base, and the connections I've made through this program have already resulted in increased sales for my company," she said.

Brad Hart, founder and chief financial officer of Peak Transportation and cofounder of Red Bicycle Breadworks, said the program was a great experience to learn and apply new practices to help manage and grow his businesses. "My main focus was on a growth plan for Peak Transportation, but I really enjoyed being part of this elite group of small-

business owners and the network we now share," he said.

Marti Wymer, president of online gift company Spoonful of Comfort, said the program helped her learn to be more strategic as she diversifies her market. "It gave me the encouragement to think bigger and consider all possibilities," she said.

Selection in the program involved an in-depth application and interviewing process with national representatives from Goldman Sachs, Babson College and SLCC.

"I highly recommend the program for any small-business person who is passionate, open minded and motivated for success, and I'm truly grateful I went through the process," Slusher said.

The "10,000 Small Businesses" program is operating in nine cities. So far, about 1,100 entrepreneurs have graduated since it began in New York City in 2010. A Goldman Sachs preliminary survey of some of the graduates indicates an average 70 percent increase in revenues and 50 percent increase in new jobs at their companies.

Rico Brand receives diversity award

Rico Brand, Salt Lake City, has been named to the 2013 Inner City 100 Staples Diversity Leadership Award list for its impact on its community through quality job creation for diverse and underrepresented populations.

The honor was presented by the Initiative for a Competitive Inner City (ICIC), a nonprofit organization promoting business development in urban markets, and Staples Inc. Recipients are on the Inner City 100 list, published by ICIC and *Fortune*, for community impacts regarding job creation.

The list is a ranking of the 100 fastest-growing inner-city companies in the United States. Rico Brand was No. 94 and received the honor at an awards presentation May 21 in Boston.

Jorge Fierro founded Rico Brand in 1997 to address the shortage of authentic Mexican foods in Salt Lake City. He has created 50 jobs over the past five years and currently employs 85 people, 75 percent of whom live in the inner city. Rico Brand reported 2011 revenues of \$4 million and has had a five-year compound annual growth rate of 11 percent.

"We are delighted to celebrate Rico Brand and the exemplary leadership that Jorge Fierro has shown in creating job opportunities for Salt Lake's inner city residents," said Katy Dobbs, director of community relations for Staples.

Staples has supported ICIC and the Inner City 100 for nearly 11 years. The company renewed its ICIC Inner City 100 program commitment this year through a \$150,000 grant. Over the years, it has contributed over \$1.8 million.

"We are very pleased to partner with Staples in recognizing inspiring entrepreneurs like Rico Brand's Jorge Fierro," said Mary Kay Leonard, president and chief executive officer of ICIC. "Rico Brand is a tremendous success story for Salt Lake and we hope that its community-centric hiring practices are replicated in inner cities across America."

To qualify for the Inner City 100 list, companies were required to have at least 51 percent of their operations located in an economically distressed urban area, have at least 10 full-time employees, and meet certain financial milestones. For the 2013 list, ICIC looked at total revenue growth from 2007 to 2011 and the specific rankings were based on those growth rates. An economically distressed urban area is defined by ICIC as having a 50 percent higher unemployment level, 50 percent higher poverty level, and 50 percent lower median income than the metropolitan statistical area.

The 2013 Inner City 100 companies employ a total of 10,391 people (48 percent inner city residents, 20 percent immigrants and 37 percent minorities); have created 5,863 new jobs in the last five years; are a median age of 14 years; and combined to generate \$2.3 billion in revenues, an average of \$23.4 million. Twenty-eight percent are woman-owned and 35 percent are minority-owned.



Business After Hours THE PLACE TO CONNECT

June 27, 2013, 5:00-7:00 P.M.

Cactus & Tropicals
2735 South 2000 East
Salt Lake City, Utah

Catering Provided by Cuisine Unlimited

\$7 if registered by June 25
\$15 At the door
\$20 Non-members

REGISTER NOW at slchamber.com/bah



Questions?
Call 801-364-3631

Opinion

Here we are, just sitting at our desks - slowly dying

As you read your weekly edition of *The Enterprise*, chances are you're sitting at your desk — or at least sitting. If you're a business executive you've probably been mostly sitting for the better part of your career. Not a good idea!

As much as I hate studies, here's one that should catch your attention. It was conducted by Hidde Van Der Ploeg, senior research fellow at the University of Sydney's School of Public Health. You know — down under. His team took a look at 200,000 Australians — that's a significant sample. What he discovered makes me want to get right up from my desk.

It seems that adults who sit for 11 hours per day or longer have a 40 percent greater chance of dying over the next three years compared to people who sit for four hours or less. Read that again. It said 40 percent! And that includes all sitting. The sitting clock doesn't stop running when you get up from that desk and head home for a few hours of news, weather and sports — or

Dancing with the Stars.

I guess I could die when I pull out onto Beck Street as I leave the office tonight. Or I could be murdered in a home-invasion robbery (don't bother, there's not enough to make it worth your time). Terrorists could hit Salt Lake or maybe that cougar they spotted in the foothills above Bountiful could maul me to death. There are myriad ways of dying, but who would guess that sitting is one of them?



John M. Rogers

"We think that prolonged sitting is bad for your cardiovascular and metabolic health," Van Der Ploeg said. "It seems to be bad for your ACL cholesterol, your triglyceride levels and insulin sensi-

tivity."

Everyone has picked up on this story. A quick Google search produced the following:

- "Why Sitting All Day is Killing You" — *CBS News*.
- "Sitting for More Than Three Hours a Day Cuts Life Expectancy" — *Wall Street Jour-*

nal.

- "Is Your Office Chair Killing You?" — *Men's Health*.
- "Is Sitting a Lethal Activity?" — *New York Times*.
- "7 Ways Sitting Will Kill You" — *Popular Science*.
- "Managing Editor Dies in Chair at Office" — *The Enterprise*.

OK, I made the last one up. But, it shows you where my mind is going.

"Ah, but I exercise," you say. "This can't apply to me. I spend at least 45 minutes a day on the recumbent bike and the cost of my gym membership alone should exempt me from worrying about how much sitting I do."

Not so fast, partner. You could be in prime condition — even run marathons — and the link between sitting and chronic disease is still there.

Where have they drawn the sitting line? The magic number in the study was four hours. Men who sat for longer than four hours per day were significantly more likely to report having a chronic disease such

as cancer, diabetes, heart disease and high blood pressure, compared to men who sat for less than four hours per day. The association with diabetes and hypertension was strongest. The link to cancer is pretty iffy.

The key word in the foregoing is "association". No one can say definitively that sitting is a cause of poor health. Until that research is complete, all we know is that health risks are associated with — not caused by, but associated with — sitting.

But the association is strong enough to get my attention.

Where will this all lead? It's already started a "standing desk" trend in offices around the country. Maybe you have a stander at your place of business. And you may be among the sitters who poke fun at him. Well, chances are pretty good that he'll get the last laugh — *standing* over your coffin.

Yes, I wrote this entire column *sitting down*. I'll wait until the research is complete.

John Rogers is the managing editor of *The Enterprise*.

Let's not allow the government to use its bully power

We have truly entered the world of *Alice in Wonderland* when the CEO of a company that pays \$16 million a day in taxes is hauled up before a Congressional subcommittee to be denounced on nationwide television for not paying more.

Apple CEO Tim Cook was denounced for contributing to "a worrisome federal deficit," according to Sen. Carl Levin — one of the big-spending liberals in Congress who has had a lot more to do with creating that deficit than any private citizen has.

Because of "gimmicks" used by businesses to reduce their taxes, Sen. Levin said, "children across the country won't get early education from Head Start. Needy seniors will go without meals. Fighter jets sit idle on tarmacs because our military lacks the funding to keep pilots trained."

The federal government already has ample powers to punish people who have broken the tax laws. It does not need additional powers to bully people who haven't.

What is a tax "loophole?" It is a provision in the law that allows an individual or an organization to pay less taxes than they would be required to pay otherwise. Since Congress puts these provisions in the law, it is a little much when members of Congress denounce people who use those provisions to reduce their taxes.

If such provisions are bad, then members of Congress should blame themselves and repeal the provisions. Yet words like "gimmicks" and "loopholes" suggest that people are doing something wrong when they don't pay any more taxes than the law requires.

Are people who are buying a home, who

deduct the interest they pay on their mortgages when filing their tax returns, using a "gimmick" or a "loophole?" Or are only other people's deductions to be depicted as somehow wrong, while our own are OK?

Supreme Court Justice Oliver Wendell Holmes pointed out long ago that "the very meaning of a line in the law is that you intentionally may go as close to it as you can if you do not pass it."

If the line in tax laws was drawn in the wrong place, Congress can always draw it somewhere else. But, if you buy the argument used by people like Senator Levin, then a state trooper can pull you over on a highway for driving 64 miles per hour in a 65 mile per hour zone, because you are driving too close to the line.

The real danger to us all is when government not only exercises the powers that we have voted to give it, but exercises additional powers that we have never voted to give it. That is when "public servants" become public masters. That is when government itself has stepped over the line.

Government's power to bully people who have broken no law is dangerous to all of us. When Attorney General Eric Holder's Justice Department started keeping track of phone calls going to Fox News Channel reporter James Rosen (and his parents), that was firing a shot across the bow of Fox News — and of any other reporters or networks that dared to criticize the Obama administration.

When the Internal Revenue Service started demanding to know who was donating to conservative organizations that had applied for tax-exempt status, what purpose could that have other than to intimidate peo-

ple who might otherwise donate to organizations that oppose this administration's political agenda?

The government's power to bully has been used to extract billions of dollars from banks, based on threats to file lawsuits that would automatically cause regulatory agencies to suspend banks' rights to make various ordinary business decisions, until such indefinite time as those lawsuits end. Shake-down artists inside and outside of government have played this lucrative game.

Someone once said, "any government that is powerful enough to protect citizens against predators is also powerful enough to become a predator itself." And dictatorial in the process.

No American government can take away all our freedoms at one time. But a

slow and steady erosion of freedom can accomplish the same thing on the installment plan. We have already gone too far down that road. F.A. Hayek called it "the road to serfdom."

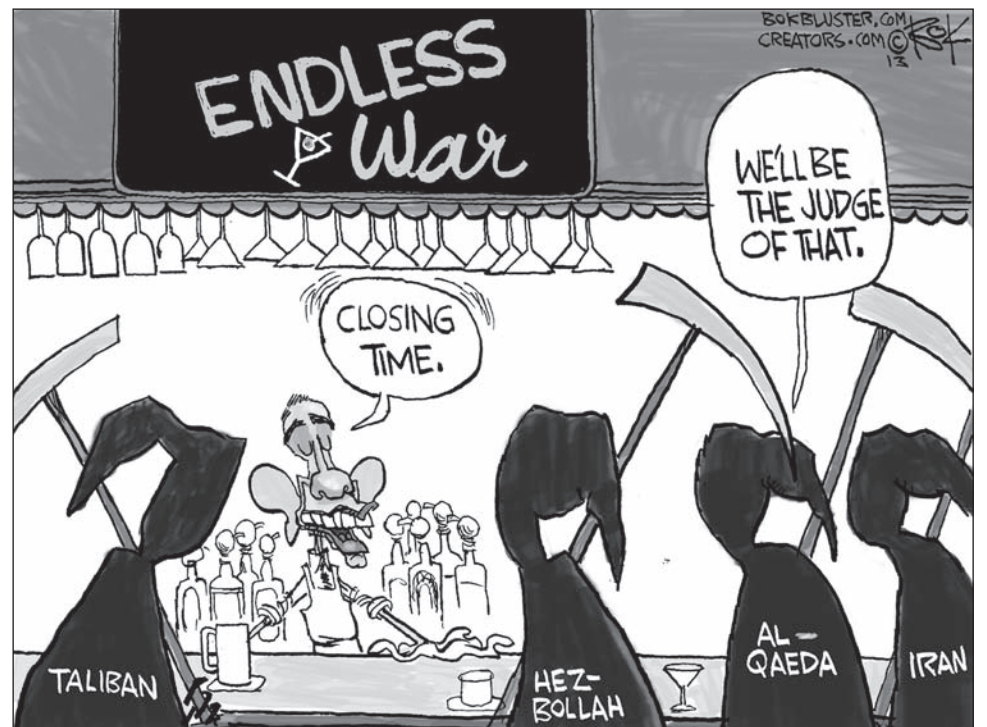
How far we continue down that road depends on whether we keep our eye on the ball — freedom — or allow ourselves to be distracted by predatory demagogues like Sen. Carl Levin.

Thomas Sowell is a senior fellow at the Hoover Institution, Stanford University, Stanford, CA 94305. His website is www.tsowell.com. To find out more about Thomas Sowell and read features by other Creators Syndicate columnists and cartoonists, visit the Creators Syndicate Web page at www.creators.com.

COPYRIGHT 2013 CREATORS.COM



Thomas Sowell



RICH STATE*from p. 2*

Michigan, followed by Ohio, New Jersey, Illinois and Connecticut.

"Utah again being recognized as the number one state for economic outlook is an outstanding tribute to this great state and its hard working residents," Gov. Gary R. Herbert said. "Economic development is one of my top pri-

MAYNE*from p. 4*

cial and emerging markets for the Affinia Group. He also worked at No. 1 International, where he began as vice president of sales and finished as president of the factory engineering group and a member of the board of directors. Mayne also was recently voted onto the board of directors for the Customer Experience Professionals Association, a global nonprofit organization dedicated to the advancement of customer experi-

HCA*from p. 3*

data from multiple government sources. Each of the health systems included in the top quintile performed better overall in the areas of better survival rates, lower 30-Day mortality rates, fewer complications, shorter hospital stays, better patient safety and

AFGHAN*from p. 2*

Afghans are living longer due to better access to health care, urbanization is a trend, more women are in the workplace, and people are using technology to become more connected with the rest of the world, she said.

American companies can capitalize in industries such as natural resources, agriculture, construction, food processing and light industry, she said.

"Although this is not for the faint of heart and it's not for the fledgling entrepreneur, there are economic advantages and enormous investment opportunities in Afghanistan that I think will surprise you," Schweitzer said.

Afghanistan's growth needs to focus on the private sector, she added. "International investors are going to play a major role in this. They already are," she said.

orities, and the recognition from ALEC-Laffer demonstrates how the partnerships built between the state of Utah and Utah businesses have produced positive results."

One of the attributes specifically mentioned in the report is Utah's proactive work in solving pension liability problems. Utah took on pension reform by eliminating its old defined benefit pension plan and creating a new system.

ence management practices.

Using proprietary survey technology, Mindshare works with companies to improve their operational excellence, foster consumer satisfaction, build customer loyalty and support employee retention. Mindshare serves companies in more than 25 industries, including travel, hospitality, restaurant, financial, salon, automotive and retail. Its surveys have been used in 28 languages across 150 countries.

core measure adherence.

The health systems included in the national Truven study were listed according to size as determined by the level of operating expenses. The HCA Mountain Division is featured in the medium-sized category along with 19 other similar-sized systems nationwide. It operates nine hospitals in three states.

"We're just not seeing very many American investors."

Ultimately, Afghans will build the confidence to grow their own economy, she said.

"There's no question this impressive progress that has been made will continue. Our dollars [and] our very precious lives we have spent in Afghanistan have contributed to this, and our investment has been a heavy one, I understand that. But it's very important for Americans to understand that we have made a difference.

"The private sector, all of you, are essential to the future of Afghanistan. And we can't give up. Our investment has been huge and we can't waste it. It's a very unconventional trading partner, I admit, and I urge you to just consider a new perception of Afghanistan, with opportunities for pre-frontier growth and investment."

"We are confident that as Utah continues to move forward in an expanding global economy, the state will receive even more recognition as a premiere destination for business and careers," said Spencer Eccles, executive director of the Governor's Office of Economic Development (GOED).

The report indicated that states are looking for ways to boost their economies and become more economically competitive but added that not all state policies lead to economic prosperity. The states, as "50 laboratories of democracy," provide "empirical evidence to track exactly which policies lead to economic prosperity and which fail to deliver."

WOODSIDE*from p. 1*

percent efficient natural gas furnaces, according to the developers. Stonehaven is Woodside's third community to open recently in the Foxboro North neighborhood, with homes also currently under construction and available for sale in the Cambria and Amberly communities. One of the largest master-planned developments in the state, Foxboro North boasts numerous neighborhood amenities. Highlights include a clubhouse with lounge areas, a fitness center, outdoor pool, hot tub and tot pool; more than 12 pocket parks; miles of trails; a 2.5-acre community park; and a 13-acre regional park.

Founded in 1977, Woodside Homes is a homebuilder and land developer that operates in five states. Woodside has approximately 200 employees and has built more than 28,000 new homes in Arizona, California, Florida, Maryland, Minnesota, Nevada, Texas, Utah and Virginia.

TIPSOFT*from p. 1*

or at one of the hundreds of locations in use by government and military contractors.

By allowing information to be sent through the Web, text or mobile app, TipSoft's technology is very familiar to the military's demographic. Most people in the military are between 18 and 30 years old, and are familiar and comfortable texting and using smartphones. Military personnel, family members, staff, and contractors and their employees can conveniently and anonymously alert the authorities about suspi-

ZIONS*from p. 1*

work by their desire to support their families. "If you take that away, maybe take out the sometimes-crazy and sometimes-good ideas of younger people, what you see is a kind of stagnation," Kotkin said.

In various areas of the world, women are choosing to not have children or even marry. Urbanization and its related higher population density have resulted in fewer children in large American cities. The youth there tend to be in families that are either very rich or very poor, with middle-income families "pushed out" to the suburbs, he said.

Internationally, "going forward, you're going to have very different markets and much fewer consumers," Kotkin said, noting that populations could actually start shrinking in China by the year 2025.

That could be good for the U.S. China will see an "enormous reduction" in its late-teen population by that time, which will cause wages to rise and result in companies wanting to invest elsewhere, including the U.S., he said. What's more, young people in China do not want to work in factories, even if it pays well.

In contrast with China, Korea, Japan and Europe, the U.S. has a growing labor force, which makes it attractive to companies.

Korean car manufacturers cannot get young Koreans to work in their factories, "and yet if you open up a plant in northern Mississippi, you'll have lines — large numbers of people — for whom an \$18-an-hour job working for Toyota ... is a pretty damn good start," Kotkin said. "So what we're seeing is a relative advantage for the United States because of the workforce issue."

American companies could help stem the smaller-family trend by lowering housing costs, as higher prices make it tougher for families to buy or rent enough

space for their families, he said. People also should be able to use technology in order to work at home, making work time less of an issue when it comes to deciding on more children.

"I think we need to somehow figure out, how do we use technology to get back to a situation where people aren't spending an hour commuting back and forth to work and where we integrate the family much more in the business world?" he said.

Touching on migration issues, Kotkin said the immigration of Mexicans has slowed but the U.S. might see future immigration of more-affluent people from other countries. "We need to think of immigration not as a problem to be solved but an opportunity to be seized. ... We have a whole world of educated, entrepreneurial people who want to come here and we ought to make it relatively easy."

Likewise, more people in the U.S. are finding Utah an attractive place. People in expensive places to live, such as California or the Northeast, are coming to Utah because it offers good jobs and relatively low housing costs. It also is a magnet for Mormons living elsewhere who want to start families in the state.

Utah is especially attractive for people "when they hit their 30s," he said. "When you look at the migration of people in their 30s and 40s, it tends to be the lower-cost places where houses are affordable," he said.

To remain a magnet, Utah must maintain its housing affordability and continue to sell itself as a good location for young people, he said. The state's key age demographic is not 18-to-30-year-olds, but instead people between 30 and 45.

"What we're seeing is, lots of younger people get to that age — about 30, 31 or 32 — [and] they want to have a job, they want to have a career, but they want to have a family, they want to have a certain quality of life. And Utah is a tremendous sell for them."

cious activity that they observe.

"Providing a vehicle for truly anonymous tips allows the authorities to solve crimes and, more importantly, prevent them," said Kilmer. "We look forward to our continued relationship with the military."

Launched 14 years ago, TipSoft has seen some impressive success within the nearly 1,000 agencies that now use it. PublicEngines recently announced that 3 million tips have been processed through its software.

"This is a significant milestone in helping law enforcement agencies solve crimes, while empowering citizens to be an ac-

tive partner in community safety," Kilmer. "The more tips that are received, the more crimes are prevented. We're looking forward to reaching even greater numbers going forward."

According to statistics released by PublicEngines, public use of TipSoft has resulted in the recovery of \$60 million in cash, the seizure of \$2.6 billion in drugs and the recovery of more than 11,000 stolen vehicles. More than 14,000 tip calls are currently being transferred each month through TipSoft. In addition, nearly 5,000 text tips and 10,000 Web tips are processed monthly, according to PublicEngines data.



FOR LEASE

UNION CENTER OFFICE/DENTAL COMPLEX 7001 S. 900 E. Salt Lake City

Beautiful building surrounded by residential/commercial subdivisions. Excellent location within minutes of I-15 and I-215, close to restaurants, banks and shopping, CAT-5 wiring, UTOPIA ready.

OFFICE SUITES

Suite 230	1,157 RSF
Suite 250	2,102 RSF
Suite 410	1,610 RSF
Suite 400	4,740 RSF (semi furnished)

Lease Rate - very reasonable
Please call: 801-673-8894



Industrial/ Warehouse Space

*Three units available close to downtown Salt Lake and I-15.
(5th W. between N. Temple and 6th N.)*

All with office space and large fenced yard.



Call for details: 801-915-2884

12,000 sq. ft. unit

- Clear span
- Drive Thru

6,000 sq. ft. unit

- 12'x14' over head door

3,800 sq. ft. unit

- 12'x16' over head door
- Perimeter rooms



Legend Hills

1400 South Legend Hills Dr. - Clearfield/Layton, Utah

For Sale, Lease, or Build to Suit



Information:

- Pad A: 30.78 acres
- Pad B: 10 acres
- For sale, lease or build to suit
- Close to office park, national restaurants and Layton Hills Mall
- Centered in the retail hub of Layton/Clearfield
- Access from (2) freeway on/off ramps:
 - A. Antelope Dr
 - B. 700 South (Hwy 193)
- Great I-15 visibility

Demographics:

Population	1 Mile	3 Mile	5 Mile
2012 Estimated	13,221	73,168	173,694
2017 Projected	14,376	79,057	188,970
Households			
2012 Estimated	5,052	23,120	52,941
2017 Projected	5,545	25,169	57,842
Income			
2012 Med HHI	\$40,118	\$51,125	\$58,174
2012 Ave HHI	\$50,056	\$60,189	\$70,160
2012 Per Capita	\$19,824	\$19,641	\$21,763
Employment			
Total Businesses	584	2,563	4,539
Total Employees	7,977	33,060	54,833

Nearby:



NORTH LAYTON JR. HIGH

Contact:

Steve Bowler
steve.bowler@coldwellutah.com

Rich Robins, CSM
rich.robins@coldwellutah.com

Coldwell Banker Commercial NRT | 6550 South Millrock Drive, Suite 200 | Salt Lake City, Utah | 84121 801.947.8300 phone | 801.947.8301 fax | www.coldwellutah.com

This statement with the information it contains is given with the understanding that all negotiations relating to the purchase, renting, or leasing of the property described above shall be conducted through this office. The above information while not guaranteed has been secured from sources we believe to be reliable. Owned and Operated by NRT LLC. ©2007



Northgate

BUSINESS PARK

Private office available 8 blocks from downtown city center. Located your business in the Northgate Business Park complex. Currently home to over 80 different companies.

Absolutely the best deal in town!

\$165 and up

Ben: 801-891-6927

James: 801-891-6932



ADVENT

PROPERTY  ADVISORS

OFFICE SPACE

FOR LEASE

Cedar Park

**5280-5288 S. COMMERCE Dr.
Murray, UT 84107**



PROPERTY HIGHLIGHTS

- \$12 to \$14 psf modified full service
- Located east of I-15 off of 5300 South
- 600 RSF up to 11,500 RSF
- On-site property management
- Newly renovated common areas
- Common break rooms in each building
- Large common conference room
- UTOPIA high speed internet available
- 4/1000 parking ratio
- CALL FOR SPECIALS & BROKER INCENTIVES

Professional Plaza

**515 - 575 E. 4500 S.
Salt Lake City, UT 84107**



PROPERTY HIGHLIGHTS

- \$12 to \$14 psf modified full service
- Located minutes from I-15
- Surrounding amenities
- 378 RSF up to 1,646 RSF
- On-site property management
- Specialty dental suites available
- Tenant improvements available
- 4/1000 parking ratio
- CALL FOR SPECIALS & BROKER INCENTIVES

RICK BENNION 801.455.2868

ALI ADAMS 801.597.8353

801-433-2480

WWW.ADVENTUT.COM



Is your business **watt**smart?

USING ENERGY WISELY IS SMART BUSINESS. You'll save money and improve your bottom line. With our energy-saving programs, your business can make high-efficiency upgrades to everything from HVAC systems and industrial processes to the lights above your head. Plus, we offer technical expertise and cash incentives to help you offset the costs. That's being wattsmart® in business. To learn more, visit wattsmart.com.



Let's turn the answers on.