

THIS WEEK

Alliance Health raises \$11 mil.

Ailment-specific social media firm to expand portfolio. See page 3.

SLC has more renters than homeowners

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Enterprise

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70-unit chain of off-price retail stores to enter Utah market



Gordmans has leased 50,000 square foot locations in The District and Station Park. Both will be new construction.

Gordmans Stores Inc., an Omaha-based off-price retailer with 70 stores in 16 states, is preparing to enter the Utah market with at least two locations.

The firm, which traces its roots back to 1932, has leased 50,000 square feet at The District in South Jordan and 50,000 square feet at the new Station Park development in Farmington. Additional sites in Utah — which will house

Gordmans' western most stores — are a possibility.

Company officials could not be reached for comment, but Cameron Simonsen of Coldwell Banker Commercial, who with colleagues Stuart Thain and Zach Beaudry brokered the lease transaction at The District, said both the South Jordan and Farmington locations are slated to open in

see GORDMANS page 4

Tech giant HP inks deal to acquire West Valley City-based Printelligent

By Barbara Rattle

The Enterprise

Technology giant HP has inked a definitive agreement to acquire substantially all of the assets of West Valley City-based Printelligent, 150-employee, closely held provider of managed print services.

"The intriguing thing about it is that it's a story about a small local company being acquired by this big, giant HP," said Cindy Yates, marketing communications manager for Printelligent.

A closing is slated for mid-June. Yates said it is unclear whether Printelligent will retain its name, but it will remain in West Valley City. Upon completion of the acquisition, Printelligent's assets will be integrated into the LaserJet and Enterprise Solutions unit within the Imaging and



Printing Group of HP.

Managed print services — MPS in industry lingo — is expected to enjoy a five-year compound annual growth rate of 14 to 23 percent in mid-sized companies worldwide, according to HP.

"MPS means that we manage, for companies, their print environment," Yates said. "We take care of all their devices that print. We keep them up and running, we do everything for our clients, including exchanging toner cartridges for most. Along with that we also consult with organizations about what devices they

see PRINTELLIGENT page 4

Sign and lighting leader YESCO embarks on franchising initiative

By Barbara Rattle

The Enterprise

YESCO, a Salt Lake City-based leader in the sign and lighting industry, has launched a national initiative to franchise its service and repair systems in areas outside the firm's western U.S. footprint.

Two franchises were sold in May in Detroit and between 15 and 16 others are in various stages of finalization, said Joshua Young, vice president of franchise sales.

Depending on the candidate, the initial franchise investment ranges from about \$62,000 to upwards of \$190,000, and there is a 6 percent ongoing royalty fee.

"We've been in the sign and lighting industry for over 90 years and an outcropping of that business is the service and maintenance of signs and also lighting," Young said. "We specifically started to focus on that business model over the last 10 to 15 years



and we've grown that business model independently from our other operations. It has become a significant portion of our business. In the last 10 years we've been able to double our business twice over. During the recession we've been able to consistently add double-digit growth as well."

Young said YESCO personnel took serious note of a national trend by big-box retailers to reduce the number of lighting contractors they work with.

"Big-box retailers, before maybe two recessions ago, had 30 or 40 go-to service and maintenance

see YESCO page 2

Ground broken for new office building at The Gateway



A computerized rendering depicts Six Gateway as it would have been seen from the now-destroyed North Temple Viaduct.

By Barbara Rattle

The Enterprise

Ground was broken last week for Six Gateway, a 100,000 square foot, five-story office building at The Gateway mixed-use development in downtown Salt Lake City.

Toronto-based Barrick Gold of North America, the world's largest gold-mining firm, has signed a long-term lease to occupy 50,000 square feet in the structure when it is complete in June 2012. Six Gateway will serve as the new

headquarters for Barrick's North American operations.

"Barrick Gold is a great lead tenant to have and it will be one of the first buildings to get built in the downtown area since the commencement of 222 Main," said Jake Boyer, president and CEO of Salt Lake City-based The Boyer Co., Gateway's developer. "There's not a lot getting built other than City Creek in terms of straight office space. So to have a new Class A project downtown is

see GATEWAY page 2



YESCO

from page 1

nance people for all of their exterior lighting — parking lot lights, building lights and all their signage and such,” he said. “Thankfully they’ve come to the realization that it’s a pain to manage 30 or 40 different companies that in most cases subcontract that work out. So the consistency on their end dropped rapidly. What they’ve done, and what we’ve seen over

the last 10 or so years, is they’ve started to restrict that number from 30 down to a core group of maybe five, max — companies that can handle large footprints. Given that YESCO is in the western United States and has 42 or so offices west of Colorado, it’s been easy for us to be able to be that one-stop shop for all of these large retailers. But what we’ve seen is growing demand for us to service those retailers outside of our existing company footprint. So we evaluated how best to go about that.

For a period we subcontracted the work, and that has its inherent challenges because you’ve got another company with another name and another set of standards, and in most cases another set or pricing on parts. It comes back in full circle.”

YESCO decided franchising was the most efficient way to expand — under the YESCO name, with training provided by YESCO and with franchisees paying the same price for parts as does YESCO.

“We want to grow so that we can better service our customers and provide what YESCO was built upon, which is 100 percent customer satisfaction,” Young said.

The first people to be approached with the franchise concept consists of a large group of subcontractors with whom YESCO has worked for many years, some on a daily basis, outside the firm’s western footprint. Talks are under way with a number of them. Young said YESCO has placed some advertisements in several sign publications and will have an ad in *Entrepreneur* magazine in January. The firm is also using the services of online franchise portal franchisesolutions.com.

“Each of these marketing avenues has different demographics,” Young said. “Many of the people we’re talking to are mom and pop local sign companies with 10 to 15 employees. The thought of partnering with YESCO and becoming a YESCO franchise just boggles their minds. One potential franchisee said, ‘I’ve been battling in the minor leagues all my life and if I’m able to purchase a YESCO franchise I immediately

step into the major league.’ The online Web portals for franchises are more geared toward the entrepreneur, someone that doesn’t have as much sign experience, which is 100 percent OK with us. We’re not looking specifically for people that have experience in the sign industry. Our model is such that we can provide all the training and needed expertise to help that person grow a business in the sign and lighting industry.”

YESCO has experienced many milestones in its history. In Las Vegas alone, the firm installed the first of the “Las Vegas Neon Spectaculars” at the Boulder Club in 1945. In 1980 YESCO used helicopter aid to install the tallest freestanding sign of its time at the Sahara Hotel and Casino. In 2005 YESCO introduced the world’s first “moving eraser” on the Wynn Las Vegas message center.

But the company’s innovations are not limited to Las Vegas. YESCO completed the sign package for the Disney World Epcot Center in Orlando in 1982, created the chandelier for the Rivers Casino in Pittsburgh in 2009 and provided the iconic Olympic rings that lit up the Salt Lake City 2002 Olympic Winter Games.

because of the building’s design as well as the surrounding amenities.

“It’s a good location for us,” he said. “Easy access to the airport, the TRAX line and the freeway were important factors in our decision. I think our employees will enjoy the convenience.”

Nick M. Teseros and Jack A. Woodward, both office building specialists with NAI West, represented Barrick in its search for space.

“This lease transaction signals a positive change in the Salt Lake City marketplace,” Woodward said. “With relatively few choices for a 50,000 square foot tenant, we can expect to see vacancy rates continue their downward direction as the Utah economy and the national economy continue to become more stable. Since the recession started, commercial real estate has been one of the hardest-hit segments. As a result, new construction of office buildings had all but stopped which makes the groundbreaking of Gateway Six that much more significant.”

Because Barrick started its search process well in advance of the expiration of its existing lease, the company was able to drive the construction of a 100,000 square foot office building, which is unique in this economic climate,” Teseros said.

Located at 100 S. Rio Grande, The Gateway is a \$375 million, two million square foot development that blends office, retail, entertainment, cultural and residential uses across 40 acres.

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from page 1

going to be terrific. We're excited to get going on a building that we've hoped to build for a while. We're grateful that it will be one of the first to get built since the collapse of the market.”

Salt Lake City approved construction of Six Gateway in 2008 and 2009, and The Boyer Co. was given an extension as part of the construction of a light rail line across the nearby North Temple Viaduct, which has since been dismantled.

Gateway Six will be located on the far northern side of The Gateway complex, on a site that previously contained surface parking. Boyer said a new surface parking lot has been constructed west of The Gateway. Tenants of the new office building will utilize those parking spaces as well as some below an existing Old Navy store.

Gateway Six, which has been designed to obtain LEED Silver certification, will be constructed by E.K. Bailey Construction. Architect is Babcock Design Group. Boyer said financing will be a mix of equity and a construction loan.

“We have three or four financial institutions that are bidding on it right now,” he said. “Fortunately we’re in a position that we can finance it.”

According to Barrick CFO Blake Measom, the move to Six Gateway was appealing to Barrick

SLC-based Alliance Health Networks closes on \$11 million funding round

Alliance Health Networks, a Salt Lake City-based developer of health condition-specific social networks, has raised \$11 million in its latest round of funding, led by New World Ventures along with participation from new investor, Physic Ventures. Existing investors Highway 12 Ventures and Epic Ventures also joined the round.

Since 2006, Alliance Health has focused on building a scalable technology platform to support a wide array of health-related social networks, each focused on specif-

ic health interests. The company owns and operates 37 social networks and has more than 750,000 registered members. Its flagship site, Diabetic Connect, is the world's largest social network for people affected by diabetes. Other sites include those for sleep disorders, COPD, depression, arthritis and back pain.

The funding will accelerate the expansion of Alliance Health's current portfolio of social networks and the growth of its mobile platform. It will also fund enhancements to its online tools

Foodservice packaging firm to expand Utah presence

Genpak LLC, a Glens Falls, N.Y.-based manufacturer of foodservice packaging items, expects to invest more than \$22 million in a new plant and equipment in Cedar City.

The new Genpak project will generate 125 new jobs over the next five years and will offer an average pay of nearly 150 percent of the Iron County average wage. Over the lifetime of a five-year incentive from the Governor's Office of Economic Development, the company will pay approximately \$15 million in new wages and over \$575,000 in new state taxes over the same period. The company has had a Utah presence for 15 years.

The company is considering the purchase of an additional 215,000 square foot warehouse to expand its capacity. Cedar City is currently the company's western most operation. The new expansion will initially be used as a warehouse and distribution operation, and expand in the coming years to add manufacturing capabilities.

Established in 1969, Genpak produces products such as foam and plastic hinged containers, plates, bowls, and food trays as

well as compostable packaging for the foodservice, retail, municipal and industrial markets. Genpak operates 12 plants in the United States and five in Canada. It employs approximately 2,200 employees companywide, with 181 currently in its Cedar City operation.

Genpak is owned by the private Canadian Jim Pattison Group. Pattison owns companies in the automotive, entertainment, export and financial, food, illuminated sign, media, packaging and periodical distribution markets. Pattison has over 33,000 employees and is the third largest private company in Canada.

and support the expansion of the company's New York office.

Alliance Health's sites enable patients and caregivers to form relationships, engage in conversations, share treatments and comment on services and products. The company has released eight mobile versions on the Apple iOS platform, extending these features to users accessing social networks from their smartphones.

"A growing number of consumers are going online to find people who share their health concerns," said Stead Burwell, chief executive officer for Alliance Health. "By expanding our reach into more disease areas and building out our mobile footprint, we will be able to extend our unique approach to help more consumers connect with supportive peers and with the personalized information they need to navigate an increasingly complex and fragmented healthcare system."

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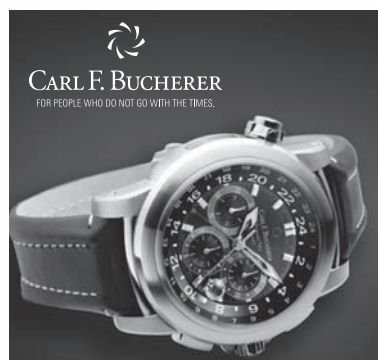


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GORDMANS

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May of 2012.

Gordmans is categorized as an everyday low price (EDLP) retailer, defined by the American Marketing Association as "a pricing approach in which the product is offered to retailers and consumers at a consistently low cost rather than reducing price periodically through sales promotion

activities." Gordmans stores carry a large assortment of name-brand apparel for all ages, accessories, footwear, gifts, designer fragrances, fashion jewelry, accent furniture, home fashions and more, at savings up to 60% off department and specialty store prices.

According to the firm's website, unlike other retailers, Gordmans doesn't request special considerations typically built into the selling price by manufacturers. As a result, the company is able

to pass those savings on to the consumer. The company employs roughly 4,000 people.

According to Hooversonline, Gordmans competes in the off-price market of the retail industry and also separates itself from discount stores by offering brand-name fashions and a more upscale shopping environment. The company filed a \$75 million initial public offering in the first half of 2010 and recently reported annual revenues of \$523 million.

PRINTELLIGENT

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have, where they're placed, if they're using them in an optimal way. Our services are usually charged on a per-page basis. The cost varies from device to device. We're trying to help them print at the lowest cost possible. Because we do it on a per-page basis, it's up to us to keep our costs down. We're incented all along the way to provide these services at the least cost possible because our per-page rate doesn't change if we screw up. We don't have any way to recover costs. So we've learned how to provide these services over the course of 23 years in a very economical, efficient way. We have a lot of proprietary processes that allow us to do this. Those are some of the reasons that HP is interested and has come to find us."

Yates said Printelligent has 12 regionalized locations, clients in 39 states and a service reach into 728 cities. The firm manages about 25,000 devices or roughly 500 million printed documents annually "and, over the course of our 23 years in business we're approaching the five billion page mark in terms of the number of printed documents that we manage."

In addition, Printelligent sells printing devices. The four manufacturers it currently represents are HP Office Equipment, Kyocera, Lanier and Xerox.

"We're hoping all these manufacturers come along with us," Yates said. "That's one of the things that we're working out during the closing period."

Blattner-Thompson joins Ballard Spahr as SLC partner

Elisabeth R. Blattner-Thompson, who counsels employers on workplace legal issues, has joined Ballard Spahr as a partner in its Salt Lake City office. She is a member of the firm's Labor and Employment Group.

Blattner-Thompson, honored as the 2010 Labor & Employment Lawyer of the Year by the Utah State Bar Association, advises companies on employment law compliance and risk reduction, investigates employee complaints and recommends appropriate responses, structures and implements employee training seminars, and defends employers against employee claims and actions. She comes to the firm from Parsons Behle & Latimer in Salt Lake City, where she chaired that firm's Employment Law Department.

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Schiff Nutrition pays \$40 mil. for rights to probiotics



Schiff Nutrition is based in Salt Lake City.

Salt Lake City-based Schiff Nutrition International Inc., through its subsidiary Schiff Nutrition Group Inc., has purchased certain assets and assumed certain liabilities of Ganeden Biotech Inc. of Mayfield Heights, Ohio, for \$40 million in cash. Schiff now owns the worldwide exclusive rights to use the leading probiotic technology GanedenBC30 in the over-the-counter and dietary supplement space and the leading brands Sustenex and Digestive Advantage, under which BC30 is currently sold. Ganeden and Schiff also intend to collaborate on extending the use of probiotic technologies into new areas of human health.

The probiotics category is growing more than 20 percent on an annualized basis, according to Nutrition Business Journal. BC30 has in excess of 95 U.S. and foreign patents and patent applications. Recently BC30 was introduced in gummies and chews, providing consumers an easier way to take supplements.

"We believe BC30 has many inherent physical properties that make it superior to other tra-

Robert Garff to be inducted into Hall of Fame

Robert H. Garff is the newest inductee into the David Eccles School of Business' prestigious Hall of Fame at the University of Utah.

Garff, an MBA graduate from the University of Utah, is the second-generation owner of Ken Garff Automotive Group, having succeeded his father Ken Garff, also a recipient of the Hall of Fame award. An active member of the community, Garff is a former Speaker of the Utah House of Representatives and has also served as chairman of the Salt Lake Organizing Committee for the 2002 Winter Olympics, chairman of the Salt Lake Chamber of Commerce, and has sat on numerous boards for Utah companies and associations. Additionally, he founded the Keys to Success and Road to Success literacy programs, which affect more than 250,000 Utah school children each year.

ditional probiotic organisms," said Tarang Amin, president and chief executive officer of Schiff Nutrition. "We intend to leverage this enviable technology and grow the Sustenex and Digestive Advantage lines. In addition, we plan to capitalize on Schiff's brand marketing know-how, provide incremental marketing investment and use our well established customer relationships to increase distribution."

The assets and brands acquired from Ganeden generated net revenue of approximately \$17 million during calendar year 2010.

Schiff Nutrition International Inc. develops, manufactures, markets and distributes branded and private label vitamins, nutritional supplements and nutrition bars in the United States and throughout the world. Schiff's portfolio of brands includes Move Free, Schiff Vitamins, MegaRed, Mega-D3, Tiger's Milk and Fi-Bar.

Don M. Wheeler passes away

Don M. Wheeler, president of Salt Lake City-based Wheeler Machinery Co. for 26 years, 1970 to 1996, died at his home on May 29.

During the years with Wheeler as president, the company experienced unprecedented growth through his strong leadership and that of his friend and business partner, Lyle Campbell.

Wheeler was widely known throughout the construction industry both locally and nationally.

Wheeler Machinery Co. is a locally owned and operated Caterpillar and construction equipment dealership serving Utah since 1951. Wheeler is a partner to customers in the industries of construction, landscaping, mining, quarry and aggregate, agriculture, oil and gas and more.



Wheeler

Utah has nation's largest average home size

Five metropolitan and micrometropolitan areas in Utah are among the six places in the United States with have the best inventories of large homes, according to an On Numbers analysis of U.S. Census Bureau data.

Topping the list is Brigham City, where the typical homes has seven rooms. That's the highest median for any of the 915 areas included on the list. The U.S.

median house has 5.5 rooms, while 9.8 percent of the nation's homes have nine or more rooms. In Brigham City, 28.9 percent of the housing has nine or more rooms.

Close behind Brigham City is Provo-Orem, with a median number of rooms of 6.9, followed by Ogden-Clearfield (6.6 rooms), Heber (6.5 rooms), Logan (6.4 rooms), Salt Lake City (6.2

rooms), Vernal (5.7 rooms), Cedar City (5.6 rooms) and St. George (5.5 rooms).

The only area in the top six that is outside Utah is Owatonna, Minn., a micropolitan area south of Minneapolis-St. Paul, where the median number of rooms is 6.7.

Utah has the largest average family size in the nation.



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Report: Utah retail industry hit hard

The last few years have been rough for retail businesses in Utah.

Three consecutive years of declining sales (2008-2010) represent the most severe contraction for the industry in the past 30 years, according to a report commissioned by Commerce Real Estate Solutions.

In the report, authored by Jim Wood of the University of Utah Bureau of Economic and Business Research, it is noted that the number of retail jobs has fallen from 148,750 to 137,700, a decline of 4.7 percent. About one in four jobs lost in the retail sector were in auto sales. Another hard-hit area

was building and garden stores, which lost some 2,000 jobs.

The rate of closings has been more modest than the decline in sales and employment. The number of retail stores (excluding restaurants and fast food establishments) has dropped from 9,126 to 8,818, a decline a 3.4 percent.

Not all counties and cities have suffered equally, according to Wood. Those communities that saw their retail sales climb rapidly with the housing boom have been hurt the most — Utah and Washington counties. Among Utah's major counties, Utah County has suffered the greatest loss of retail sales, with a 21.8 percent decline from 2008 to 2010. Washington County is a close second with a 21.4 percent drop. In both counties, retail sales in building and garden stores and furniture stores are down about 40 percent since 2008.

In sharp contrast is Weber County, with a decline of only 4.3 percent. Salt Lake and Davis

counties also avoided double-digit declines.

Cities show a significant disparity in retail sales activity, according to Wood. Provo was particularly hard-hit with a 33 percent decline in retail sales since 2008. American Fork, St. George, Orem, Bountiful and Cedar City have all seen declines of 20 percent or more. On the other hand, the state's major retail city, Salt Lake City, experienced a slight gain in sales during the period. Since 2008, retail sales in Salt Lake City have increased by \$80 million to \$2.7 billion.

The one retail sector that has defied the downturn, according to the report, is eating and drinking; there has been very little if any decline in "eating out." Statewide eating and drinking establishments have seen only a 2.3 percent decline in sales. Another relatively strong sector has been general merchandise (such as Costco, Walmart and Target), with a 4.7 percent drop.



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Utah more optimistic than U.S., but worried about inflation

Utah consumers feel better about current economic conditions, but are worried about inflation, according to the Zions Bank Utah Consumer Attitude Index for May. The index fell in May to 70.7, a decrease of 1.1 points. The index's national counterpart fell 4.2 percent to 60.8; an index of 115 or higher is indicative of strong economic growth.

Since January, Zions' Present Situation Index has increased 21 percent, revealing that Utahns are more confident in economic conditions today than they were at the start of the year. Contributing to Utahns' brighter outlook is a falling state unemployment rate (currently 7.4 percent), six months of expanding payrolls nationwide and a recovering stock market.

Although fuel tensions have stabilized, the majority of consumers (80 percent) still believe gasoline prices will increase over the next 12 months, a 9-point decrease from last month. Based on 369 responses, consumers believe the average price of regular gasoline will increase by 45 cents per gallon over the next 12 months in Utah.

Six out of ten consumers (64 percent) believe their household income is unlikely to keep up with the rate of inflation in the next

two years. However, recent positive economic news has bolstered consumer outlook toward their job stability. In May, 64 percent of consumers (61 percent in April) believed it was unlikely that they would lose their job. Moreover, consumers' outlook toward home prices remained positive, increasing 3 percentage points from the month prior. Seventy-four percent (71 percent in April) believe home prices will remain the same or increase over the next 12 months.

Three out of five consumers (59 percent) believe interest rates will rise over the next 12 months. Inflationary concerns remained unchanged in May, showing that 97 percent of Utahns believe consumer good prices will increase or stay the same during the next 12 months.

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Seven Utah contractors on ENR's Top 400 list

Engineering News-Record's (ENR) annual list of the Top 400 Contractors in the United States includes seven Utah-based commercial contractors.

Layton Construction is ranked as the 64th largest commercial contractor in the country and the largest in Utah. The list also includes Okland Construction (No. 78), Jacobsen Construction (No. 132), Clyde Companies (No. 202), Big-D (No. 204), R&O Construction (No. 243) and Wadsworth Brothers Construction

(No. 399). The rankings are based upon 2010 construction revenues reported by the companies to ENR.

Mirroring the tough current market conditions nationwide, Utah's construction companies continue to slide from record-high revenues in 2008. The cumulative revenues of the top four Utah contractors on ENR's Top 400 list fell from \$2.94 billion in 2008 to \$1.92 billion in 2010, a 35 percent decline over the two-year period. It should be noted that portions

of revenues of a number of these Utah companies are generated outside the state of Utah, as Utah's construction companies continue to reach into regional and national markets. Local projects such as City Creek Center, the USTAR Molecular Biotechnology building and the Huntsman Cancer Hospital expansion on the University of Utah campus and the NSA Data Center project continue to sustain the local commercial construction industry.

SLC now has more renters than homeowners

More than 500 midsize and large cities have seen a rise in the share of homes that are rented rather than owned, according to a USA TODAY analysis of Census data.

Nearly four million homes have been lost to foreclosures in the past five years, turning many former owner-occupied homes into rentals.

Twenty-five cities — including Salt Lake City — have swung from having more than half homeowners in 2000 to majorities of renters in 2010, according to the analysis.

Other municipalities also saw shifts. Ogden, with a 2010 population of 82,825, saw its percentage of renters rise from 38.8 percent


in 2000 to 42.3 percent last year. Orem, with a 2010 population of 88,328, saw a shift from 32.9 percent to 37.6 percent during the 10-year timeframe. Provo, with a population of 112,488, saw a rise in renters from 57.4 to 58.1 percent between 2000 and 2010. Salt Lake City, with a population of 186,440, saw a shift from 48.8 to 51.6 percent. Sandy, with a population of 87,461, saw renters rise from 15.7 to 20.3 percent. St. George, with a population of 72,897, saw a rise from 32.1 to 35.1 percent. Taylorsville, with a population of 58,652, saw a rise from 28.8 to 30.3 percent. West Jordan, with a population of 103,712, saw a renter hike from 18.1 to 22.9 percent, while West

Valley City saw a rise from 27.4 to 30.1 percent during the period.

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Is it what's wrong with kids today, or about what's right with them?

"Kids!

I don't know what's wrong with these kids today!

Kids!

Who can understand anything they say?

Kids!

They are disobedient, disrespectful oafs!

Noisy, crazy, dirty, lazy, loafers!

While we're on the subject:

Kids!

You can talk and talk till your face is blue!

Kids!

But they still just do what they want to do!

Why can't they be like we were,

Perfect in every way?

What's the matter with kids today?"

Those are the lyrics from the song "Kids," from the Broadway play "Bye Bye Birdie," written by Lee Adams. And while you may think they were written about today's generation of kids, the song was written in 1959, more than 50 years ago. In 1959 there was no computers, cell phones, Internet, Super Mario, cable TV, or fax machines – and of course no iPods.

Most companies have multi-generational salespeople and multi-generational customers. The more experienced salespeople and sales managers are always criticizing or blaming youth for what they are not, what they don't bring to the table, what's wrong with them and why they're not more like "us."

It's referred to as a "generation gap." And for the most part it's self-imposed. Self-imposed generational gaps are caused by a failure to understand, embrace and communicate. An easier way to describe it is: "It's not like what we do, therefore it's wrong." That statement can be made from one group to another and vice-versa.

FACT: Generation gaps are timeless. They've been applied to EVERY generation of kids and adults for the past 200 years.

These days, people over 40 have tried to segment kids by category. Gen-this or gen-that. How about "gen-smart" or "they're a generation smarter than we are"?

How about "gen-impatient" or "they're a generation with no patience for anyone (including employers – maybe even including you) who doesn't get it"?

How about "gen-Facebook"? Many older people, like fools, are trying to block it or control it. Good luck! Take a lesson from recent history – the government of Egypt tried to do the same thing – the kids won. Same with Twitter. (Have you tweeted yet?)

AHA – MAJOR AHA! Instead of concentrating on what kids don't do and what they are not, why don't you try to find out what's RIGHT with them?

As you're looking, you may want to start with your attitude, because it's likely you're beginning your search with blame rather than acceptance. If you want to blame somebody, just look in the mirror, buddy. You may want to start with exercise and diet.

Instead of giving me a laundry list of what's wrong with kids today, why don't you embrace the new generation as the next generation and teach them what your parents taught you or teach them what your first boss taught you, and be the example of a generation bridge rather than a generation gap. Better stated, it's your responsibility to bridge the gap.

Instead of telling me what's wrong with kids (and rather than telling me what's wrong with you

– which might be a longer list) – I'm challenging you to embrace the now generation by understanding what they embrace:

- They embrace new.
- They embrace now.
- They embrace next (change is great – it means cooler, better, faster).
- They embrace technology.
- They embrace online.
- They embrace speed.
- They embrace each other.
- They embrace the easiest way.

- They embrace texting.
- They embrace games.
- They embrace photos and videos.

- They embrace (and value) free time.

And if your computer's broken, who is gonna fix it? KIDS!

This morning, as I was writing this article, a tweet came to me. "It's much harder to embrace 'what is' than 'what was,' but it's way more profitable." After I posted the thought, it immediately gained re-tweet status by young and old alike.

There are other realities of youth. They dress differently (more relaxed), they speak differently (less or zero political correctness), and they communicate differently (my granddaughter Morgan told me she would rather text than talk).

So the real challenge for you as an older person and/or you as a younger person is to understand one another.

The younger generations, whatever their challenges or faults may be, are clearly technologically superior. They're also willing to eagerly accept what's next rather than fear change. (They line up outside of the Apple store for hours to get the newest product.) And they're leaning away from professional toward friendly.

Is it right? Is it wrong? Neither, it's different. Certainly different than how I was raised. Maybe the same applies to you. But different is not bad, different may in fact be better, and in this case, I believe it is.

I believe that new, now, next, technology, Internet, online, speed, texting, games, video, and free time are all good things – and at some point may actually lead to greater productivity and greater profits in any job function and in any company.

You cannot dictate freedom to use or not use social media; it's too late for that. It's already free. You may shut it off at work but everyone is still getting notified on his or her smart phone, and that might be good or bad for you, depending on your actions.

The business world, the work world and especially the sales world is, at present, upside-down. Opportunities abound. Especially in the face of naysayers and negative people.

If you want to win, befriend youth. And youth, if you want to win, befriend experience. Together, take advantage of every opportunity in this slowly rebounding economy. Don't fight each other, embrace each other for who you are and what your talents are, and you will win.

Jeffrey Gitomer is the author of *Social BOOM!*, *The Little Red Book of Selling* and *The Little Gold Book of YES! Attitude*. President of Charlotte, N.C.-based Buy Gitomer, he gives seminars, runs annual sales meetings and conducts Internet training programs on selling and customer service at www.trainone.com. He can be reached at (704) 333-1112 or salesman@gitomer.com.

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Jeffrey Gitomer

June tech tips — firewalls, routers and switches

Most small businesses utilize Internet services for their business, as well as a private internal network. From basic Internet searches, file and printer sharing, to remote access, cloud-based applications and hosting application servers, most of these kinds of technologies require a business to have a router, switch and, hopefully, a firewall. What do those hardware devices do, and are they really necessary?

Let's talk about how data travels from computer to computer. Most computers these days use a protocol called IP (Internet protocol). When computers send or receive data, which includes accessing Internet or e-mail, viewing video or sending files, the data is broken up into small pack-

ets and transmitted through an IP network. Once the data is received on the other end, the packets are reassembled. Even telephone calls can be transmitted this way using a technology called VOIP.

Router

Every computer is assigned an IP address. Like a physical street address, the IP address will allow the right information to flow to the correct computer. At a typical office, when you have Internet service provided by an ISP (Internet Service Provider), they give you a single IP address. If you have more than one computer, this could pose a problem. That is why a *router* is necessary. The router takes the single external IP address and creates its own internal network. It then assigns different IP addresses for all of the computers, printers and other devices that need their own IP address. When a computer on the internal network needs to access the Internet, the data flows through the router and out to the World Wide Web under that single IP address provided by the ISP.

Switch

Most routers only come with a limited amount of network ports. If your office has more than four or more computers and devices, a switch may be a necessary hardware component. A switch multiplies the amount of ports that feed into the router. Most switches come in eight, 16, 24 or 48 port configurations. Basic switches are *unmanaged*, meaning they will just multiply the number of ports for the devices on the network. For larger businesses, a managed switch may be necessary. The managed switch can help a company that may need to route certain data at a higher speed, or with a higher priority than normal traffic. It can also route data to a specific port on a router for secure transmissions.

Firewall

A firewall limits network data coming in or going out of a router.

Most routers have a built-in firewall that provides basic protection from the outside world. A firewall can be configured to allow specific kinds of access into a network from the Internet. For example, if you need access to your server from home or while out of town, you can open a specific port on the firewall to allow access through the Internet. Some companies may host their own web server. A firewall rule would have to be written to allow computers on the Internet to see the data on the Web server.

So What Do We Need for Our Business?

As with most situations, there are different types of hardware available. Not all routers, switches and firewalls are created equal.

For a basic network setup, where the computers may only be performing Internet searches, e-mail, sharing files and printers internally, and would not need access to the network from outside, then a router with a built-in firewall may be just fine. A basic business router may cost anywhere from \$60 to \$100. It may also provide wireless access.

For a business that may be accessing their network from outside, or hosting a Web or application server for clients on the outside, an additional firewall appliance is probably a good idea. Firewall appliances for small businesses can cost anywhere from \$200 up to \$1,000 or more, depending on the capacity of outside users and the type of transmissions being made.

If a small business accepts credit card payments, or makes secure Internet transmissions with private and financial data, they may be required to follow compliance standards set by the companies they are working with. This typically means that a basic router/firewall will not cut it. Recent news stories have highlighted large companies that have had their networks breached by hackers, and potentially millions of their customers' personal information, credit card numbers and passwords have been compromised. This threat is not limited to large corporations. Any business that has a website, transmits any data over the Internet, or even an e-mail address can be a potential target for hackers.

A basic business router/firewall is usually easy to set up for most end users. As the complexity of a business network grows, and the need for outside or remote access is necessary, a small business may want to hire an IT company that specializes in configuring small business networks.

John Stewart is the operations manager for inQuo, Salt Lake City, and can be reached at (801) 349-2762 or info@inquo.com.



John Stewart

Only comprehensive

The Republicans' recent disastrous performance to fill an open New York Congressional seat was nirvana for Democrats. It was also a major shock to the party of Lincoln, which had held this Republican seat in a Democratic state for nearly 60 years.

Yes, part of the problem was a Tea Party candidate who siphoned off 9 percent of the vote, largely from the Republican candidate. The other problem, in my opinion, was that the election ultimately became a vote — a referendum — on Republican Paul Ryan's Medicare reform proposal.

The Plan

The victorious Democrats now have a strategy for the upcoming, and extremely important, 2012 elections. The plan? Do nothing.

Talk as the President does about the need for fiscal sanity in the nation's capital, without providing details. Attack any specific proposal by the Republicans. Raise fear levels in older Americans.

Ironically, the "do nothing" approach now in vogue for the Democrats was job one for the Republicans in 2009 and 2010. They (rightfully, in my view) attacked the President's health care program as enormously costly and top-down driven — exactly what we don't need. The Republicans provided few specifics and it worked well last November.

The two party system is broken. It is all based on search and destroy, attack any possibly courageous proposal by the opposition to address vital long-term issues faced by this nation.

How pathetic! Such a disservice by those we choose to address American issues.

A Package Deal

What the Medicare debacle in New York makes very clear is that piecemeal approaches to fiscal sanity will not work. Medicare reform, while necessary, can't happen because the other side scares people enough to severely penalize that party at the polls.

It doesn't matter whether the issue is Medicare, Social Security, Medicaid, the questionable "need" for tens of thousands of employees and billions of dollars in spending at the Department of Education or the Department of Energy, or any other entitlement program or fixture of government. The only way to reform government, the only way to get a handle on devastating long-term budget deficits is a "package deal" — a comprehensive, all-inclusive, all-encompassing revision

to government spending.

A little Presidential leadership would also be nice.

For the Moment

The current major issue is the required increase in the nation's debt ceiling. Something in the way of agreement between the Democratic Administration/Senate and the Republican House must be worked out prior to Aug. 2.

Perhaps they will agree to a vague proposal to sharply reduce annual budget deficits to a more "affordable" level by 2015 or so. Both sides would then campaign over the next 17 months as to the best way to achieve such a target. The Democrats would campaign on nebulous reductions in some spending programs and sizable tax increases on "the rich" — i.e., those making more than \$200,000 annually.

The Republicans would offer their view that entitlement reform must be the key, with simultaneous modifications to the three major entitlement programs in order to keep them viable for years to come. As I have pointed out frequently, if they would not talk about "spending cuts" in entitlement programs (which scare people) but talk about "slowing future growth rates of spending" in these programs, the job would be much easier.

An eventual and desired package deal would also include reductions in future defense spending and (in order to get a deal done) some modest and limited tax increases. Barring a major political sweep by either party in 2012, neither side can have it exclusively their way.

Republicans will broaden their message to focus more on the desirability of boosting economic growth and job creation to simultaneously address a struggling populace and the deficit issue. They must also not lose sight of the need to address entitlements.

The media and politicians always suggest that the upcoming election is one of the most critical in the nation's history. With the issue of horrific and prosperity-threatening budget deficits now the norm, that statement is as true as ever.

Jeff Thredgold is the only economist in the world to have ever earned the CSP (Certified Speaking Professional) international designation, the highest earned designation in professional speaking. He is the author of *econAmerica*, released by major publisher Wiley & Sons, and serves as economic consultant to Zions Bank.



Jeff Thredgold

Social prospecting

Most of us business owners hate the thought of it: asking someone for their business. It goes against basic human nature. But unless our business has grown to the point where we are turning away customers/clients, prospecting for new clients is a necessary evil. But does it have to be such a dreaded task? Definitely, the old cold-calling techniques of 20 years ago were to be dreaded. We would call somebody we had never met that we got from a call list, and pitch them on the latest hot product. We hoped that maybe one out of 20 calls would lead to a sale.

Thankfully, times have changed and we don't cold call today. What we should be doing as profitable businesses is something called social prospecting. Social prospecting (or marketing) consists of the marketer positioning him or herself into the social circles of the targeted client. The objective of social prospecting is to get into the customer's social circles, preferably at a social event or a dinner party where the prospect feels relaxed and is more prone to letting his or her defenses down. It then becomes easier to create rapport with the prospect. Once rapport is developed, trust may be gained on a personal level.

Many years ago, when I was going through a particularly frustrating stage of my sales career, I said to a respected uncle that maybe I wasn't cut out to be in a sales career. This very successful relative turned to me and said, "Everyone, no matter their occupation, is involved in sales. None of us, from the husband trying to convince his wife that they need to go on a fancy summer vacation, to the retiree who tries to convince his/her doctor to give them more pain medication, get to be uninvolved in the world of sales." So, lest you think you are exempt, keep reading ...

The social prospector needs to know that we tend to trust people on an emotional level, people with whom we've developed rapport. The following are key suggestions in social prospecting:

- Organize a list of "top" customers that you would like. It should include anyone in the community that you would like to work with in your business.
- Pinpoint any connections between your "top" customer list and your current customers.
- Determine the best social method for getting introduced to your "top" list. You are looking for a social interaction that is non-business.
- Get hold of a current customer and set up the social interaction. For example, ask your customer if they are going to the local golf benefit. Ask them

if their friend, who is on your list of top prospects, is going to the benefit as well. If they are, ask for an introduction. If they aren't, ask if you could take them both to a lunch or dinner.

- At the social event, make certain that your guests have a good time. Do not run off at the mouth. You are not nearly as interesting to your client and prospect as they are to you. Let them do most of the talking. Try to find hobbies or interests that you all share.

- Try to schedule a follow-up meeting (i.e., when can we play a round of golf together?).

Does all of this take effort? Yes, if you only try to make a half-hearted attempt, you will fail to gain rapport with your prospect. But unlike the cold-calling of yesteryear, social prospecting can be fun. Potential customers want to get to know you. They want to determine whether or not they like you.

In my business, financial advisory services, my fellow advisors and I have tremendous potential to grow our businesses over the next 10 years. According to Nick Murray, 2011 is a year in which baby boomers will begin to retire in droves.

On average, he projects 10,000 Americans will be retiring (reaching age 65) *per day* from 2011 through 2020 (Nick Murray Interactive, February 2011). There has never been anything like this in U.S. history. And because many of these retirees will have employer 401(k) plans, financial advisors will be looking to help these boomers roll their 401(k)s to IRAs (Individual Retirement Accounts). IRAs allow for many different investment options that 401(k)s often do not. For financial advisors, using the described social prospecting steps to gain the rapport with and the subsequent trust of retiring baby boomers will likely lead to an expanding client/customer base and typically a more profitable business.


If you will put forth the effort, it may even help you to expand your businesses profits.

Jim Rigtrup is the owner of and a wealth manager with Keystone Wealth Management Group LLC, Sandy. He can be reached at (801) 572-1077 or at jim.rigtrup@lpl.com.

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Jim Rigtrup


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AGRIBUSINESS

• **Oakdell Egg Farms**, located in Cache Valley, Idaho and Washington State, donated nearly 20 cubic yards of Oakdell Organic Compost, a chicken-based compost, to three local gardens: the **Centerville Community Garden**, Salt Lake City's **Grateful Tomato** and **Fairpark Gardens**, which serve as teaching gardens for Wasatch Community Garden (WCG) youth programs. WCG's youth program are designed to connect Salt Lake Valley youth with fresh, local food through hands-on, outdoor learning and serves about 1,500 youth each year. Oakdell Organic Compost is available at all IFA Country Stores, Wasatch Shadows, Millcreek Gardens and J&J and J&L Garden Centers.

ARTS/ENTERTAINMENT

• The eighth annual **Ogden Arts Festival** will be held at Ogden's Historic Union Station on June 10 and 11. The event is free and will be presented by X96. The festival will feature works of more than 60 local and regional artists. Guests can sample downtown Ogden restaurants during the "Taste of Downtown" on Friday from 6 to 8 p.m. The new event will feature food from the area's premier restaurants. A cash bar will be available from 6:30- 8

p.m.

• The **Utah Museum of Fine Arts** is participating for the second time in **Blue Star Museums**, a partnership with the National Endowment for the Arts. Blue Star Museums is designed to offer free admission to all active duty military personnel and their families from Memorial Day through Labor Day 2011. Leadership support has been provided by MetLife Foundation through Blue Star Families..

ASSOCIATIONS

• A group of young professionals from different vocational backgrounds have formed a business-networking group, **LunchConnect**, whose mission is to bring together talents and insights of emerging young professionals. Members meet once a month to network and build relationships. The cost to attend is \$20 and includes a catered lunch. LunchConnect's first event will take place on June 7 at 11:30 a.m. at The Complex, 536 W. 100 S., Salt Lake City. Prepay online at www.lunchconnect.com.

BANKING

• **Bank of American Fork** vice president of communications **Christopher Liechty** has been honored with the **National Fellow**

Award from the Salt Lake City chapter of **AIGA**, a professional association for design. The award recognizes mature designers who have made significant contributions to raising the standards of excellence in practice and conduct within their local or regional design community, and in their local AIGA chapter. The areas of education, writing, leadership and reputation, as well as the practice of design, are considered in measuring significant contribution.

• During the month of April, **University of Utah Credit Union** partnered with the **Arbor Day Foundation** to encourage its members to plant trees in state and national forests. University Credit Union donated a dollar for each new eStatement members signed up, which went to the Arbor Day Foundation's **Reforestation Program**, and was able to make a donation to the Arbor Day Foundation to plant 1,000 trees.

• **Robert M. Bowen** has been named chief operating officer of **Brighton Bank**, and will also remain serving as chief lending officer at the Cottonwood branch. Bowen has been with Brighton Bank since 2009 and has served on the advisory board of the Marriott School of Business. Bowen currently sits on the board of trustees of Art Space of Utah.

• **Zions Bank** has become Taylorsville's first **Platinum Level Sponsor for the Veterans Memorial**, to commemorate living and fallen veterans who served for a cause they believed in. It honors the ability of citizens and leaders to pull together and overcome adversity. The central feature of the memorial will be a bronze statue.

• **Mountain America Financial Services (MAFS)** has partnered with **Green River Capital (GRC)** to handle both residential and commercial real estate owned (REO) management and disposition services. MAFS will provide the REO management services to other credit unions and financial institutions through its CU Sources division. CU Sources will offer GRC's comprehensive REO management and disposition services that leverage experienced leadership, superior technology and proactive approach to asset handling, allowing credit unions to minimize risk while maximizing property sales.

COMPUTERS/ SOFTWARE

• **AtTask Inc.**, a provider of on-demand project and portfolio management software, Orem, was named **best project management solution** by the **Software**

and Information Industry Association and was honored with its third CODiE award in four years. AtTask was selected from 425 nominations in its category, which recognizes the best business applications that automate that management of project-based business activities. Nominated products underwent an extensive review by judges via live demonstration, trial product access and analysis of product documentation.

CONSTRUCTION

• **Greg Brooks** has been promoted to principal of **EDA Architects Inc.**, Salt Lake City. Brooks provides leadership in



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EDA's educational and civic projects, is currently overseeing projects at the Salt Lake International Airport and is the project architect for Ogden High School Renovation and Additions. **Tom Brennan** has also been promoted to principal. Brennan is involved in overseeing EDA's justice and civic projects. As a LEED Accredited Professional, he oversees the design and project management for these building types.

- **David Affleck, P.E., LEED AP, LC**, an electrical engineer with Salt Lake City-based **Spectrum Engineers**, has been honored by *Consulting-Specifying Engineer* magazine with a 2011 **Top 40 Under 40** award, which recognizes young professionals who stand out in their academic, professional, personal and community achievements. Affleck has been with Spectrum Engineers since 2004 and has a total of seven years experience as an electrical designer and electrical engineer.

- The new **Park City Clinic Building** in Quinn's Junction on the Park City Medical Center Campus is now open. The Park City Clinic Building is owned by Physician Holdings LLC. The new building totals 24,760 square feet with 96 parking spaces. **New Star General Contractors** was the builder with conceptual design by **Peter Barnes**, architecture by **PRW Architecture** and financing by **US Bank**. Green technologies were implemented throughout the construction process.

- Utah's **Speed-E-Crete**, a full-service concrete and landscape supply store, and California-based **Rubber Bark**, a tire recycling company that manufactures rubber products, are entering into a partnership to start distribution of Rubber Bark, a mulch made of 100 percent Californian recycled tires. Speed-E-Crete, which has a locations in Lehi and Springville will ship Rubber Bark to the four corners of the state.

- **Ivory Development** has broken ground for **Kensington Place**, a 48-lot community at approximately 300 North and 2150 West in Lehi. The first phase in the four-phase project will consist of 18 lots on 14 acres. Approximately five of the 14 acres have been dedicated to the city for a future park. Overall, Kensington Place will be situated on about 28 acres. The first homes in the development should be ready for occupancy by September or October. Full build-out will be market-driven.

EDUCATION/TRAINING

- **Eric Denna** has been hired as chief information officer (CIO) at the **University of Utah**. Denna will serve as CIO for both the university and the Utah System of Higher Education. Denna was the CIO for the Times Mirror Higher Education Group in Chicago from

1995 to 1997. He was CIO for Brigham Young University from 1997 to 2001 and was the managing director, CIO, for The Church of Jesus Christ of Latter-day Saints from 2000 to 2008. Denna will be responsible for IT strategic planning, policy, standards, architecture and overall responsibility for the campus-wide IT governance process. He will supervise networking, unified communications, administrative computing, classroom technology services, the university webmaster, Web design, video production, duplication, streaming, research computing and services provided by the Center for High Performance Computing. Denna will also share responsibility for central campus data centers and IT infrastructure services, IT compliance, and operational security with the University Hospitals and Clinics.

- **Craig Passey**, senior strategic sourcing manager in purchasing and travel at **Brigham Young University**, has received the **Neil D. Markee Communicator of the Year Award** from the **National Association of Educational Procurement**. Passey worked for BYU Purchasing before being transferred to International Purchasing with The Church of Jesus Christ of Latter-day Saints, where he had the opportunity to help purchase the organ in the LDS Conference Center as well as furniture for many LDS temples. He later returned to BYU to become the senior strategic sourcing manager in the Purchasing Department, where he purchases a wide variety of things from cadavers to office supplies.

FINANCE

- **Grow Utah Ventures** has launched its **Concept to Company Contest** in Northern Utah. The contest will focus on general technology, specifically new products or services that utilize technology as its core process. The contest is open to any Utah-based entrepreneur or small business with a new product or service innovation involving technology. A group of finalists will be selected to present their concepts to a panel of expert judges. One grand prize winner and two runners up will be named. The grand prize winner will receive a cash and service prize valued at up to \$18,000. Each runner up will receive a cash and service prize up to \$8,000. Service prizes are being provided by Kunzler IP Law, Forthgear Marketing, Ballard Spahr Law and Advanced CFO Solutions. The cash prize is being offered by the Northfront Business Resource Center and SEED Weber-Davis-Morgan. Entrepreneurs and small business owners interested in participating can apply at ConceptToCompany.org.

continued on page 13



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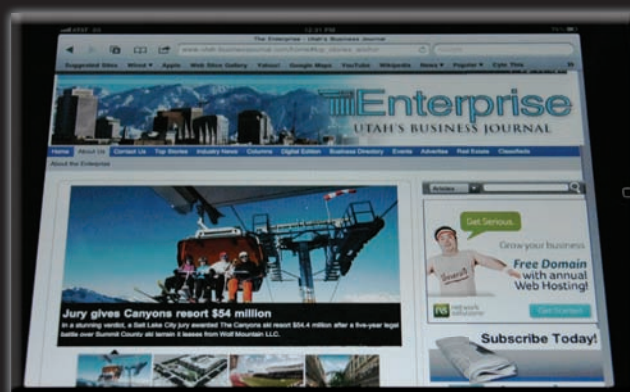
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— **Craig Madsen**, Partner/Founder, J&M Steel

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from page 11

• The **Wayne Brown Institute** and **VentureCapital.org** are seeking submissions from entrepreneurs for **The Deal Forum**, to be held Aug. 2. The Deal Forum provides start-up and early-stage companies with venture-based mentoring and advice from venture professionals. All submissions will be reviewed by angel investors and early stage venture investors, and both will provide feedback. Submissions are due by June 22. The cost to submit is \$25, cost to attend, observe and network is \$10. For more information, visit www.venturecapital.org/vc-events-deal-forum.

GOVERNMENT

• **Margaret Plane**, Salt Lake City senior city attorney, has been named a **Fellow of the American Bar Foundation**. Plane serves as chief counsel to the Department of Human Resources and represents the city in general civil litigation. The Fellows of the American Bar Foundation is an honorary organization of lawyers, judges and legal scholars whose public and private careers demonstrate the highest principles of the legal profession. The foundation recognized Plane for her dedication to and practice of law at its highest principle to promote public welfare. Membership in The Fellows is limited to one-third of 1 percent of lawyers licensed to practice in each jurisdiction. Members are nominated by Fellows in their jurisdiction and elected by the Board of the American Bar Foundation.

• **State Budget Solutions**, a state budget education and watchdog group, will present the **"Reality Check" award** to the **State of Utah** for its innovative use of a reality-based budgeting process for state pensions that makes the state more fiscally responsible and financially sound. Utah state employees now have incentives to choose a defined contribution pension plan instead of a defined benefit plan, a reform that cuts the state's \$6.5 billion pension debt in half.

• **Smart phone users** can now find resources via a **new SBA mobile application** from the U.S. Small Business Administration. The SBA mobile app makes the search for extensive resources more efficient, whether users are starting a new business or taking an existing business to a new level. The app is available for the Apple iPhone, with future versions planned for other smartphone platforms. The app features a built-in startup cost calculator to help estimate the costs associated with getting a business off the ground, and an SBA partner locator to help users find SBA offices, Small Business Development Centers, Women's Business Centers and SCORE. The free mobile app can

be downloaded from the SBA's website at www.sba.gov/content/sba-mobile-app.

• The **West Valley City Council** unanimously approved a resolution ratifying the city manager's appointment of **J. Eric Bunderson** as city attorney. Bunderson received his bachelor's from Utah State University and his juris doctorate from the University of Utah's S.J. Quinney College of Law. Bunderson has worked as a prosecutor since joining the city, and recently made the transition to the Civil Division after being promoted to deputy city attorney.

INSURANCE

• Some of Utah's safest companies will be recognized by **Workers Compensation Fund of Utah** for their outstanding efforts in keeping workers safe. Recipients of the 2011 WCF **Charles A. Caine Workplace Safety Awards** are: **Busenbark Construction, Drew's Quality Cabinets, Freightliner of Utah, Gilt Edge Flour Mills, Granger Hunter Improvement District, Kier Construction, Peak Well Service, Power Source Service, Ralph Smith Company, Redi Insulation, Sandy City Corporation, Stearns Construction, Steel Encounters** and **Utah Tile and Roofing**.

• The **Workers Compensation Fund** has declared a **\$7.3 million dividend** to be distributed to a majority of policyholders this month. Policyholders can expect to receive 5 percent of their 2010 earned premium. With this distribution, WCF will have returned more than \$339 million in dividends to its policyholders since 1992, giving back nearly 40.5 percent of net income (almost 10 percent of net earned premiums) to its policyholders. More than 20,000 businesses in Utah will receive a portion of the \$7.3 million policyholder dividend.

LAW

• **Matt Fankhauser** has joined the law firm of **Snell and Wilmer** as a marketing manager in the firm's Salt Lake City office.

He will be responsible for assisting the office with its marketing and business development projects and initiatives. Fankhauser has been the marketing and client relations director with a Salt Lake City law firm, where he did legal marketing and business development projects.

• **E. Blaine Rawson**, shareholder, has joined **Ray Quinney and Nebeker's** litigation section. Prior to joining the firm, Rawson was a partner in the Salt Lake City office of an international law firm. Rawson has been practicing environmental, natural resources law and commercial litigation since 1995. He has experience in the Clean Air Act, CERCLA, RCRA and clean water act litigation and counseling, as well as related state issues such as groundwater, underground storage tanks and state air quality law.

• **Holland and Hart**, a law firm with offices in Salt Lake City, has hired **Roger Tsai** as of counsel in Salt Lake City. Tsai's practice focuses on employment and family-based immigration and corporate immigration compliance. He also advises employers on securing temporary and permanent immigration visas for foreign-born workers. Prior to joining Holland and Hart, Tsai practiced in the Salt Lake City office of Parsons Behle and Latimer. He earned his law degree from the University of Houston Law School, and holds a bachelor's from the University of Michigan.

• The **Utah State Bar** honored attorney **Lawrence R. Barusch** of **Parsons Behle and Latimer** as the **2011 Tax Practitioner of the Year** at the Tax Section meeting on May

26. Barusch was selected in recognition of both his technical expertise and his service to the community and the Utah State Bar. He has more than 30 years of experience practicing taxation, international transactions, business and finance law. He is an adjunct professor at the S.J. Quinney College of Law at the University of Utah, where he currently teaches taxation of corporations and limited liability companies.

MEDIA/MARKETING

• **Love Communications**, a full service advertising and marketing firm based in Salt Lake City, has added two new employees to its Salt Lake City office. **Ginger Fairbanks** is account coordinator and **Jared Conger** is the agency's new digital marketing manager. Fairbanks previously

spent three years in the communications department at the Utah Governor's Office, and Conger was the former Internet marketing manager for the Utah Jazz.

• **Kevin Marasco** has joined **HireVue**, a provider of video interviewing solutions, Salt Lake City, as chief marketing officer. Most recently, Marasco was vice president, brand and digital marketing manager, for San Francisco Bay-based Taleo.

OUTDOOR PRODUCTS/RECREATION

• According to April data from **Outdoor Industry Association**, a provider of resources and support in government/legislative affairs, market and social research and business-to-business services,

continued on next page



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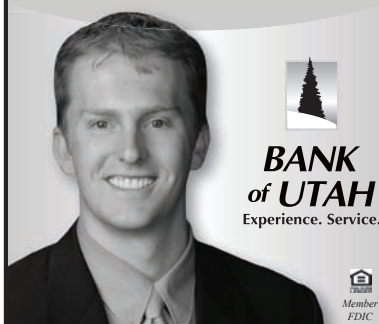
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from previous page

sales of outdoor products grew 10.4 percent to \$710.8 million in the four-week fiscal April period. According to retail point-of-sale data from the April 2011 OIA VantagePoint Trend Report, sales outdoor footwear were up 18.1 percent on broader distribution of the natural/minimalist categories. Outdoor hardgoods increased 8.6 percent and outdoor apparel sales rose 6.5 percent.

• **Snowbird Ski and Summer Resort** has hired **Emily Moench**

as communications manager. Moench comes to Snowbird from SmartMouth Communications, where she media-trained professional athletes and high-profile figures. She recently earned a law degree from the University of Utah.

REAL ESTATE

• **Commerce Real Estate Solutions**, Utah's largest and locally based commercial real estate firm, has added two new members to its office specialist team. **Paul Skene** has 23 years of

experience in the Salt Lake City commercial real estate market, negotiating more than six million square feet of office building leases and sales exceeding \$700 million. **Rusty Lugo** also joined the team, and specializes in business development.

• **Laura Fidler** has joined **Coldwell Banker Residential Brokerage's** Union Heights office in Midvale. In her new position, Fidler will specialize in residential sales in Salt Lake County. Fidler was previously a Realtor with Distinctive Properties. She is

an active member of the National Association of Realtors, Utah Association of Realtors and Salt Lake Board of Realtors. She is currently serving as the chair of the Kidsfest Committee for the Salt Lake Board of Realtors, raising funds for Christmas Box House International.

RESTAURANTS

• **Bambara**, a Kimpton restaurant in Salt Lake City, has promoted **Guy Wheelwright** to general manager. Wheelwright has been in the restaurant business

since he was 14 years old. Part of the management team at Bambara since 2006, he has worked with many of Salt Lake's finest award-winning restaurants including Metropolitan, Squatters Pub Brewery, Snowbird's Wildflower and Log Haven in managerial roles.

RETAIL

• **DownEast Home and Clothing**, a retailer of affordable apparel, home furnishings and accessories, with locations in Utah, has launched a new marketing initiative, **Make the CHOICE to End Poverty**, benefitting CHOICE Humanitarian, a nonprofit that works in rural villages in developing countries. The campaign grew out of a partnership between DownEast employees and CHOICE that began in 2009. Through its corporate matching program, DownEast employees have contributed more than \$60,000 to CHOICE Humanitarian since 2009, and helped to enroll 100 percent of village women in adult literacy classes.

TRANSPORTATION

• Salt Lake City-based **C.R. England**, a provider of global transportation services, has made additions to its corporate office. **Jolene Stehlin** joins as a lead clearer, **Ken Lingren** joins as a driver manager, **Amanda Heaps** joins as an accident investigator and **Eric Walker**, **Christopher Totterer**, **Mike McCaffrey** and **Michael Dahlgren** joined as account managers. **Stephanie Barton** and **Jody Mitchell** have joined as capacity managers.

TRAVEL/TOURISM

• The **Utah Tourism Industry Coalition**, the trade association for Utah's tourism industry, and the **Utah Valley Convention and Visitors Bureau**, the destination marketing organization for Utah County, have elected 2011-2013 officers and an executive committee. The 2011-2013 leadership includes: president, **Joel Racker**, president and CEO of the Utah Valley CVB; vice president, **Nathan Rafferty**, president of Ski Utah; secretary-treasurer, **Neil Wilkinson**, director of sales and marketing for Temple Square Hospitality; past president, **Marian DeLay**, executive director of Moab Area Travel Council; executive committee member, **Scott Beck**, president and CEO of Visit Salt Lake; executive committee member, **Bill Malone**, president of the Park City Chamber/CVB; executive committee **Rob Slettom**, president of Identity Properties; executive committee member **Barbara Riddle**, president and CEO of Davis Area Convention and Visitors Bureau; and conference chairwoman, **Sara Toliver**, president and CEO of Ogden/Weber CVB.

Mountain America congratulates its Senior Vice President, Sharon Cook on being recognized by *Utah Business* as an outstanding leader—*she is one of the reasons we deliver outstanding results for our members.*

2 0 1 1 **Sharon S. Cook** Senior Vice President, Marketing & Public Relations

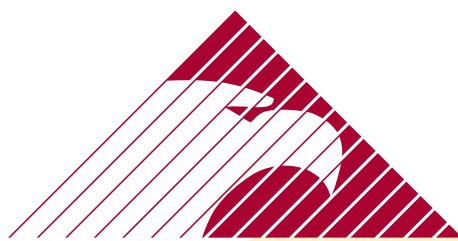


Sharon Cook is a seasoned marketing professional with a background in Financial Services, Real Estate and Marketing Technology. She has a track record of building some of the strongest brands in Utah. Sharon has been an outstanding leader, increasing marketing and company ROI, overseeing channel development, expanding web programs and analytics, and cultivating

professional networks for nearly 20 years.

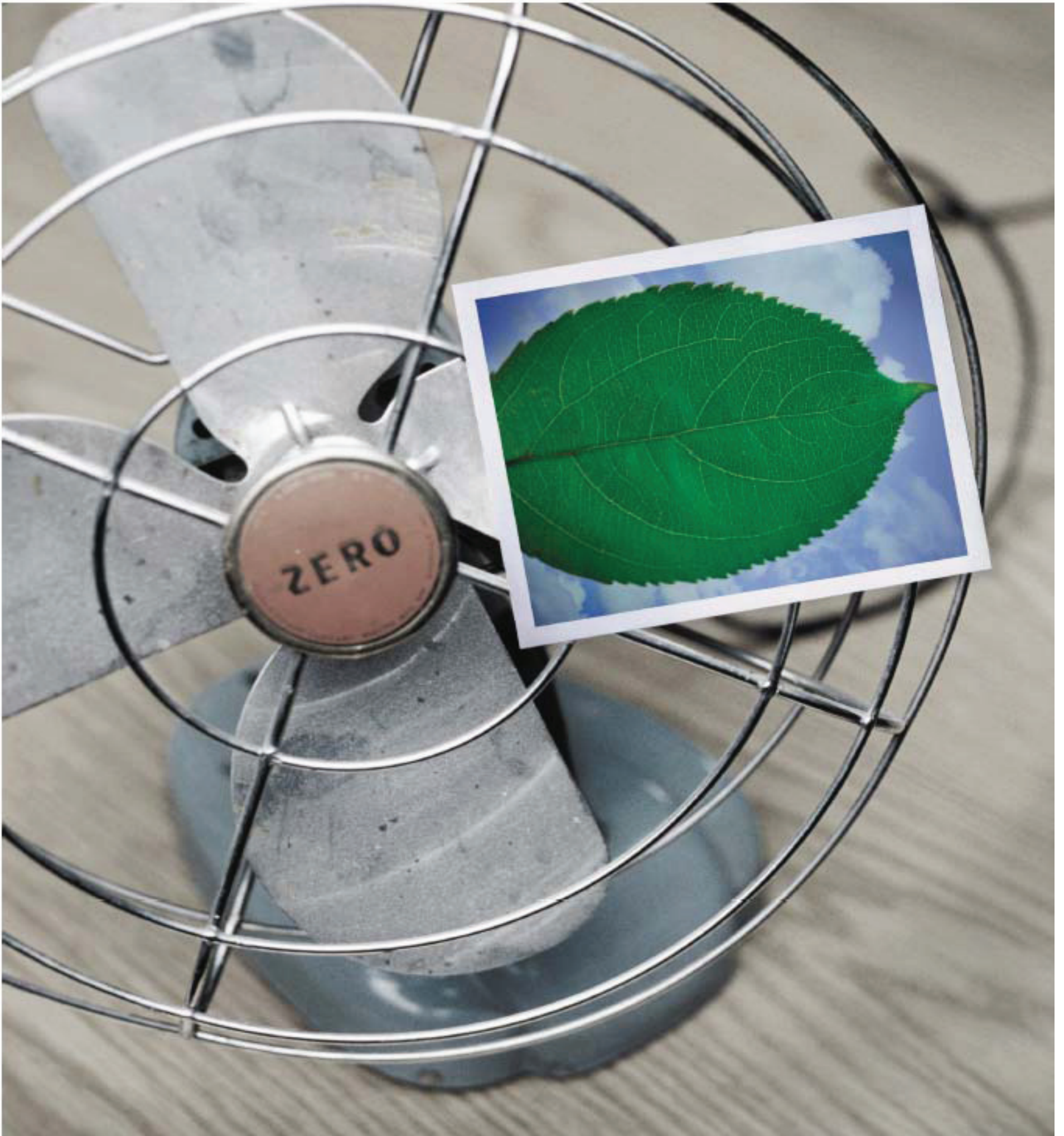
At Mountain America, she focuses on dynamic messaging that is incorporated into highly-integrated marketing and public relations campaigns containing traditional media, social media and new technologies that are producing excellent results. She also oversees our community partnerships and is passionate about helping people in need—especially children.

Sharon is actively involved in promoting numerous charities and currently serves on the Board of Trustees for the Utah Technology Council, the Executive Committee of the American Heart Association, the Women's Advisory Committee for the David Eccles School of Business at the University of Utah and the Board of Women in Business at the Salt Lake Chamber of Commerce.



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CRUISE & TRAVEL MASTERS



• Calendar •

• June 8, 3-6 p.m.: **Credit Fest**, presented by the Association for Corporate Growth-Utah. The event is geared toward emerging and established middle-market companies and the professionals who support them. Speaker will be economist Dr. Kelly Matthews. A lender panel discussion will include Lorry Pitcher, senior vice president at KeyBank; and Dean Luikart, regional vice president of commercial banking at Wells Fargo. They will share their vision of the future of the economy and the state of the bank lending market. Location is the Little America Hotel, 500 S. Main St., Salt Lake City. Cost is \$30 for ACG members before June 3, \$45 thereafter. Nonmember cost is \$45 before June 3, \$60 thereafter. Register at www.acgutah.org.

• June 9, 8 a.m.-4:30 p.m.: **“InsideOut Coaching,”** presented by InsideOut Development. Participants will learn how to implement a simple and repeatable coaching process that can be applied in a variety of situations;

how to coach others to maximize potential by creating awareness, setting goals and creating focused action; help others develop action plans to increase performance, establish accountability and increase productivity; navigate difficult conversations with more confidence and greater accountability, and communicate feedback in fast and effective ways. Location is the Marriott Salt Lake City Center, 220 S. State St., Salt Lake City. Cost is \$449 (there is an early bird discount of \$429 until June 2), or \$399 for two or more. Register at <http://www.insideoutdev.com>.

• June 14, 7:15-9 a.m.: **Association for Corporate Growth Utah Breakfast Program.** Speaker will be Dr. Barry Johnson of Health Care Insight. Location is the Little America Hotel, 500 S. Main St., Salt Lake City. Free to ACG members, nonmembers pay \$30. RSVP by visiting www.acg.org/utah or by calling Linda Blake at (801) 359-8613.

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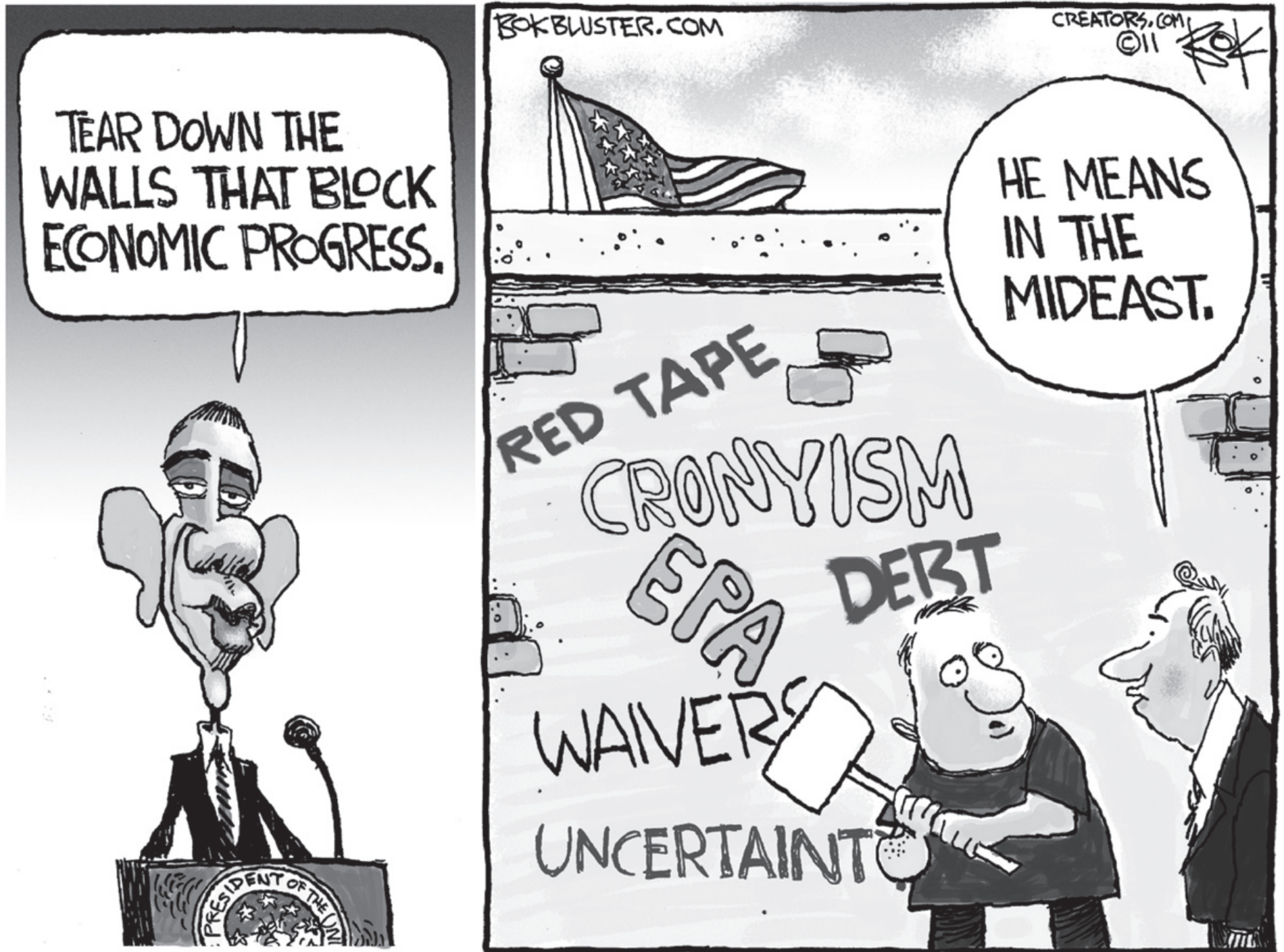
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From Wisconsin to Florida, strong winds of political remorse

Still spinning in the vortex of the May 24 tornado in New York's 26th Congressional District, Republican leaders insist that Democrat Kathy Hochul's upset victory on their party's turf was meaningless. They say that Republican nominee Jane Corwin lost because of her own weak campaign, or the presence of a big-spending "tea party" candidate on a third ballot line, or just about anything except the Republican scheme to slash Medicare — which became the dominant topic of debate during the special election's final weeks.

Yet there are signals not only from upstate New York but around the nation that the Republicans face surging discontent, as voters learn what they intend when they attain power. With a majority in the House of Representatives, they have devised a budget plan that would help nobody except the wealthiest taxpayers, while devastating the nation's health insurance programs, physical infrastructure and environment.

With most of the nation's statehouses under Republican

control, they have inflicted harsh cutbacks in education, health care and public safety, while assailing every public employee, from teachers to firefighters and cops.

Evidently, the people do not approve of these assaults on the standard of living of the American middle class.

According to recent public opinion polls, in fact, the people feel a keen sense of "buyer's remorse" for supporting the Republicans last November. From the Canadian border down to the Florida coast, swing-state voters are expressing deep regret over the results of the midterm elections.

In Wisconsin, the latest surveys show that substantial majorities now regret electing Gov. Scott Walker, who has earned national fame (or infamy) for rescinding the collective bargaining rights of his state's public workers. Three months after the end of the mass protests against Walker's actions, the nonpartisan Public Policy Polling firm found that 54 percent of his Wisconsin constituents disapprove of his performance, while

only 43 percent approve. Asked whether they would support or oppose his removal from office in a recall election, 50 percent said yes and only 47 percent said no.

The same poll found that Wisconsin voters are also apparently sorry that they replaced progressive Democratic Sen. Russ Feingold last fall with a tea party extremist named Ron Johnson. Today, they would reelect Feingold with a comfortable margin over any Republican, and would bounce the Republican majority in the state legislature, too.

As for Medicare, the publicity afforded Rep. Paul Ryan, the Wisconsin author of the Republican plan to transform the single-payer national health insurance into a stingy voucher, is rapidly losing popularity in his home state. A new PPP polls shows that Ryan's approval rating has dropped precipitously over the past six months, with 46 percent now viewing him unfavorably and 41 percent viewing him favorably. Perhaps that is why he has decided not to run for the state's open Senate seat.

Recent polls show the same kind of repentance over the midterm Republican sweep among voters in Florida and Ohio — except that the anger in those states seems even deeper.

A nonpartisan Quinnipiac College poll released on May 25 found that Florida voters now disapprove of Republican Gov. Rick Scott, a far-right ideologue whom they elected narrowly last fall, by a margin of 57 percent to 29 percent. Never popular, Scott began to plummet in polls as early as last March, when he commenced a series of attacks on the state's teachers, and his proposals for deep cuts in education and health care (and in taxes on millionaires like himself) have sent the bald-domed insurance magnate into a free fall.

Meanwhile, Ohio voters likewise wish they could be rid of Gov. John Kasich, who has imitated Scott Walker's assault on the public sector. Asked how they would vote if last November's election were held today, the clear answer — by a remarkable margin of 25 points — is that they would

keep Ted Strickland, the defeated Democratic incumbent, instead of replacing him with Kasich.

Such powerful signs of voter disillusionment portend serious trouble for the Republicans. And unlike the special election result in New York, those frightening numbers can indeed be blamed on the tea party, which has imposed an extremist ideology that most Americans reject.

If Democrats can at long last learn to explain how they differ from their right-wing adversaries — and if they stand fast in protecting the middle class — then the election of 2012 will be theirs to win.

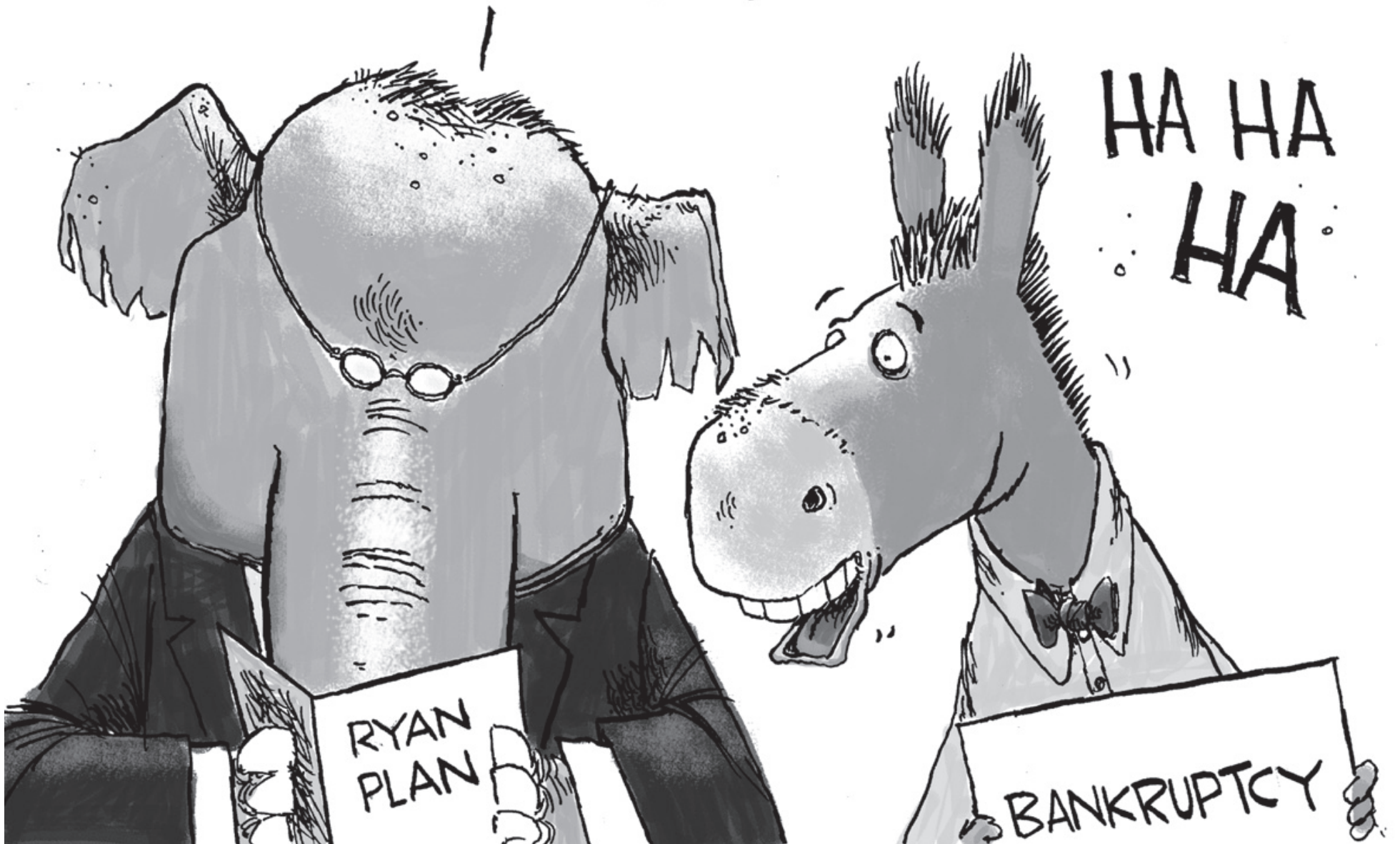
Joe Conason's articles have been published in *Harper's*, *The Nation*, *The New Republic*, *The Guardian* (London) and *The New Yorker*, among many other periodicals in the United States and abroad. He also appears frequently as a commentator on television and radio programs. A winner of the New York Press Club's Byline Award, he has covered every American presidential election since 1980.

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Joe Conason

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Seductive beliefs

One of the painfully revealing episodes in Barack Obama's book *Dreams From My Father* describes his early experience listening to a sermon by the Rev. Jeremiah Wright. Among the things said in that sermon was that "white folks' greed runs a world in need." Obama was literally moved to tears by that sermon.

This sermon may have been like a revelation to Barack Obama but its explanation of economic and other differences was among the oldest — and most factually discredited — explanations of such difference among all sorts of peoples in all sorts of places. Yet it is an explanation that has long been politically seductive, in countries around the world.

What could be more emotionally satisfying than seeing others who have done better in the world as the villains responsible for your not having done as well? It is the ideal political explanation, from the standpoint of mass

appeal, whether or not it makes any sense otherwise.

That has been the politically preferred explanation for economic differences between the Malay majority and the more prosperous Chinese minority in Malaysia, or between the Gentile majority and the Jewish minority in various countries in Europe between the two World Wars.

At various other times and places, it has been the preferred explanation for the economic differences between the Sinhalese and the Tamil minority in Sri Lanka, the Africans and the Lebanese in Sierra Leone, the Czechs and the Germans in Bohemia and numerous other groups in countries around the world.

The idea that the rich have gotten rich by making the poor poor has been an ideological theme that has played well in Third World countries, to explain why they lag so far behind the

West.

None of this was original with Jeremiah Wright. All he added was his own colorful gutter style of expressing it, which so captivated the man who is now President of the United States.

There is obviously something there with very deep emotional appeal. Moreover, because nothing is easier to find than sins among human beings, there will never be a lack of evil deeds to make that explanation seem plausible.

Because the Western culture has been ascendant in the world in recent centuries, the image of rich white people and poor non-white people has made a deep impression, whether in theories of racial superiority — which were big among "progressives" in the early 20th century — or in theories of exploitation among "progressives" later on.

In a wider view of history, however, it becomes clear that, for centuries before the European ascendancy, Europe lagged far

behind China in many achievements. Since neither of them changed much genetically between those times and the later rise of Europe, it is hard to reconcile this role reversal with racial theories.

More important, the Chinese were not to blame for Europe's problems — which would not be solved until the Europeans themselves finally got their own act together, instead of blaming others. If they had listened to people like Jeremiah Wright, Europe might still be in the Dark Ages.

It is hard to reconcile "exploitation" theories with the facts. While there have been conquered peoples made poorer by their conquerors, especially by Spanish conquerors in the Western Hemisphere, in general most poor countries were poor for reasons that existed before the conquerors arrived. Some Third World countries are poorer today than they were when they were ruled by Western countries, generations ago.

False theories are not just

an intellectual problem to be discussed around a seminar table in some ivy-covered building. When millions of people believe those theories, including people in high places, with the fate of nations in their hands, that is a serious and potentially disastrous fact of life.

Despite a carefully choreographed image of affability and cool, Barack Obama's decisions and appointments as President betray an alienation from the values and the people of this country that are too disturbing to be answered by showing his birth certificate.

Too many of his appointees exhibit a similar alienation, including Attorney General Eric Holder, under whom the Department of Justice could more accurately be described as the Department of Payback.

Thomas Sowell is a senior fellow at the Hoover Institution, Stanford University, Stanford, CA 94305. His Web site is www.tsowell.com.

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