

THIS WEEK

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Park City project sold, to become timeshare later this summer



Sunrise at Escala, sold to Centerbridge Capital Partners, contains 83 units and will be converted to timeshares.

SDI Realty Group has announced that its Sunrise at Escala resort condominium project in Park City has been sold to Centerbridge Capital Partners LP of New York City and will transition to a high-end timeshare facility.

SDI, the project co-developer, said it had closed on a long-term transaction for the 83-unit project with Centerbridge. A Centerbridge affiliate, Lantern Asset Management, will provide asset management services for the

property, which will become a branded timeshare resort later this summer.

Financial terms of the transaction were not disclosed. SDI said it will maintain a long-term interest in Sunrise; build out commercial space and install new furniture, fixtures and equipment this summer; and provide additional management services with Lantern for the next several years.

Located within Canyons

see SUNRISE page 2

Intermountain, Myriad Genetics join forces on diagnostic test research

Intermountain Healthcare and Myriad Genetics have announced a research agreement focused on molecular diagnostic tests being developed by Myriad. Both companies are based in Salt Lake City.

Financial terms of the agreement were not disclosed. The agreement involves research and validation studies on the Myriad tests as a way to improve patient care and treatment.

"Intermountain is committed to improving patient outcomes, which is in perfect alignment with the core mission of Myriad," said Peter Meldrum, Myriad's president and chief executive officer. "This research collaboration will have great potential to help patients by furthering research on molecular diagnostic tests which can assist healthcare providers to effectively guide treatment decisions and determine the risk of disease progression and recurrence."

The first test to be studied is Prolaris. The project will expand the use of the test by analyzing

biopsy samples of 200 patients diagnosed with prostate cancer. The study will assess the ability of the Prolaris test to predict which men are at a heightened risk of biochemical recurrence and therefore should be given more aggressive therapy for their disease.

Myriad said the Intermountain study and other Prolaris studies taking place in the U.S. and Europe are designed to demonstrate the prognostic ability of the Prolaris test in assessing a patient's risk of biochemical recurrence of disease and death from disease.

"We are thrilled to be partnering with Myriad to further research across a number of diseases in an effort to improve patient care," said Dr. Brent Wallace, Intermountain's chief medical officer. "We look forward to embarking on our prostate cancer collaboration with Myriad and hope the findings from this study will help define the clinical benefit of the Prolaris test. This will

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Former HP chief calls for tax code reform, new view of small-business impact

By Brice Wallace
The Enterprise

Despite having "the smartest people and the strongest companies" in the world, the U.S. has "structural" economic challenges, according to Carly Fiorina, the first woman to lead a Fortune 20 company.

Speaking at Zions Bank's 11th annual Trade and Business Conference, the former chairman and chief executive officer of Hewlett-Packard said one major challenge is determining small business' role in the national economy. Fiorina said that for the past four years, all new job growth in the U.S. has been from small and new businesses, yet more small businesses are failing and fewer are starting than any time in the past 40 years.

"Most of the innovation in this nation comes from small and new businesses," Fiorina said.

"So what does that say? That says that entrepreneurship is the growth and innovation engine of this country. It always has been and it still is."

What's more, small business has served as "the first rung on the ladder of the American dream," she said.

Urging a simplification of the tax system and closing tax loopholes, Fiorina said small-business owners now feel overburdened by government regulations and complex tax codes. Meanwhile, policymakers' have been focused on "big business, big government and big labor," she said.

"Over time, we have to have a fundamental shift in our mindset that says, no, our most important goal now is to strengthen the entrepreneurial foundation of this nation, to reward risk-taking and innovation. If we have to carve

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Startup company aim: improve aim of golfers during putting

By Brice Wallace
The Enterprise

A Salt Lake City-based startup company wants to help golfers better tell a lie.

On the putting green, that is.

Using topography scanning technology, My Line Golf Inc. hopes to improve golfers' green-reading skills through the use of "cheat sheet" instructions available at several practice greens this summer. By next year, it hopes to have broadcast networks using its technology to chart shots at televised tournaments. Ultimately, it wants to be able to aid golfers before making a put on any green across the country.

As demonstrated during a "putting experiment" recently at Forest Dale Golf Course, the My Line cheat sheets brought down the number of shots needed to make a put. The green's terrain having already been plotted, a typical card would indicate that to make a put from a certain point 44 feet, 11 inches from the hole, a golfer would need to strike the ball with the same force as if it



were 42 feet, 3 inches away and aim for a spot 5 feet, 4 inches to the left of the hole in order to compensate for the expected break of the ball as it rolled.

"If a person practiced with that and they used this kind of thinking on the practice green, when they got out on the course, they might actually translate that experience," said James U. Jensen, an attorney and CEO of ClearWater Law & Governance Group LLC and one of five people involved in the My Line patent filing. If a golfer could drop his course score from a 94 to an 84, for example, "his buddies would lose a lot of money as a consequence of that."

Lots of technologies — scopes, displays and maps — aid golfers with fairway shots, but My Line is strictly designed for greens. "Many people spend a lot of time practicing driving and

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MY LINE

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pitching, but the way you can really make a difference (in your score) is if you can quit three-putting,” Jensen said.

Jensen and a colleague started a company 11 years ago that conducted large-scale, real-world scanning in a way that integrated LIDAR rangefinding, GPS and photography to create topographical maps. Both left the company in 2008, but Jensen realized that same technology could be used on golf greens. Since organizing My Line last summer, the group has manually computed putting calculations from certain spots at the Forest Dale practice greens.

During the recent experiment, without the cheat sheets, one player took 27 putts to get the ball into the hole from 10 spots —

some uphill from the hole, some downhill, some with left or right breaks. Those shots missed by a total of 76 feet. But with the My Line sheets, that player needed only 22 putts and missed by a total of 25 feet.

Jensen says he has seen golfers “stand, look, kneel, act like they’re George Washington the surveyor” before making a putt “and then they get up and hit the ball wildly. And I think, how did you think any of that information was useful to you? This [My Line] is almost intuitive ... I think it will be intuitive and enrich the experience and mostly give people an improved image of themselves, as people who really have the talent to golf.”

My Line practice green sheets could be available at several courses by late summer. The next step for the company would be applying My Line to golf broadcasts,

with My Line having calculated in advance the path of a particular putt and being able to show an eagle-eye view of what it would take to get the ball into the hole. And it would need to do all of that without retarding the pace of play.

“I’d like to see a little window down in the corner [of the screen] that shows that Corey Pavin’s 18-foot putt has to break ‘that far’ in order to go in, whereas Phil Mickelson’s putt is further away but has relatively little break,” Jensen said. “And I’d like to see that difference ahead of time. If I could see that ahead of time and then see them make that putt, my enjoyment of that would go up immensely.”

Eventually, the company hopes to scan greens across the country, and players would be able to use a Blackberry, smartphone or other device to get My Line infor-

mation — a physics engine would make the calculations — to help them target their putts. “On the practice greens, we know where the holes will be and where the ball will be,” Jensen said. “In the real world, holes are moved daily and who knows where you ball is going to be? But we think we have the technology to help identify where the ball is.”

Jensen believes intermediate-quality golfers will be keen on My Line. “I don’t think a scratch golfer, who hits par, I don’t think this could help them that much. They’re probably really good greens readers already. But someone who shoots in the 90s or 100, this could help them quite a bit, if just on the practice side,” he said.

“The target we’d be looking at are people who play eight or more rounds a year. That’s the big bulk of people. The people who go out once or twice probably

didn’t have a good experience and they’re not going to spend money on equipment.”

My Line currently consists of Jensen and three other consultants. The patent filing includes five inventors. Jensen acknowledges that the company will need to raise some money to advance its efforts, including the automation of generating the cheat sheets.

“I think we have a story that’s a very attractive one,” Jensen said. “If we have something that is instantly and automatically understandable and credible, that will be a big plus. I think this is an idea that has some legs.”

The premise of the company certainly is understandable and credible: to help a golfer improve their scores and not need to practice as much. “That sounds divine to me,” Jensen said. “It’s like being slender and not dieting.”

SUNRISE

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Ski Resort, 218,887 square foot Sunrise was developed by SDI and Silverado Property Co. The ski-in ski-out property was completed in June 2009 as the second phase of the Hyatt Escala Lodges, a branded hotel condominium development that is SDI’s flagship

In accordance with Sec 106 of the Programmatic Agreement, T-Mobile USA plans to add an underground trench run at 2700 E. 11600 S., Draper, UT 84651. Please direct comments to Vitaly M. at 714-508-4100 regarding site SL01049-D.

resort. SDI is the asset manager of the commercial and residential condos at Hyatt Escala Lodge.

“This transaction will allow us to achieve the greatest potential of Sunrise and enhance the appeal and value of our highest-end property, Hyatt Escala Lodge,” said Adam Loser, project manager and partner at SDI Realty Group. “Plans are already under way to complete new commercial space and install new furnishings at Sunrise.”

“Both Hyatt and SDI Realty Group are excited to bring Centerbridge into our adjacent Sunrise property, and we look for-

ward to announcing another high-end brand later this summer,” said Cory Williams, development and asset manager and partner in SDI. “This transition will enhance both the Canyons Resort and our adjacent Hyatt Escala Lodge property by bringing in additional travelers who come to enjoy the vast skiing and snowboarding terrain along with the array of summer activities.”

Centerbridge completed a

similar deal late last year with the Planet Hollywood Towers Westgate in Las Vegas, which has since been rebranded by Hilton Grand Vacations.

“We are very pleased to complete this transaction with the Centerbridge team, whom we believe to be the best group possible for high-quality timeshare conversion,” said Wayne Turner, SDI’s managing director. “We look forward to participating with

them as needed in the long-term success of this property.”

SDI manages more than \$300 million in development and operating assets. In addition to projects in Park City, it has purchased, developed and sold commercial properties in Salt Lake City, South Dakota and Texas. The 85-unit lodge opened in December 2008 as Escala Lodge and switched to the name Hyatt Escala Lodge in Park City in November 2010.

FIORINA

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out and do something special for big businesses so they don’t do something wrong, fine, but let’s focus on what it takes to make small businesses grow.”

Fiorina also spoke about how changes in technology have changed the economic world. Digital, mobile, virtual and personal technology makes “any piece of information available to anyone, any time, on any device” and “the individual is in charge.” Society is only beginning to understand the commercial and economic impacts of that technology shift, she said. But one obvious ramification is that “any job can go anywhere,” resulting in strong competition among companies and countries. The pace of change has quickened, with less margin for error among competitors.

“The coin of the realm in the 21st century is brainpower and innovation. It’s all about who harnesses smart people’s ideas and innovates fast enough to stay ahead,” she said. “I believe that’s true for national competitiveness and I believe it’s true for companies’ competitiveness.”

Another structural challenge is education. “If the 21st century is the century of brainpower

and innovation, then we must be producing the smartest, most prepared brains in the world, and we are not. The data are crystal-clear,” she said, adding that many businesses simply cannot find qualified workers.

Yet another challenge is the need for investment and the will to lead in what she called the four industries “that will define this century.” They are energy, high tech and biotech, information technology, and aerospace and space technology.

Cautioning that companies need to take the time to develop strategies, be willing to adapt, to provide the resources to implement change and instill the right culture and values, Fiorina said people need to approach the future with a blend of both realism and optimism.

“I think we are living in the most incredible time in human history. For all the challenges, for all our problems, I think this is the most marvelous time, because what is true about this time, this century, is that there are more things more possible for more people in more places than ever before in the history of the human race,” she said. “And I also know, through loads of experience and working with people, that people are always capable of more than they realize.”


MYRIAD

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assist in helping men diagnosed with prostate cancer to understand the aggressiveness of their disease and make better informed decisions about appropriate treatment.”

Intermountain Healthcare is a nonprofit system serving Utah and southeastern Idaho. It has 22 hospitals, more than 185 clinics, more than 800 physicians in the Intermountain Medical Group, and health insurance plans from SelectHealth. It has more than 33,000 employees. Intermountain Healthcare was established in 1975 when The Church of Jesus Christ of Latter-day Saints donated its 15-hospital system to the communities they served and Intermountain was formed to administer those hospitals.

Myriad’s focus has been the discovery and commercialization of tests to assess a person’s risk of developing disease, guide treatment decisions and assess risk of disease progression and recurrence. The tests are based on the role that genes play in human disease. The company recently announced it had net income of \$29.6 million, or 34 cents per share, on revenues of \$129.8 million in the quarter ended March 31.

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• Calendar •

• May 30, 3-4:30 p.m.: **Solar Photovoltaic Energy Course**, sponsored by Hunt Electric. The instructor will be Brok Thayn, a certified National Center for Construction Education and Research electrical and core curricula instructor. He is also Hunt Electric's Energy Division manager. Location is the Hunt Electric Training Center, 1863 W. Alexander St., West Valley City. Cost is \$15 and includes refreshments. Register at <http://events.constantcontact.com/register/event?llr=mjlluajab&oeidk=a07e5mmqwn749953aa> or by calling Jill Lewis at (801) 975-8844.

• May 30, 7 p.m.: **Third Annual Architecture Lecture**, with the topic being "Net Zero" architecture. Lecture is in conjunction with a new exhibit titled "Zero in 10," which features 16 architectural projects created since the 2002 Olympics that demonstrate the evolution in the field of sustainable architecture practices, especially in Utah. The exhibit

creates a direct connection from the Utah Olympic Speed Skating Oval, one of the first LEED-certified buildings in the nation, to the under-construction Salt Lake City Public Safety Building, which will be one of the first Net Zero buildings in the nation. The lecture presenter will be David Brems, the architect who led the design for many of the structures, including the Oval. Location is the Alta Club, 100 E. South Temple, Salt Lake City. The public is invited to attend the lecture by making reservations in advance by calling (801) 322-1081. Arrangements to see the exhibit can be made by contacting the Alta Club at (801) 322-1081 at least 24 hours in advance. It will be on display through Labor Day.

• May 31, noon-1:30 p.m.: **"Why It's Important to Be Bank Ready" seminar**, presented by Bank of American Fork. Attendees will learn what it means to be "bank ready" and how this can help them and their businesses be

stronger and more stable, whether or not they need a loan. They also will learn about the importance of developing a positive relationship with their banker. The presenter will be Philip Gunther, vice president, branch manager and loan officer at Bank of American Fork. Location is the Bank of American Fork Financial Center, 6 W. Main St., American Fork. Cost is \$15, which includes lunch. Registration is at www.bankaf.com/events or (801) 642-3139.

• May 31, 5:30 p.m.: **The Deal Forum**, presented by the Wayne Brown Institute. Attendees will learn how to raise capital for a high-tech or life science company. Location is the Zions Bank Founders Room, 1 S. Main St., 18th floor, Salt Lake City. Cost is \$10 to attend, \$25 to submit. Register at www.venturecapital.org.

• May 31, 7:30-9 a.m.: **NAIOP Utah Chapter Monthly Member Meeting**. Sen. Orrin Hatch will be the guest speaker. Attendees

will also receive a review of the 2012 state legislative bills that will impact the Utah commercial real estate community. Location is the Layton Construction Co. north building conference room, 9020 S. Sandy Parkway, Sandy. Free for NAIOP members, nonmembers pay \$100. Register at <http://bit.ly/May31NAIOP>.

• May 31-June 1, 9 a.m.-5 p.m.: **Crowdfunding Made Simple**, presented by the Crowdfunding Professional Association. The event will allow entrepreneurs, business owners, professional service providers and investors to obtain a deeper understanding of crowdfunding directly from some of the industry leaders behind this groundbreaking business platform. With the Jumpstart Our Business Startups (JOBS) Act signed into law on April 5, a legal framework for equity-based "crowdfund investing" has been established and the potential for a much larger and expanded global crowdfunding community might have been unleashed. Speakers will include Brian Meece, founder and CEO of RocketHub.com, one of the world's top three crowdfunding platforms; Jason Best, co-author of the CrowdFund Investing Framework in the JOBS Act and founder of Startup Exemption; Carl Esposti, founder of Crowdsourcing.org and leader of the CAPS Accreditation Program for crowdfunding platforms; Douglas S. Ellenhoff, one of America's top securities law experts from Ellenhoff, Grossman & Schole; and Utah resident Alan E. Hall, a founding sponsor of the Crowdfunding Professional Association and founder of Grow America SpringBoard and Mercato Partners. Location is the University Guest House and Conference Center at the University of Utah, 110 Fort Douglas Blvd., Salt Lake City. Cost ranges from \$250 to \$1,295. Learn more at [\[ingmadesimple.com\]\(http://ingmadesimple.com\).](http://crowdfund-</p>
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• June 2, 10 a.m.-1 p.m.: **Legacy Project's Leadership Training Seminar**, presented by life coach program company TUHF Inc. Author and speaker Chad Hymas will present "Overcoming Our Personal Barriers." Debbie Langley, chief financial officer at TUHF, will present "Knowing Why: The Difference Between Success and Failure." Location is the Utah Valley University Grande Ballroom, Sorenson Student Center, 800 W. University Parkway, Orem. Cost is \$75, although for a limited time the tickets will be available for \$10, with a portion of the proceeds going to support SCERA Center for the Arts. Tickets may be purchased at <http://thelegacyproject.eventbrite.com>.

• June 7, 1:30 p.m.: **The Building Owners and Managers Association (BOMA Utah) tour of City Creek Center**. Location is Eagle Gate Plaza & Tower, 60 E. South Temple, 8th Floor, Salt Lake City. Cost is free for BOMA members and their guests, \$20.00 for non-members. Registration may be completed at www.bomautah.org.

• June 13, 11 a.m.-1 p.m.: **Lien Law Class**, presented by the Building Owners and Managers Association (BOMA Utah). Utah's lien laws have seen extensive changes over recent years that may have significant impact on the real estate industry. The class will discuss the State Construction Registry and the protection it provides to the construction industry and property owners. The class is recommended for property owners/managers, engineers and vendors. Class is approved for two hours CORE CEU. Location is 3 Triad, 345 W. North Temple, Salt Lake City. Cost is free for BOMA members, \$10 for BOMA member guests, \$20 for non-members. Registration may be completed at www.bomautah.org.

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• Industry Briefs •

AGRIBUSINESS

• The **Downtown Farmers Market** has been in place 20 years, and a **kickoff celebration and fundraising event to mark the anniversary** will take place June 5 from 5:30 to 8:30 p.m. at **Squatters Pub Brewery**, 147 W. Broadway (300 South). The Market has more than 250 vendors, including farmers, producers, bakeries, and local artisans. The fundraiser will feature samples of local food, live music, art, food producers, supporters and the release of a special farm-to-bottle brew. Squatters will donate \$1 of each sold bottle of Bumper Crop to the Farmers Market. Tickets are \$40 for singles and \$75 for couples in advance, and \$50 at the door. Party registration is at www.slchamber.com/page/list/view/events_calendar?event=3661. More information about the Downtown Farmers Market is at www.slcfarmersmarket.org.

ARTS/ENTERTAINMENT

• Salt Lake City's newest **Arts Hub** has had its **grand opening**. The Hub, 663 S. 100 S., occupies 33,000 square feet and consists of art galleries, event centers, dance rehearsal space, individual arts studios, performance space, photography studios, offices for nonprofit arts groups and an outdoor venue for festivals. The Arts Hub property also includes a community and sculpture garden space, as well as a circus tent for events. The Hub was conceived by Derek Dyer, executive director of the

Utah Arts Alliance. It will feature affordable studios for artists, offices for nonprofit groups and rehearsal space for performers. Frequent festivals, open houses and gallery stroll nights will offer the artists an opportunity to sell their work. Resident groups housed in the Hub include **Salt Lake Capoeira, Samba Fogo, B-Boy Federation, People Productions, the Human Rights Education Center, Rhythms of Life, the Spanish Actors Workshop, Concept Creations Art, Glitch Wear and the Incendiary Circus' fire performance group**. The Hub also houses UAA programs like the **Youth Arts in Utah program classes, Gray Wall Gallery, the Hub Boutique** as the Utah Arts Alliance permanent collections gallery. Resident artists include **Derek Dyer, Cat Palmer, Blake Palmer, Benjamin Altenes, Keith Eccles, Jenn Cook, Chris Madsen, Terrance Hansen, John Madsen, Jason Stewart, P.J. Hair, Tamara Fox, Alex Pysher and Michael Christensen**.

• **Tuacahn Center for the Arts**, Ivins, has announced a capital fundraising campaign to raise \$2.6 million for the construction of a new Arts Building and expanded amphitheatre seating. More than 25 percent of the campaign funds already have been committed. The expansion is in response to growing audience demand, the needs of the amphitheatre productions and growth in enrollment of the Tuacahn High School for the Performing Arts. The expansion project includes a 16,000 square

foot Arts Center, including a music conservatory with practice rooms, dance studio/rehearsal space, visual arts classroom, art gallery space, ShowCare (child care) facilities and an expanded Gift Gallery with restaurant. The amphitheatre expansion will incorporate 200 lawn-style seats that will flank each side of the theatre's existing seating. More than 240,000 people attended a theatrical production or concert at the center in 2011. Tuacahn Center for the Arts features a 1,920-seat amphitheatre and 360-student Tuacahn High School for the Performing Arts. It employs a staff of 350.

BANKING

• **Matthew Clark**, vice president of financial services at Mountain America Credit Union, has been named one of the top 20 investment program managers in the United States by *Bank Investment Consultant* magazine. The 2012 list recognizes managers of bank and credit union-based investment advisors with the highest average productivity across the industry. Clark joined Mountain America Credit Union in 2006 after nearly two decades of financial and investment experience at a pair of other companies. His focus is helping members understand more about investing topics and creating awareness of the need to prepare early for retirement.

COMMUNICATIONS

• **Larry H. Miller (LHM) Communications Corp.** has pur-

chased the signals, towers and licenses of two Salt Lake City-area radio stations, **1280 (KZNS-AM)** of Salt Lake City and **97.5 (KZNS-FM)** of Coalville, Utah, from **SLC Divestiture Trust I**, pending Federal Communications Commission (FCC) approval. The 50,000-watt 1280 The Zone will feature a mix of local radio talent and live game broadcasts, including serving as the new home of the Utah Jazz. Fox Sports Radio 97.5 will provide the national perspective offered by Fox Sports Radio in addition to simulcasting Jazz games and carrying the Salt Lake Bees and other local and national game broadcasts. LHM also has reached an agreement with **Simmons Media Group** to operate **960 (KOVO-AM)**, which serves Utah County and will also simulcast Jazz broadcasts. LHM will cease operating **1320 (KFNZ-AM)**, effective May 31. LHM announced it has hired **Randy Rodgers** to serve as general manager of the company's radio stations. A native of Salt Lake City, Rodgers has nearly 40 years' experience working in the Salt Lake radio market.

• The **American Sleep and Breathing Academy**, 8706 S. 700 E., Suite 207, Sandy, has launched *Sleep & Wellness Magazine*. The full-color publication will be available to sleep experts and the public at no cost. The quarterly magazine can be ordered through www.sleepandwellness.net. The spring edition will include articles about narcolepsy, children's sleeping disorders, dreams, obstructive sleep apnea and more. Articles are being written by sleep experts and physicians. In addition to *Sleep & Wellness Magazine*, the academy will publish a special pediatric edition of the magazine.

COMPUTERS/ SOFTWARE

• **Centershift Inc.**, Salt Lake City, has announced it has achieved Level 1 Payment Card Industry Data Security Standards (PCI-DSS) certification for service providers. The company provides self-storage management software. It said it is the only management software service provider in the self-storage industry to achieve the status. The PCI standard was developed as an efficient approach to safeguarding sensitive data, including customers' credit card, account and transaction data, and for the prevention of credit card fraud, hacking and various other security concerns.

ENTREPRENEURSHIP

• **BoomStartup**, a mentorship-driven investment program that helps entrepreneurs build a viable and successful business, has

selected eight startup companies to participate in 2012. The companies selected will be moving into Salt Lake Community College's Miller Business Innovation Center (MBIC) in Sandy. They are **Akomplish**, a provider of online productivity software that allows users to manage contacts, tasks and calendars for their personal lives, groups and companies; **Blue Roof 360**, which provides real estate brokers with online tools to help agents make effective use of the Internet to grow business; **CityGro**, which allows businesses real-time access to customers through special offers; **CitySpark**, provider of an online portal for users to search and find local events, family activities, professional conferences and outdoor adventures; **Match Mate Inc.**, which provides a matchmaking service distributed through web, mobile and social media; **Referral IM**, which simplifies and automates the practice of providing professional referrals; **Text Me Tix**, which gives users access to last-minute ticket deals through various ticket vendors; and **XoomPark**, which offers online guaranteed parking reservations for large, downtown events within walking distance of multiple venues such as sports arenas, theaters and restaurants. The group represents BoomStartup's third class of participating companies. Each will receive \$20,000 in seed capital and \$80,000 of in-kind services, including mentoring from expert business advisors, office space and resources at the MBIC, merchant processing services, attorney visits and more. In total, BoomStartup will be investing between \$800,000 and \$1 million in this year's class to help entrepreneurs grow their small or medium-sized business ventures.

ENVIRONMENT

• The **U.S. Environmental Protection Agency** has announced a **Clean Air Act settlement** with **El Paso Midstream Group LLC** resolving violations at the company's Blue Bell gas plant near Roosevelt. The settlement requires the company to pay \$20,000 in civil penalties and up to \$235,000 toward funding and maintaining two regulatory air monitors in the Uintah Basin. The agency said the company worked cooperatively with the EPA to resolve the violations. The EPA alleges that, prior to 2009, El Paso failed to control hazardous air pollutant emissions from the plant and failed to implement a program for leak detection and repair. In 2010, the plant was modified into a natural gas compressor station and is now known as the Blue Bell Compressor

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Up Coming Lists:

Sustainable Design Firms	June 18
Banks	Aug 6
Credit Unions	Aug 6
Travel Agencies	Aug 13
Colleges & Universities	Aug 20
Hospitals	Aug 27
Vision Centers	Aug 27
Technology Companies	Sept 24
Commercial Insurance Agencies	Oct 22
Group Benefits Companies	Oct 22
Meeting Facilities	Oct 29
Salt Lake CBD Restaurants	Oct 29
Hotels	Oct 29
Temporary Staffing Firms	Dec 10
Copier, Printer, and Fax Dealers	Dec 10
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Station. In addition to the monetary penalty, El Paso will continue to fund two ambient air monitoring stations on the Uintah and Ouray Indian Reservation with the intention of reporting data to the EPA's national database.

GOVERNMENT

• **Salt Lake City's Economic Development Division** is requesting proposals for the **2012 Neighborhood Business District Grant Program**. A total of \$10,000 has been allocated to match funds raised by selected Salt Lake City Neighborhood Business Districts each year. Grant dollars available for each project will not exceed \$2,000 and will depend on the number and strength of eligible proposals submitted. Funds must be used for promotional events, marketing and branding initiatives and/or beautification projects. The grant cycle is open while funds are available; however, applications will not be reviewed until after June 15. Details are at (801) 535-7159 or www.slcdocs.com/BDgrantapp2012.pdf.

• The **Entrepreneur Launch**

Pad, a networking and education group for entrepreneurs and a cornerstone for the collective effort among U.S. Small Business Administration (SBA) resource partners and community business organizations in Utah, has received the SBA's **Champions of Collaboration Award**. It was one of 23 first-rank lenders, investors and entrepreneurial education resource partners nationwide that were honored by the SBA for delivering SBA financial, training and counseling programs to small business entrepreneurs. Individuals recognized with the first-ever Champions of Collaboration Award are **Brent Meikle**, director of the Kaysville Small Business Development Center; **Carlos Linares**, director of the Salt Lake City Small Business Development Center; **Jason Yerka**, director of the Logan Small Business Development Center; **Beverly King**, director of the Ogden Small Business Development Center; **Ken Fakler**, director of the Orem Small Business Development Center; **Ron Tucker**, chapter president of the Salt Lake SCORE; **Arnold Brown**, chapter presi-

dent of Central Utah SCORE; and **Pamela Okumura-Gerrard**, program director of the Salt Lake Women's Business Center.

• The **Utah Department of Commerce and Rocky Mountain Power** are warning Utah utility customers to be aware of scammers posing as Rocky Mountain Power customer service agents or attorneys. During the scam, elderly consumers are told that under a grant authorized by President Obama, they can receive a utility bill credit or have their bills paid directly. The potential victims are told they must provide their Social Security, credit card or check routing number first. The scam has been reported across the country and in Utah in recent months. Some scammers are using in-person handouts, while others are using social media, texting or contacting consumers by phone. Some customers who have received such calls have been told their electricity will be disconnected if they don't provide their credit card information. People receiving visits or calls about their utility bill are encouraged to pay attention to any information —

such as license plate numbers, a number that appears on caller ID or an address where they're supposed to send money — and to report the incident to local police and Rocky Mountain Power. More information is available by calling Rocky Mountain Power at 1-888-221-7070 or by visiting www.rockymountainpower.net.

HEALTH CARE

• **Becker's Hospital Review** recently named **Intermountain Medical Center**, Murray, in its list of "100 Great Hospitals of 2012." The editorial team of the bimonthly publication accepted nominations, conducted research and considered other recognized industry sources to develop this list.

• **USANA Health Sciences Inc.**, Salt Lake City, has promoted **Dr. John Cuomo** to executive director of global research and development and **Dr. Brian Dixon** to executive director of new product and technological innovation. Cuomo will be heavily involved in the building of a USANA research and development laboratory in Singapore and will continue to

work on the company's expansion into China. He holds more than 20 U.S. and European patents, is the author of numerous scientific papers, and has decades of expertise in the areas of synthetic organic chemistry, manufacturing and analytical methods. Dixon will be taking on additional responsibilities in new product development, clinical research and technology innovation. He earned a Ph.D. in molecular and cellular biology from Oregon State University's Linus Pauling Institute, where his research focused on the underlying biochemical and cellular mechanisms of aging. USANA also announced that **Dr. Nancy Steely**, a licensed naturopathic physician; **Mark Levy**, a Ph.D. in human nutrition; and **John Bosse**, a registered dietitian, certified personal trainer and adjunct professor at the University of Utah, have joined USANA's staff of scientific experts. Steely has been a holistic health care practitioner since 2000. She has joined USANA as a senior scientist who will be involved in all aspects of product development with a focus on for-

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Top Sirloin <i>10 oz. USDA Choice Top Sirloin Steak Baked Idaho Potato Grilled on site</i>	Pork Back Ribs <i>Smoked with Applewood Marinated Grilled Chicken Breast</i>	Boneless Ribeye Steak <i>10 oz. USDA Choice Boneless Boneless Ribeye Steak Baked Idaho Potato Grilled on site</i>

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2012

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mulations. Levy's role as a senior scientist is primarily to research, test and innovate nutritional compounds for their efficacy in promoting long-term human health. Bosse specializes in sports nutrition.

INTERNATIONAL

• The state of Utah celebrated its longstanding relationship with Europe during the **second annual Utah-Europe Days**, a two-day event in May. Dignitaries from the delegation of the European Union to the United States and the countries of Germany, Belgium, Croatia, Czech Republic, Poland, Turkey and the United Kingdom participated in the events. Also attending were many of Utah's honorary consul members, Sister City representatives and local business leaders. European trade experts helped Utah companies from the aerospace, energy, life sciences and information technology industries understand their European industry counterparts at one event. Another was the fourth annual Women in International Business Conference — Focus Europe. After introductory remarks, **Sophia DiCaro**, deputy director of the Governor's Office of Economic Development, presented co-organizer and Ballard Spahr international attorney

Barbara Bagnasacco with Utah's International Woman of the Year Award for her contributions in promoting international business between Utah and Europe. The conference also featured two concurrent breakout sessions focusing on Northern Europe and Southern Europe that highlighted key features unique to each area. At another event, company representatives from Utah met with European trade experts at a seminar titled "Successful European Business Strategies." The concluding event was a reception for Utah business leaders and European representatives. During the reception, Gov. Gary Herbert recognized **Archie Rae McFarland** of **AVISPA LLC** and **Dennis Smith** of **Johnson Matthey Inc.** for their dedication and contributions to the state.

LAW

• **Randon W. Wilson**, a senior attorney at **Jones Waldo**, recently received the **Dyer Memorial Award**, honoring the "Sugar Man of the Year – 2011," for his 15-year dedication to strengthening and transforming the sugar industry through the creation of sugar beet growing and refining cooperatives. Wilson is the 54th recipient of the award, and one of the only non-industry executives to be bestowed with the honor. Wilson, who grew up on a farm in

Idaho that harvested sugar beets, worked in sugar production during his youth and undergraduate studies. He then went on to attend the University of Utah's law school and began practicing law for Jones Waldo in 1966. In 1997, sugar beet growers in Idaho, Oregon and Washington who were looking for assistance with an acquisition engaged Wilson. His work organized nearly 1,000 growers into the **Snake River Sugar Co.** that ultimately acquired **Amalgamated Sugar Co.** and its four plants. That was the first of three major acquisitions Wilson facilitated that, in part, earned him the recognition.

• **Craig Swapp & Associates** has added Social Security disability cases to its practice. The firm is accepting clients who have been denied Social Security Disability Insurance (SSDI) and/or Supplemental Security Income (SSI). The firm is accepting new Social Security disability clients in Utah, Idaho and Washington.

• **Jon Parry**, a Salt Lake City-based attorney, has earned the credential of Certified Exit Planner from the Business Enterprise Institute (BEI). Parry completed five months of training, coursework and testing to earn the designation. Parry serves clients in business, intellectual property and estate planning law.

• **Read Hellewell** was recently honored by the Utah State Bar with

the Distinguished Real Property Practitioner of the Year Award. The bar's Real Property Section annually presents the award to a real property lawyer who has distinguished himself or herself in the practice of law in Utah. The recipient exemplifies the highest professional and ethical standards of the members of the section. Hellewell is a shareholder at Kirton McConkie and joins two others from Kirton McConkie — Rob Hyde in 2009 and former shareholder Denis Morrill (now at client Avalon Healthcare) in 2001 — who also received the award.

• **Joseph M. Stultz** was named Pro Bono Publico Young Lawyer of the Year by the Utah State Bar at its Law Day Celebration on May 1 at the Little America Hotel in Salt Lake City. The award is presented annually to a Utah attorney who demonstrates a commitment to providing legal services to individuals with limited means and has performed a significant amount of pro bono work. An associate in the litigation department of Parsons Behle & Latimer, Stultz concentrates his practice on general commercial litigation and personal injury. He graduated with a J.D. degree in 2008 from the University of Utah College of Law, where he was a member of the Utah Law Review, elected to the Order of the Coif and graduated with highest honors. He was

admitted to the Utah State Bar in 2008.

MEDIA/MARKETING

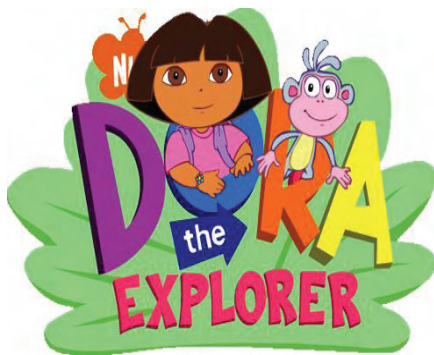
• **Penna Powers Brian Haynes** (PPBH), a Salt Lake City-based advertising, public relations, interactive and public involvement agency, is the first agency in Utah to adopt Rentrak as a television audience measurement service. PPBH also was one of the first agencies in Utah to implement Twitter's Promoted Tweets. An alternative to Nielsen ratings that PPBH also uses, Rentrak gathers audience viewing data from set-top boxes in more than 50,000 Salt Lake designated market area (DMA) households. The use of Rentrak is expected to provide PPBH's Media Department with more specific audience data, such as purchase behavior, household income and lifestyle categories, to use in its media recommendations. Among other companies in Utah using Rentrak are **KSL-TV** and **RC Willey**. Rentrak is based in Portland, Ore.

OUTDOOR PRODUCTS/RECREATION

• Utah ranked 13th among the states in the **League of American Bicyclists' Bicycle Friendly States**. That's up from Utah's 31st

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Salespeople have questions, Jeffrey has answers

I get a ton of emails from people seeking insight or asking me to solve sales dilemmas. Here are a few that may relate to your job, your life and, most important, your sales thought process right now:

Jeffrey, I'm interested in your insight and guidance. I think selling is the best job in the world, but there's one aspect I'm struggle with. It's the feeling of being out of control, and being the master of my own destiny. I tend to work on more complex deals that have large decision making groups, and therefore can be quite a long cycle. I used to sell smaller deals where I could track progress more meaningfully, but now I find myself doing 1 x \$1M deals rather than 10 x \$100k deals where the risk was spread. Any tips on how to stay sane while waiting for big decisions? How do I regain and maintain a feeling that I'm in control of my results? Best regards, Paul

Paul, managing your time is not the answer. Prioritizing your accounts in the order that they are likely to close is a better way to view the process. But there are several elements involved, and several decisions you have to make:

1. Why would you give up your bread and butter and just shoot for the moon? Instead, allocate half your time to sure money and half your time to the big prize. This will leave you in control of your short-term destiny, and allow you to mark a clearer path toward the bigger deal.

2. All committees have a daddy. The person that leads the committee, or even the person that he or she reports to, are the two people that you should be establishing relationships with because they control the outcome. If you simply go in and make a presentation to a committee, they'll be forever lost in the shuffle of indecision, proposals and fighting price with competitors (three of the worst, if not dumbest, elements in making a large sale).

3. Direct contact is not an option. Stop emailing people and waiting for replies. Phone numbers, cell phone numbers, early morning coffee, late afternoon casual conversations, gathering personal data, and sending important business information will help establish you as a resource, rather than being looked at as a vendor.

3.5 Your level of frustration is only a symptom. Your problem is you haven't identified the real decision maker, how the decision will be made, and what the real motive is to purchase. Until you know those three things, your frustration will most likely fall into poverty. Not good. Best regards, Jeffrey

Jeffrey, my name is John and I am a house call veterinarian in Syracuse, N.Y. I have read several of your books and I love your iPhone app! I am having some difficulty growing my business and I KNOW you are the perfect person to help me!

I have been in business for just over four years. Things are steady and stable, but we are not growing the way I know we

could and should be. In fact, SOMEHOW, it seems that regardless of our marketing efforts, referrals, etc., we ALWAYS come out JUST AHEAD of being behind in the financial department. It drives me crazy as everybody we meet tells us how great we are and what an unusual and helpful service we provide, yet we are STILL booking no more than one week ahead at a time. I have tried practically EVERY type of advertising (newspaper, TV, radio, billboards, handouts/fliers) with no great outcome. We are a luxury service (and prefer it that way). We have run out of great ideas to try that won't cost a ton of money. Please help! John

John, before you let your business go to the dogs, you might want to try less advertising and more promotion.

Begin with your Facebook business page. Post stories and videos of your existing customers and their experiences with you. Tag the customer and tag the photo. Your customer will begin to send that story to all of their friends. Also start a YouTube channel. Make sure all the videos are posted there as well — with all the appropriate tags. Without taking advantage of business social media, especially Facebook, you're doomed to waiting for response.

The second thing you have to do is contact every existing customer and talk to them about why they use you. Capture all of those reasons and begin to use them in all of your messaging and promotions.

Third, start a weekly email magazine that features one of your customers every week.

Fourth, subscribe to Ace of Sales. Every time you have a customer, take a photo of their pet and using the Ace of Sales email program, include a photo of their pet along when you send them a thank you note for their business.

With all the promotion that you do, you will begin to have positive word-of-mouth messages and positive Internet messages sent out about you and ultimately sent back to you. Advertising alone will not get you the response that you need in today's world. You have to dedicate the time and the resources to social media promotion and other forms of proactive outreach. You have all the assets you need to succeed in your business, you just haven't utilized them in the proper way. Best regards, Jeffrey

Jeffrey Gitomer is the author of *The Sales Bible*, *Customer Satisfaction is Worthless*, *Customer Loyalty is Priceless*, *The Little Red Book of Selling*, *The Little Red Book of Sales Answers*, *The Little Black Book of Connections*, *The Little Gold Book of YES! Attitude*, *The Little Green Book of Getting Your Way*, *The Little Platinum Book of Cha-Ching*, *The Little Teal Book of Trust*, *The Little Book of Leadership* and *Social BOOM!* His website, www.gitomer.com, will lead you to more information about training and seminars, or e-mail him personally at salesman@gitomer.com.

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Fiduciary standards vs. suitability standards

If you meet with a financial professional, be sure to ask a critical question. If you make an appointment with a financial consultant on behalf of yourself, your family or your company, make the following inquiry before the meeting ends:

“Are you held to a suitability standard or a fiduciary standard?”

This distinction is very important. You should be aware of the difference.

What is a suitability standard? Investment brokers are frequently asked to abide by suitability standards: when they recommend a financial product to a client, they are ethically bound to recommend a product that is “suitable” for that client. As laid out in the manual of FINRA (the Financial Industry Regulatory Authority, formerly known as the NASD, or National Association of Securities Dealers), the suitability standard has long demanded that a broker make “reasonable efforts to obtain information” on four aspects of a client's financial life:

- Financial status.
- Tax status.
- Investment objectives.
- Other information used or considered to be reasonable.

These factors (and others) have a hand in determining whether a financial product or securities transaction is deemed “suitable” for a client.

Suitability standards emerged in response to an age-old Wall Street problem. Decades ago, stock brokers garnered all sorts of bad publicity for calling their clients up and recommending “hot” stocks or funds that were utterly inappropriate for them. The investors may have gotten burned, but the brokers got their sales commissions.

Suitability standards are good, make no mistake. The problem is that they could be even better.

Even with a suitability standard, a broker has no specified duty to act in a client's best interest. So while that broker may recommend a “suitable” fund, stock or other financial product to you, he is not prohibited from recommending an investment that will result in a bigger commission for him or higher costs for you.

If a broker has a proprietary security that seems “suitable” for you, the broker may promote it ardently to you even though better-performing securities might be available.

In 2005, the SEC determined that “broker-dealers will not be deemed to be investment advisers” and therefore are not subject to the same fiduciary standards as Registered Investment Advisors (RIAs) when recommending investments to clients.

In 2011, FINRA Rules 2090 and 2111 expanded the existing suitability obligations while creating new ones. Any recommendations of “investment strategies” and any recommendations to hold securities within an investment strategy must now be “suitable” for the particular client, and the investor profile compiled by the broker to

judge suitability must consider additional factors.

What is a fiduciary standard? This is the standard that Registered Investment Advisors must uphold. An RIA may be an individual or a financial firm. The “Registered” adjective refers to being registered with either the Securities & Exchange Commission (SEC) or a state securities agency.

RIAs have a fiduciary duty (a legal requirement) to act in the client's best interest regardless of the level of compensation the advisor may receive as a result of recommendations or actions. Fundamentally, this comes down to two points, as stated by the SEC:

- The advisor must avoid conflicts of interest.
- The advisor is prohibited from overreaching or taking unfair advantage of a client's trust.

A Registered Investment Advisor is not supposed to pitch products, strategies or securities transactions with the idea that “this will be a win-win for both of us.” The client's best interest comes first and it is the only interest that matters.

Retirement plan sponsors must also meet fiduciary standards. If you sponsor a retirement plan for your workers, then you are by definition a fiduciary. So says the Department of Labor.

If you violate fiduciary standards, you may be found personally liable and responsible for restoring any losses to the plan or profits from improper use of plan assets.

If you have hired a third-party administrator (TPA) to help you with your plan, you need to understand whether or not that TPA will assume any share of fiduciary responsibilities. Most TPAs will not.

How can you tell if a TPA will? Look at the contract you sign. Look for language (in the fine print) stating that the individual or firm recognizes that it will act as a fiduciary under ERISA and the Advisers Act when offering advice to plan participants. If the TPA exercises discretion and control over the retirement plan or some aspect of it, then it could be defined as a fiduciary.

Seek strong standards. When you enter an advisory arrangement with a financial professional or financial consulting firm, the agreement you sign should tell you whether the advisor is held to a suitability standard or a fiduciary standard. In the opinion of many investors and financial professionals, a fiduciary standard clearly amounts to a higher standard.

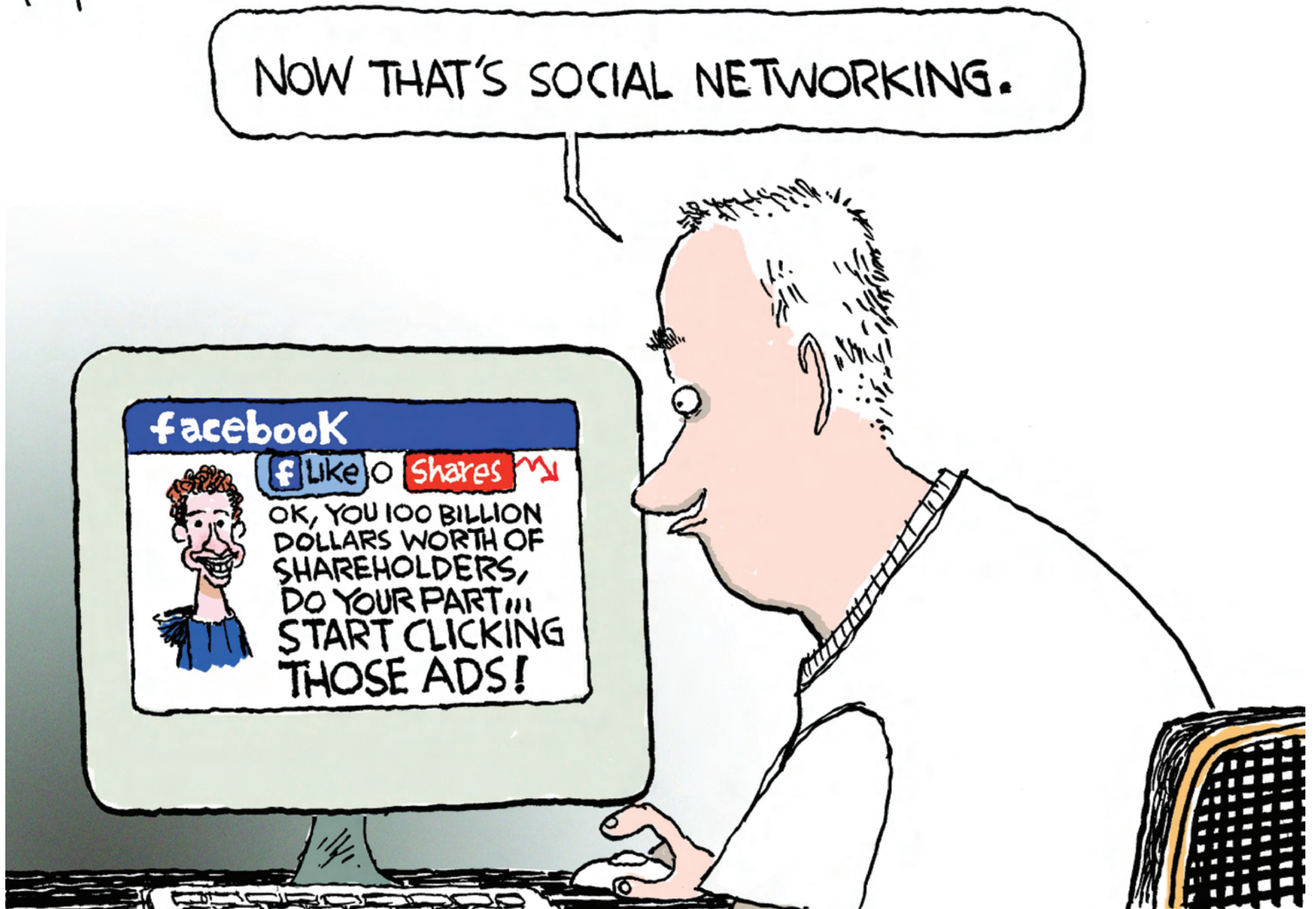
Mark Lund is a portfolio management specialist, investor coach, speaker and author of *The Effective Investor*. To get a free whitepaper, “Eight Myths Killing Portfolio Performance,” go to www.StonecreekWealthAdvisors.com. Lund offers investment management services through Stonecreek Wealth Advisors Inc., an independent fee-only Registered Investment Advisor Firm in Utah. He can be reached at 11650 S. State St., Suite 360, Draper Utah 84020 and (801) 545-0696.



Jeffrey Gitomer



Mark Lund



A racial revolution?

Now that census data show — for the first time in American history — the number of white babies born exceeded by the number of babies born to non-white minorities, the question is: What does this mean for the future of American society?

Politically, it means that minorities who traditionally vote overwhelmingly for Democrats can ensure that the country veers ever further to the left over the years, making America more like the welfare states of Europe, whose unsustainable spending led ultimately to financial crises and widespread riots.

But this is not strictly a matter of whites versus non-whites. Jews vote consistently, and almost as overwhelmingly, for Democrats, as blacks do. Moreover, Asian Americans are by no means as likely as other non-whites to vote for the class warfare, tax-and-spend agenda of the Democrats.

Yet when all is said and done,

the future political direction of the country seems painfully clear from these demographic trends, unless something happens to change the current correlation between race and political party affiliation. Moreover, even that may not be enough.



Thomas Sowell

Even if Republicans can siphon off enough votes from groups that normally vote for Democrats to keep the two-party system alive, the preservation of the Republican Party is a trivial issue compared to the preservation of American society.

If Republican politicians save themselves by becoming Democrats under a different label — and appeal to minorities as minorities, rather than as Americans — the same policies and attitudes will have the same destructive effect on the American economy and society.

Refusing to cut back on entitlement spending, for example, means that the current gen-

eration can continue to enjoy government-subsidized amenities, at the expense of future generations, who can be left to struggle to get necessities, after the money runs out and government's promises can no longer be kept.

The growth of ever bigger and even more intrusive government means that the freedom, for which generations of Americans have fought and died on battlefields around the world, can be slowly but steadily lost within our own country.

Painful as such outcomes can be, the dangers do not end there. A continuation of the current political tendency to take away the money required for national defense, and spend it instead on handouts that will win votes, means that our enemies around the world will have golden opportunities at our expense.

Again, the dangers may not be immediate. But they can be catastrophic when they catch up with us — and catch us unprepared. We recovered from Pearl Harbor

at enormous cost, including the needless deaths of American soldiers, fighting for their lives with obsolete military equipment against enemies with state of the art weapons.

But even such sacrifices, which brought us time to catch up during the Second World War, may not even be enough in a nuclear age.

What can be done now to head off the many dangers in our current political policies and attitudes? There is not much we can do about demographic trends. But the changing composition of the American population is not, in itself, the fundamental danger. After all, vast millions of immigrants crossed the Atlantic for generations on end, and began the process of becoming Americans. Millions of black people likewise began that process after being set free.

Demography is not destiny. But the history of Balkanized and polarized societies in the 20th century is a history of horrors that we

dare not ignore.

We are not at that terrible point yet. But that is the direction in which we are headed, under the spell of magic words like “multiculturalism” and “diversity,” which have become substitutes for thoughts, even among those who pride themselves on being “thinking people.”

Our whole educational system, from the elementary schools to the universities, is permeated with ideologies of group grievances and resentments, painting each group into the corner of its own separate subculture, instead of drawing them into the mainstream of the American culture that made this the greatest nation on earth.

Unless this fashionable Balkanization is stopped, demography can become destiny — and a tragedy for all.

Thomas Sowell is a senior fellow at the Hoover Institution, Stanford University, Stanford, CA 94305.

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position last year. Utah's ranking was based on a number of indicators, including infrastructure and funding that provide on-the-ground bicycle facilities; education and encourage programs that promote cycling; and passage and enforcement of bicycle-friendly laws that make it safe and comfortable for people of all ages to ride. **Scott Lyttle**, executive director of **Bike Utah**, the state's cycling advocacy organization, said Utah can move into the top 10 in the next couple of years if it adopts a statewide Complete Streets policy, continue to increase bicycle ridership to more than 1 percent and continue pushing for more state and federal funding for bicycle projects and accommodations.

RETAIL

- **iQue Repair LLC**, has opened its third store at 711 N. Main St., Layton. The company specializes in the restoration of iPhone, iPad and iPod devices and offers an extended warranty for those devices. The owner is K.C. Kelly. The Layton store includes an Internet cafe with free WiFi. The other iQue stores are at 2255 N. University Parkway, Suite 35, Provo, and 7231 S. 900 E., Suite 300, Midvale.

- **GOFoods**, Salt Lake City, has announced a program called GO Forces, designed to help the military, veterans, law enforcement, emergency services and seniors. Those eligible will receive a waived wholesale membership

fee, regularly \$29.95 per year, special shopping days, and additional discounts and gifts through special coupon codes throughout the year. Details about the program can be found at www.GOFoces.org. GOFoods Global offers storable meals that can be served, saved and shared for up to 25 years.

SCIENCE

- **Miriah Meyer**, a University of Utah Scientific Computing and Imaging (SCI) Institute professor and Utah Science Technology and Research (USTAR) researcher, has been named by *Fast Company* magazine as one of the 100 most creative people in business for 2012. Meyer was listed at No. 24. She creates programs that chart and visualize biological data for use by scientists.

SECURITY/DEFENSE

- The **U.S. Army Chemical Materials Agency** recently hosted a formal ceremony in recognition of the Jan. 21 milestone of the successful completion of its chemical agent stockpile disposal mission. The mission involved destroying the stockpiles in several states, including Utah. More than 27,000 tons of chemical nerve and blister agents, contained in more than 2.3 million munitions and bulk containers, were destroyed. With completion of its disposal mission, CMA HQ will focus on its remaining missions, which includes managing and closing the four remaining destruction facilities in Utah and three other states.

SPORTS

- **STI Holdings Inc.**, Salt Lake City, has completed an agreement and reorganization plan with **Link Bit Consulting Co. Ltd.**, based in Tokyo. Link Bit transmits and provides horse racing information, including publishing a horse racing magazine. It also has produced several books and overseen the production and management of TV shows and events in the horse racing and sports industry. STI has acquired all of the issued and outstanding Link Bit shares for 25 million common STI shares. STI will maintain Link Bit as a wholly owned subsidiary. Following the terms of the merger, all officers and directors of Link Bit resigned. Shuya Watanabe was appointed chairman and chief executive officer. Watanabe has been in the entertainment industry for the past 20 years. STI is a development stage company formerly known as Silver Star Mines Inc.

TRANSPORTATION

- **Drake Sliver** has been promoted to director of agent development for Interide Logistics, a privately held provider of transportation and logistics services based in Salt Lake City. Sliver will be responsible for agent acquisition and retention, as well as developing and mentoring the existing Interide agent base. Sliver has more than 25 years in the transportation and logistics business and will be based in the company's office in Louisville, Ky.

TRAVEL/TOURISM

- **Brent Beck** and **Scott Hardy** were inducted into **Utah's Tourism Hall of Fame** during the Utah Tourism Conference in Provo. Beck helped develop the Sundance brand. He became general manager of Sundance Ski Resort in 1970 and managed it until 1989. In 1987, he became a founding partner in the Sundance mail-order catalog. He served on many boards during his tenure at Sundance, including the State Tram Safety Board, and was president of the Utah Ski Area Operators Association for five years. He played a very strategic role in the development of the Provo Canyon Bike Trail. Hardy has designed the award-winning Utah Scenic Calendar for 26 years. He also was the primary force behind the development of the Salt Lake 2002 Olympic Winter Games logo.

- **aRes Travel**, based in San Diego, has completed an agreement with **Visit Salt Lake** that calls for aRes to integrate its private-label booking engine with the Visit Salt Lake website, allowing visitors to the site to research the destination and book hotels, attractions, deals and travel packages without the need to search other sites. Eric Thompson, Visit Salt Lake's vice president of marketing, said the agreement will allow Visit Salt Lake and its partners to better package, promote and book custom lodging, attractions and event options in and around the greater Salt Lake area.

Where's the 'beef'? Clinton's answer to Romney snark

For Mitt Romney, the president's greatest vulnerability seems to be that Barack Obama is no Bill Clinton — and he is seeking to exploit that perception in his public speeches attacking the incumbent. Recently, the presumptive GOP nominee drew the contrast for an audience in Iowa, harking back to a famous Clinton speech in 1996.

"Almost a generation ago," said Romney, "Bill Clinton announced that the era of big government was over. Even a former George McGovern campaign worker, like President Clinton, was signaling to his own party that Democrats should no longer try to govern by proposing a new program for every problem. President Obama tucked away the Clinton doctrine in his large drawer of discarded ideas, along with transparency and bipartisanship."

It was boilerplate Republican rhetoric — and didn't accurately reflect Clinton's record or views. He has spoken out strongly against austerity in recent months and wrote a book last year calling for more and smarter public invest-

ment that sharply criticized the tea party anti-government ideologues to whom Republicans like Romney constantly pander.

But then Romney took the snark a bit further, as Nia-Malika Henderson noted in *The Washington Post*, when he insinuated that the president is still feuding with his Democratic predecessor.

"It's enough to make you wonder if maybe it was a personal beef with the Clintons," said Romney. "Probably, it runs much deeper than that."

So far Clinton hasn't taken this bait, declining to respond directly even as he campaigns around the country in selected Democratic primaries. But a spokesman indicated that anyone wishing to understand the former president's attitude toward Obama — and Romney — might consult a speech he delivered more recently than 1996. Specifically, his remarks at an April 29 fundraiser for Obama hosted by close Clinton friend Terry McAuliffe at the former Democratic Party chair's home in McLean, Va., where he left no

space for misinterpretation about his opinion of the man standing next to him:

"When you become president, your job is to explain where we are, say where you think we should go, have a strategy to get there and execute it," he began. "By that standard, Barack Obama deserves to be re-elected president of the United States. And I'm going to tell you the only reason we're even meeting here. I mean, this is crazy — he's got an opponent who basically wants to do what they did before, on steroids (laughter) — which will get you the same consequences you got before, on steroids (more laughter)."

Clinton went on to endorse Obama's "forward-looking" plans for economic renewal, first outlined in the presidential campaign four years ago, which were derailed by the financial crash in September 2008, "only seven weeks before the election." Historically, such collapses, noted Clinton, leave nations unable to achieve full economic recovery and job growth for as long as a decade — so "he's beating the clock, not behind it."

A few moments later, Obama replied by lauding Clinton's

"remarkable record" as president — and especially his ability to persuade Democrats, "at a time when, let's face it, the Democratic Party was a little bit lost," to "refocus not on ideology, not on abstractions ... but on where people live, what they're going through day to day."

Whatever frictions were generated in 2008 by the bitter primary contest between Obama and Hillary Rodham Clinton, both she and her husband set them aside soon afterward to work hard electing Obama and then seeking to help him in every possible way.

Since leaving the White House, Bill Clinton has done his best to get along with Republicans as well as Democrats, in the interest of advancing his own broad goals for improving global health, reducing poverty and preserving a livable planet, among other things. But if he has a "beef" with anybody in this election year, that person assuredly is not Barack Obama.

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