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OF NOTE



A little better than most

According to new payroll data released in ADP's December National Employment Report, workers in Utah saw year-over-year pay growth of 6.1 percent from December 2022 to December 2023, with a median annual salary of \$49,600 for workers who've stayed at their job for the past 12 months. Annual Utah pay growth slowed down from 9.4 percent in 2022. Nationally, the year-over-year median change in annual pay was 5.4 percent.

NO. 1 IN U.S. FOR SOCIAL MOBILITY

Economy helps Utahns achieve 'American dream'

Brice Wallace

Salt Lake Business Journal

Utah is the best state in the U.S. for social mobility, in part because of economic elements, according to a recently released report by the Archbridge Institute.

The institute is a Washington, D.C., think tank aimed at highlighting barriers in the way of people attaining "the American dream." Its study defines social mobility as "the opportunity to better oneself and those around them," not just in climbing the income ladder and outearning the previous generation but also including achievement, aspirations, purpose and skills development.

One of the four pillars of the study focuses on entrepreneurship and growth. The others are institutions and the rule of law, education and skills development and social capital.

"In ranking Utah first in its index, Archbridge recognizes the state for its business dynamism, parent engagement and stability, and charity, among other factors," Archbridge said in announcing the study. "States like Louisiana, on the other hand, perform poorly due to taxes, regulations and other policy measures in need of reform."

Finishing behind Utah but in the top five states are Minnesota, Montana, Delaware and Vermont. Generally, states in the Mountain and West North Central regions fare well in the report, while states



Utah's booming economy is a major contributing factor to the state ranking No. 1 in the nation for social mobility, according to a new report from the Archbridge Institute. Photo courtesy Mountain Crane.

in the South have higher barriers to social mobility.

Utah is ranked No. 4 in the "entrepreneurship and growth" category, aided by a No. 2 ranking for business dynamism. It also was No. 10 for taxes and No. 27 for regulation.

Utah is No. 17 for institutions and rule of law, finishing No. 10 for judicial system quality and No. 27 for predatory state action.

The Beehive State is No. 5 for education and skills development, aided by a

see MOBILITY page 14

CONSUMER SENTIMENT CONTINUES TRENDING UPWARD IN DECEMBER

Utah's consumer sentiment rose 6.2 points (8.4 percent) in December, another significant rise following a similar jump in November. The index rose from 73.6 in November to 79.8 in December, according to the Kem C. Gardner Policy Institute's Survey of Utah Consumer Sentiment.

Americans as a whole did even better. A similar survey by the University of Michigan found that sentiment rose 13.7 percent across American — from 61.3 to 69.7.

"Utah consumer sentiment ended 2023 with its highest rating in over two years, signaling growing economic optimism," said Phil Dean, chief economist at the Gardner Institute. "This year-end consumer sentiment increase coincides with the remarkable resiliency seen in the Utah and U.S. economies in 2023. Despite higher interest rates, banking turmoil and elevated inflation during the year, the economy appears to have expanded in all four quarters of 2023, buoyed by strong labor markets, continued robust consumer spending, and elevated-but-moderating inflation."

The Utah consumer confidence survey uses key questions from the University of Michigan's Survey of Consumers. These questions measure residents' views of the present economic situation and their expectations for the economy in the future. Data gathered from the key questions are used to create the consumer confidence index for Utah. Demographic questions are included in the questionnaire to allow for additional analysis of the data and to assess the representativeness of the sample.

The full results of the survey are available online at the Gardner Institute website, <https://gardner.utah.edu>.

Spendlove: 50% percent chance of recession, but Utah will be OK

Brice Wallace

Salt Lake Business Journal

The economic forecasting season has begun, and Robert Spendlove has thrown out the first pitch.

At the recent Zions Bank 2024 economic outlook event, the bank's senior economist pegged the chances of a national recession this year at 50-50 but added that Utah likely would get through it OK.

"I'll tell you that that has been the thing that has gotten a lot of economists scratching their heads, because we all thought it was going to happen in 2023 and it didn't happen," Spendlove said at the event, held at the Zions Technology Center in Midvale.

"I still think there's about a 50 percent chance. A few months ago, six months ago, I was at closer to 65, 70 percent, so I do think that probability of recession has gone down, but there still are some of those factors that could tip the U.S. into

a recession nationally. I think locally we are part of the national economy so we are exposed to that risk, but I think we're well-positioned and if we do go into a recession, I think we're in a good position."

Utah has been a "good position" for several years now. Spendlove cited some *U.S. News & World Report* rankings showing Utah as the best state overall, tops in fiscal stability and the economy. Its population continues to grow, fueled by in-migration. It's second among states with positive job growth since before the COVID pandemic, and its unemployment rate of 2.8 percent remains low. Utah also has seen its labor participation rate increase.

However, housing affordability remains a bugaboo. Utah home prices relative to household income sits at 6.2 but should be about 3, he said.

"What this is saying is, housing is too

see SPENDLOVE page 14

New name, same commitment to You



NEWS

Weber County Commission OKs bid for West Weber zones to join Inland Port

A pair of zones totaling 9,000 acres in the western part of Weber County will be considered for an inland port by the Utah Inland Port Authority board.

The board was scheduled to hear about the draft plan for the West Weber inland port at its meeting Jan. 10. at the Utah State Capitol. Board policy calls for proposed port areas to be presented at one meeting and then be up for approval at the following meeting.

The Weber County Commission recently adopted a resolution requesting the establishment of the West Weber area, which would be the state's ninth port area. In the resolution, the commission said that "Weber County residents can enjoy tremendous benefits from an inland port in the Proposed Area, including the creation of new jobs, boosting the local economy, access to state and federal resources, and assisting with the development of the West Weber Industrial District and Renewable Energy Hub."

The area, it said, is expected to not only meet the business needs of those within the area, but also contribute to the needs of the immediate community and the region as a whole.

The proposed area is east of Promontory Point, near the eastern shore of the Great Salt Lake and consists of two zones: the Little Mountain zone mostly north of the Union Pacific rail line and 900 South and west of 6700 West; and the Weber Bend zone north of the UP rail line and generally east of 6150 West straddling 900 South.

UIPA documents indicate that economic development incentives would generally favor advanced manufacturing, aerospace and defense, distribution and logistics, data centers and renewable energy.

The area has access to Interstate 15, Interstate 84, U.S. 89, Union Pacific rail and a nearby regional airport, and is a future site for a connection with the West Davis Corridor. UIPA documents indicate that Weber County has 90 rail-served customers, including Western Zirconium Inc. inside the proposed project area. That company is one of the largest rail-served customers by car-load volume in Utah, the documents say.

If approved, West Weber would join eight other project areas in the state: an area in Salt Lake County, including in the Northwest Quadrant of Salt Lake City and parts of West Valley City and Magna; the

Iron Springs Inland Port near Cedar City; the Verk Industrial Park project area in Spanish Fork; the Golden Spike project area in Garland, Tremonton, Brigham City and other parts of Box Elder County; the Central Utah Agri-Park in three parts of

Juab County; the Mineral Mountains project area, consisting of four zones in Beaver County in parts of Beaver City, Beaver County and Milford City; the Tooele Valley area; and the Twenty Wells area in Grantsville in Tooele County.

Grant will promote recycling in SLC

Salt Lake City is receiving a \$954,687 Recycling Education and Outreach grant to implement improvements to the city's residential recycling outreach program, following a competitive process administered by the U.S. Environmental Protection Agency (EPA).

"Rain or shine, Salt Lake City's residential recycling and waste collection program keeps our neighborhoods clean, safe and healthy," said Mayor Erin Mendenhall. "This grant will expand our recycling efforts and build upon our work to lead the way on sustainability and stewardship."

The funding will be administered by the Salt Lake City Sustainability Department's Waste and Recycling Division,

which directs residential recycling collection for more than 42,000 residential homes and 650 small businesses. In 2022, the city's residential waste and recycling program collected more than 70,000 tons of materials and diverted 37 percent of waste from landfills through recycling and composting.

The grant will foster direct partnerships between the Sustainability Department and community-based organizations, schools and the city's Youth & Family Division to offer Recycling Ambassador programs focused on the unique stakeholders each organization serves. Funding will also be used to add new part-time education specialists to the Waste & Recycling team.



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French carbon fiber recycler opening plant in Salt Lake City

Brice Wallace

Salt Lake Business Journal

Fairmat, a French company specializing in carbon fiber recycling, will put its first U.S. facility in Salt Lake City during the second quarter.

The announcement was made by the Economic Development Corporation of Utah.

The \$2 million, 5,000-square-foot manufacturing project is expected to create 25 jobs.

Established in 2020, Fairmat specializes in recycling carbon fiber, manufacturing second-generation composites, and designing circular industrial solutions. The company has a manufacturing facility in France, an office in Spain and more than 150 employees.

This expansion is expected to bolster Fairmat's tech-enabled manufacturing processes to address carbon fiber waste in the United States. Building on its success in Europe, Fairmat will establish a high-tech closed-loop ecosystem, diverting carbon fiber materials from landfills by recycling the composites and incorporating them into product design in the U.S.

"At Fairmat, we are reinventing the recycled carbon fiber chain," said Antoine de Turkheim, Fairmat's U.S. country manager. "Our ecosystem is a fully integrated infrastructure that spans the entire value chain, from research and development to design and manufacturing. Today, I am excited that our highly skilled workforce will soon provide our solutions and

engineering know-how for our U.S. customers."

The company's recycling process transforms carbon fiber composites, allowing the company to produce 100 percent recycled, high-performance repurposed materials that are strengthened yet lightweight.

"Fairmat presents two compelling facets for our current talent and these future roles. First, our impact-driven approach appeals to professionals passionate about making a difference within a startup environment," said Alice Balagué, Fairmat's chief impact officer. "Second, our focus on deep tech and industrial engineering attracts those enthusiastic about contributing to innovative solutions."

EDCUtah said the Utah Advanced Materials Manufacturing Initiative organized industry support to attract a carbon fiber recycling company to Utah and brought the opportunity to EDCUtah. UAMMI's report, "Potential for Carbon Fiber Recycling," provided foundational research to support Fairmat's decision to open in Utah.

"We're thrilled to have Fairmat establish its U.S. presence in Utah," said Ryan Starks, executive director of the Utah Governor's Office of Economic Opportunity. "Carbon fiber recycling is crucial, particularly with Utah's strong presence of aerospace and manufacturing companies. Our state values environmental stewardship, and we hope Fairmat's move to Utah will lead the way in attracting like-minded businesses and promoting a circular economy."

"This partnership demonstrates how strategic economic development can support existing Utah companies and target industries," said Scott Cuthbertson, president and CEO of EDCUtah. "Company leaders in Utah's advanced manufacturing

industry saw an opportunity to improve the carbon fiber supply chain locally. After years of collaboration to find the right solution, Utah will welcome the first carbon fiber recycling facility of its kind in the U.S."

Utah ranks No. 1 most charitable state

In a year marked by increased giving and volunteerism across the United States, Utah and Wyoming have emerged as examples of generosity, according to the latest World Giving Index by WalletHub.

The report, which highlights the most charitable states in the country, places Utah in the top spot, reaffirming its reputation as the most philanthropic state in the nation. Meanwhile, Wyoming follows closely behind as the second-most-charitable state.

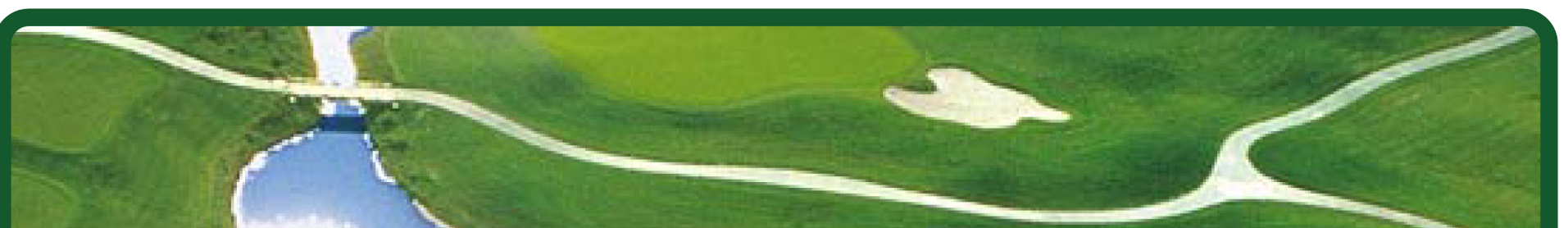
Utah has earned its place at the top of charitable states with statistics that reflect its residents' dedication to helping others, the study says. The state boasts the highest volunteer rate in the country, with 40.7 percent of its population actively engaged in volunteer work. Moreover, Utahns contribute an average of 39.42 volunteer hours per capita per year.

WalletHub's study found that Utah residents also donate 3.89 percent of their income to charitable organizations.

"The deeply ingrained sense of community and spirituality in Utah is a driving force behind its philanthropy. Over half of the state's population also donates their time to good causes, further emphasizing the culture of giving that prevails in the Beehive State," a study summary said.

Wyoming, despite being the least populated state in the nation, has secured its position as the second-most-charitable state in the United States. With a volunteer rate of 39.2 percent, it ranks second-highest in the nation.

WalletHub's World Giving Index compared all 50 states across 19 key indicators of charitable behavior, divided into two dimensions categories: volunteering and service and charitable giving. These dimensions included factors such as volunteer rates, volunteer hours per capita, share of income donated, share of population donating time and money, the number of public charities and others.




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NEWS

Utah Tech study: St. George Marathon infused \$10.4M into local economy

A study conducted by Utah Tech University's College of Business showed that the recent St. George Marathon infused an estimated \$10,383,000 into the local economy. The 47th edition of the event took place Oct. 7, is a Boston Marathon qualifier and is the 15th-largest marathon in the U.S.

"The St. George Marathon is our signature annual event," said St. George Mayor Michele Randall. "Not only is it a great unifier for our community, but it is always good for the bottom line of local businesses."

Kristy Grayson, assistant professor

of marketing at Utah Tech, led a team of business students in surveying athletes, supporters, volunteers and vendors. Surveying occurred during the Marathon Expo and at the marathon finish line to estimate the economic impact of the event for the city of St. George.

The study showed that in addition to those registered for the race, an estimated additional 21,000 supporters visited the area for an average of 2.5 days. The economic impact figure considers the number of attendees, whether they traveled from outside the region to attend the event and includes estimates of amounts spent on

lodging, local restaurants, shopping in stores and other activities in the area.

The study estimated the overall spending for the key categories during the event duration and visitor stay in St. George as follows:

- Lodging: \$3.4 million (excludes locals and those staying with friends and family).
- Transportation: \$1.6 million.
- Food and beverage: \$1.3 million.
- Local activities: \$1.1 million.
- Shopping: \$811,000.

Over 50 percent of respondents participated in marathon events for the first

time. Participant sentiment toward the marathon was extremely positive, as an overwhelming majority would recommend the St. George Marathon to a friend or acquaintance.

"Not only is the St. George Marathon a beloved tradition, attracting visitors from nearly every state in the country and several different countries, but it also serves as a powerful means to support our city," said Michelle Graves, assistant parks and community services director. "The numbers are amazing and shows how important this event is to St. George."

Private health insurance premiums reach a record high of \$7,008/year in 2024

With the annual insurance open enrollment just concluded, an analysis from insurance consultancy website ValuePenguin, found that in 2024, Americans will spend a record average \$584 per month, or \$7,008 per year, on health insurance, if they purchase a private health insurance plan on the marketplace.

After a 0.67 percent increase in 2022 and a 4 percent increase in 2023, American families will face another 4 percent increase in the cost of private health insurance, driven by rising costs for healthcare providers and insurers. Residents of 35 states will likely see their rates increase, but there may be some relief for residents of the 15 states where premiums are set to decrease or stay the same.

Utahns face a 7 percent hike from \$558 per month (\$6,696 per year) in 2023 to \$599 per month (\$7,188 per year) in 2024.

Key findings of the report include:

- **Every type of private health plan will see premiums increase in 2024.** Platinum and Gold tier plans, along with HMO and PPO plans, will see the largest increase in premiums ranging from 6 percent to 10 percent.

- **In 2024, health insurance will cost the most in Alaska, Vermont, West Virginia, New York and Wyoming.** Premiums in these states will be 62 percent, 55 percent, 50 percent, 49 percent and 43 percent, respectively, above the national average. New

Hampshire, Maryland, Virginia, Minnesota and Indiana will have the cheapest health insurance, with premiums 25 percent to 36 percent below the national average.

- **Several states will see insurance rates increase by more than 10 percent.** Oregon leads with a 17 percent increase, followed by Massachusetts, South Carolina, Maine, Alaska, Michigan, Illinois, New York, Vermont and California. Alaska's 15 percent increase in premiums will mean residents will pay \$11,376/year (\$948/month) for health insurance — the highest in the country.

- **The year's biggest rate decreases will be seen in South Dakota, Arizona, Oklahoma, Wy-**

oming and Missouri. In South Dakota, Arizona and Wyoming, where private health insurance costs are among the most expensive in the country, residents will see their premiums decrease by an average of \$924/year, \$624/year and \$592/year, respectively.

ValuePenguin.com health insurance expert Divya Sangameshwar said, "Amid rising premiums — 57 percent of insured Americans worry about the future of their healthcare. While rising premiums and out of pocket expenses are Americans' biggest worry, many also worry about the decline in the quality and access to healthcare, and a further 10 percent worry about losing healthcare coverage altogether."

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Private equity co. acquires American Fork-based consultancy firm FortifyIT

Heckens & Wood Capital LLC, a lower middle market private equity firm focused on managed service providers in high-growth markets, has acquired American Fork-based FortifyIT LLC, an IT consultancy delivering a broad range of managed IT, cybersecurity and cloud-based solutions to companies in manufacturing, human performance and capital, retail product, family office, solar, training, marketing, technology, health food companies and others.

FortifyIT is Heckens & Wood's first acquisition in the firm's endeavor to build a comprehensive managed IT services platform, the company said. Terms of the deal were not disclosed.

"The acquisition of FortifyIT is a first step in building an integrated managed IT services platform focused on developing and delivering exceptional IT solutions," said Thomas Heckens, co-founder and managing partner for Heckens & Wood. "FortifyIT exemplifies the partner-focused mentality of Heckens & Wood, an approach that will continue to be a guidepost as we grow the company into a national provider."

Under Heckens & Wood ownership, all FortifyIT employees and clients will continue to be supported, Heckens said. FortifyIT founder Mike Williams will serve as the company's chief operating officer and Tim Wood, co-founder and managing partner for Heckens & Wood, will serve as CEO.

"I'm excited about the investment, leadership expertise and vision that Tim and the Heckens & Wood team have already brought to FortifyIT," said Williams. "We have a strong customer base here in Utah. Tim and Tom's commitment to ensuring that both our employees and current customers remain at the heart of our business was a key differentiator in choosing Heckens & Wood as our partner for the next phase of our growth."

"Mike and the FortifyIT team have built a tremendous foundation for growth," Wood said. "As we move forward, our commitment to ensuring operational efficiency and cutting down operating expenses positions us well to increase service offerings and market share all while keeping up with the ever-accelerating pace of innovation. Exciting times ahead."

Woodbury names new president

Woodbury Corp., a full-service real estate management and development company based in Salt Lake City, has named Scott S. Bishop as its new president. Bishop will continue to serve as chief financial officer in addition to president. Bishop is part of the fourth generation of Woodbury's family leadership and has been with the company for over two decades.

"I am honored and humbled to have the opportunity to help lead our business through this next chapter," said Bishop. "I look forward to working with not only family members, but with all of the incredible current and future employees as Woodbury Corp. continues to grow."

A Woodbury press release said Bishop will be instrumental in guiding the upcoming fifth generation of family members into the 105-year-old business and mentoring them as they engage in various projects across the company's portfolio. Bishop will continue to focus on the company's debt portfolio with an emphasis on forging new relationships and deepening association with existing

investors, tenants, community leaders, contractors and lenders, the release said.

"As we continue to transition our company leadership, I am excited for Scott to add the role of president to his CFO responsibilities. His deep understanding of our business lines, projects and finances, coupled with his common-sense approach to meeting business challenges, gives me great confidence in our future," said Randy Woodbury, vice chairman of Woodbury Corp.

"It's an honor to have Scott as a member of our executive team. He has been a huge part of our success over the last decade," said Taylor Woodbury, CEO of Woodbury. "During his time as CFO, he has negotiated and overseen the closing of over \$7 billion of commercial debt across over 550 loans and 70 different lenders. He's done this while exemplifying the fairness and integrity that is so important to our organization. I know he is well-respected in the commercial lending community. We're so fortunate to have him helping us in what is one of the most critical aspects of our business."

Regence BlueCross BlueShield of Utah names Jim Guemple market president

Regence BlueCross BlueShield of Utah has announced the appointment of Jim Guemple as its new market president. He assumed his new position on Jan. 8.

The company said Guemple will have broad market leadership responsibility in Utah, including oversight of strategy and growth for the health plan and community involvement. He brings more than 20 years of healthcare experience to the role.



Jim Guemple

Guemple comes to Regence from United Healthcare, where he was regional vice president of key accounts for the West region, driving sales strategy and product initiatives across eight regional health plans. Before that, he was a vice president of sales at Cigna Healthcare, leading teams including sales, client management and customer service in the Arizona market.

"Jim brings the right combination

of healthcare expertise and collaborative leadership to the Utah market," said Lindsay Harris, chief commercial officer at Regence. "His proven track record and industry knowledge will strengthen our ability to deliver exceptional services for our customers and enhance the well-being of our members."

"I am thrilled to join Regence, with its strong commitment to delivering an easier, more personalized healthcare experience in Utah. I look forward to building on the strong foundation of excellent service in the market," Guemple said.

Guemple, who earned a bachelor's degree in finance from Florida State University, has served as a mentor as part of many leadership programs and has volunteered his time in the community coaching youth sports.

Based in Salt Lake City, Regence BlueCross BlueShield of Utah provides more than 694,000 people with comprehensive health insurance solutions. It is a nonprofit, independent licensee of the Blue Cross and Blue Shield Association.

Sarah Ptach to head Canyon Labs

Canyon Labs, a Bluffdale-based provider of consulting, sterilization, analytical testing and packaging services for the biotech market, has announced the appointment of Sarah Ptach as its new president and Wendy Mach as senior director of technical services.

"Sarah Ptach brings a decade of experience, leadership and a unique skill set that will add depth to a critical need in the regulatory, testing and compliance industry," a Canyon Labs release said.

"I couldn't be more thrilled to be at the helm of a company that is poised to disrupt the status quo of what customers can expect from industry providers," said

Ptach. "Our focus is delivering a streamlined process to create the very best customer experience in the industry. No more unreturned calls or emails and long lead times. We aim to deliver a transparent, consultive experience that feels like an extension of your team."

Bringing 30 years of medical device manufacturing, sterilization and laboratory experience, Mach has significant experience working in microbiology testing for sterility assurance and related equipment validations, and as a lab supervisor, managing the sterility, microbial limits, bioburden, endotoxin and antimicrobial effectiveness services.

Cascade Collision sold to Penn. firm

Quality Collision Group (QCG), a Chadds Ford, Pennsylvania-based syndicate of collision repair centers, has acquired Cascade Collision Repair, a Utah-based auto body repair company with locations from Ogden to St. George. The addition of Cascade's nine locations brings the total number of repair facilities under the QCG banner to 62. A 10th Cascade Collision Repair location in Salt Lake County will open soon.

"We are thrilled to welcome Cascade Collision Repair into the Quality Collision Group family. This acquisition furthers our commitment to providing superior collision repair ser-

vices while continuing to expand our national presence," said Jerod Guerin, CEO and founder of QCG.

Cascade Collision Repair, founded by the Nichols family, opened in 1978 as Terry's Auto Body. Over the years, the Nichols brothers — Brian, Dan and Russ — have continued to build the chain.

"We see this acquisition as a natural progression in the evolution of Cascade Collision Repair. Joining forces with Quality Collision Group allows us to continue our commitment to excellence and ensures our customers receive the highest-quality collision repair services," the Nichols family said in a joint statement.

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Or so I realized when I read "An Ex-FBI Agent Explains how to Recognize the Power Dynamics in a Room," a recent article by Stephanie Vozza in *Fast Company*.

The ex-FBI agent in question is Chip Massey, the co-author, along with Adele Gambardella, of *Convince Me: High-Stakes Negotiation Tactics to Get Results in Any Business Situation*.

"The key is forensic listening," says agent Massey, which he defines as "the art of finding and listening to clues." And clues are just what you need when dealing with a criminal mastermind like Tony Soprano, or — wait for it — your manager.

Fortunately, you don't need to be a Clarice Starling or a Fox Mulder to crack this case. Here are four clues that will make the difference between getting to the top with your head in the clouds

and going to the bottom with your feet in cement.

Clue No. 1: EMOTIONS.

"When you walk into a meeting," says agent Massey, "look for a display of emotions."



BOB GOLDMAN

For example, finding the chief financial officer, sitting in the corner, weeping unconsolably, is definitely a clue that something is amiss. Alternately, if the CFO is studying their spreadsheet and giggling uncontrollably, and the CEO won't look at you, the something that is amiss is sure to be your career.

Another round of layoffs is about to be announced, and your name is leading the list.

You are also advised to determine if there is "a definite alpha person in the room." This will either be your boss or the person bringing the donuts. If you find yourself surrounded by betas, release your inner alpha.

Start assigning blame to everyone who isn't you. Make it clear that, going forward, your job will be to make sure they do their jobs, thus assuring you have nothing to do.

Your alpha moment won't last forever, but while it's there, make sure the boss sees you taking charge, and even

more important, make sure you get the Bavarian custard doughnut with chocolate frosting.

Clue No. 2: BODY POSITIONING.

In a big meeting, pay attention to how others are positioned relative to you: "Are they sitting squarely before you or are they aligning themselves away?"

You might also note if anyone ducks under the conference table when you enter the room or gets up and leaves once you sit down. If someone who is standing starts rocking back and forth on the balls of their feet, this is highly significant. Agent Massey says it indicates "they are getting ready to move away from you."

I say, don't overanalyze. Yes, it could simply mean that "they need to get somewhere else," but that somewhere else could be the bathroom.

Clue No. 3: THEMES AND WORD CHOICES.

Agent Massey advises you to "listen for jargon or buzzwords."

Common business buzzwords that may be important to you and your career are "loser," "waste of space," "big dud," "constant problem" and "I don't know why we ever hired them in the first place."

While listening to what is said, pay

attention to what is not said.

If no one asks about your goals for the coming year, it may be because no one thinks you'll be employed in the coming year. If no one talks about the branch office in Slovenia, it's because that's where the company plans to send you.

(They have excellent doughnuts in Slovenia. You'll love it.)

Clue No. 4: VOICE.

What people say is important, but not as important as how they say it.

Is your boss a loud talker or soft talker? A fast talker or a slow talker? Do they frequently break out in song, crooning their way through "I Knew You Were Trouble" or any of the other 50 breakup songs in the Taylor Swift songbook?

If a loud talker starts whispering, you know you're in trouble. If a slow talker starts jabbering away, you know the trouble is even worse than you thought. If your boss segues into "We Are Never Ever Getting Back Together," break out your ukulele and strum along.

Your career is over, and what happens next — I haven't got a clue.

Bob Goldman was an advertising executive at a Fortune 500 company. He offers a virtual shoulder to cry on at bob@bgplanning.com.

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Maschoff Brennan merger complete

Utah-based intellectual property and technology law firm Maschoff Brennan has completed its merger with Mauriel Kapouytian Woods (MKW), also an intellectual property law firm with offices in New York, San Francisco and Los Angeles. The merger, which was finalized Jan. 1, is a strategic response by the two firms to the “growing demand from innovative companies for forward-looking, sophisticated, and client-focused legal service providers,” a release from the firm said.

The combined firm will operate as Maschoff Brennan Gilmore Israelsen & Mauriel dba Maschoff Brennan.

The post-merger firm has a roster of over 45 attorneys and has established its presence in six locations across the United States, including former Maschoff Brennan locations in Salt Lake City, Park City and Irvine, California. The new firm is led by Maschoff Brennan managing partner Kirk Harris. MKW’s co-founder, Michael Mauriel, along with three other MKW partners, have joined Maschoff Brennan’s management team.

“With this combination, we have no doubt that both our clients and our colleagues will benefit significantly,” said Harris. “MKW has a culture that mirrors the one we have built at Maschoff Brennan. It is a culture based on bringing clients smart, creative, cost-effective solutions. This is a success from all angles.”

“Combining with Maschoff Brennan allows us to expand our capabilities and better serve our clients,” said Mauriel. “The collaborative culture and the commitment to client service of both of our firms will be integral to our continued growth and success locally, across the country, and in international markets.”

“Together we will be a powerful national force with deep relationships and decades of experience in our respective markets,” said Harris. “And we are already starting to see the opportunities this merger is creating for our clients and our firm.”

Clarus sells bullet subsidiaries

Salt Lake City-based outdoor sports company Clarus Corp. and its wholly owned affiliate Everest/Sapphire Acquisition LLC have agreed to sell its Precision Sports business segment to Bullseye Acquisitions LLC, an affiliate of JDH Capital Co. of Houston Texas. Clarus’ Precision Sports business is comprised of the company’s Sierra Bullets LLC and Barnes Bullets-Mona LLC subsidiaries.

The sale will be an all-cash transaction worth \$175 million and is expected to close this quarter. The deal follows a previous announcement by Clarus that it would review and evaluate the potential sale of the Precision Sport segment.

“After a comprehensive strategic review process, we are pleased to have agreed on a transaction to sell the Precision Sport segment at an attractive price,” said Nicholas Sokolow, lead independent director of the board and chairman of the committee appointed to explore a

sale. “After the company received multiple offers for the sale of the Precision Sport segment, the special committee has unanimously concluded after careful deliberation that this transaction is in the best interest of the company’s stockholders.”

Sokolow said the company intends to use the proceeds from the sale to pay down its debt and the remaining funds will be available for general corporate purposes.

Founded in 1957, Clarus Corp. is a global designer, developer, manufacturer and distributor of outdoor equipment and lifestyle products focused on the outdoor and consumer enthusiast markets. The company’s products are principally sold under the Black Diamond, Rhino-Rack, MAXTRAX, TRED Outdoors, Sierra and Barnes brand names through outdoor specialty and online retailers and its own websites.

Lehi's MyAdvice acquires Ceatus

MyAdvice, a Lehi-based provider of digital marketing solutions for small businesses, has acquired Ceatus Media Group LLC. Ceatus, based in Nashville, Tennessee, provides digital marketing strategies in the medical, dental and elective healthcare sectors.

“Ceatus has established itself as a key player in the digital marketing realm, especially in the elective healthcare sector,” said Shawn Miele, CEO of MyAdvice. “We are thrilled to welcome their team and clients into the MyAdvice family. Our goal is to preserve the unique strengths of Ceatus and the depth of their client relationships while giving Ceatus clients access to our broader portfolio of products.”

The Ceatus team, including its leadership, marketing experts, content creators and web developers, will join MyAdvice. They will continue operating from their current location, ensuring a smooth transition for clients and staff. David Evans, former CEO of Ceatus, will

assist as an advisor during this transition period before exploring new opportunities. Tamara Evans, former 50 percent owner and head of client accounts, will continue with MyAdvice and will continue to run client-facing efforts.

In a joint message, David and Tamara Evans said, “We are excited about Ceatus becoming a member of the MyAdvice Family. Ceatus’ 20-year history in the healthcare industry, combined with the resources, expertise and industry leadership of the MyAdvice team, will provide great benefits for both the clients of Ceatus and our employees.”

Miele said this his acquisition marks another significant milestone in MyAdvice’s strategic expansion, following its successful acquisitions of Page 1 Solutions, Mojo Interactive-Practice Dock, Docero, Sight Selector, MedNet Technologies, E6 Interactive and Everyday Doctors.

The financial details of the Ceatus acquisition were not released.

Jet Linx opens SLC International base

Jet Linx, a private aviation company based in Scottsdale, Arizona, has opened at Salt Lake City International Airport. The new base strengthens the Jet Linx presence in the Mountain West region and provides localized private jet services to aircraft owners and the the company’s Jet Card members throughout Utah.

“We’re thrilled to bring Jet Linx’s extraordinary standard of customer service to aircraft owners and Jet Card members in the Salt Lake City area,” said Brent Wouters, Jet Linx CEO. “Salt Lake City and the great state of Utah attracts national and international visitors year-round and we look forward to serving as Salt Lake City’s most trusted resource

for private jet travel and aircraft management services.”

Jet Linx opened its first private terminal in 1999 in Omaha, Nebraska. In the 24 years since, the company has expanded to 22 bases nationwide.

“We’re singularly focused on providing the highest-quality, customized, local service to our customers supported by our national infrastructure and economies of scale,” said Dan Pasque, Jet Linx regional base president. “We look forward to providing the Salt Lake City market access to our fleet of 100-plus aircraft, while engaging one-on-one with our expert team based right at their home airport to meet their aviation needs.”

Crumbl Cookies buys Crust Club startup

Crumbl Cookies, a Logan-based cookie shop operator and franchisor, has acquired Crust Club, a retail take-home meal pie concept based in Pleasant Grove. Husband-and-wife entrepreneurs and Crust Club founders Tyler and Valerie Kukahiko said they sold the business to concentrate on their new startup, Peachie, a recipe-sharing concept.

“Crust Club was our baby and we loved every minute of developing a business that

provided delicious homemade meal options for busy families,” said Valerie Kukahiko. “Tyler and I are entrepreneurs by heart and we knew that selling Crust Club was the right decision to open doors for new ventures that will have a positive impact on the cooking space.”

Valerie Kukahiko will a partner with Crumbl during the initial transitional period.

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INDUSTRY BRIEFS

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

ASSOCIATIONS

The **Utah Manufacturers Association** has hired **Josh Brown** as senior director of government affairs. Brown has manufacturing experience covering a wide variety of industries, including patents in medical devices,



Josh Brown

working in X-ray tubes, catheters, ozonation and optical lens manufacturing; in food processing, including disinfectant patents, packaged foods, poultry and meats; and in mining/manufacturing, where he worked in the creation of high-volume, large-throughput processing equipment as well as in hard rock mining/manufacturing. Brown spent nearly 14 years in multiple states and Washington, D.C., working with and lobbying for legislation to better manufacturing, the environment and energy-related legislation. Brown's experience with the UMA includes serving on the board of directors for many years and serving as chairman of the association in 2018-19.

ECONOMIC INDICATORS

Utah is ranked No. 9 on a list of "Best States to Start a Business," compiled by **Forbes Advisor**. It analyzed 18 key metrics across five categories. Utah was No. 2 for business costs, No. 4 for business climate, No. 9 for financial accessibility, No. 4 for economy and No. 2 for workforce. The study showed that over the past year, Utah has experienced a net 40 percent increase in the number of small businesses, with a business survival rate of 76 percent. California has the highest business survival rate across the nation, at 82 percent, while Washington has the lowest rate, at 59 percent. The top-ranked state for starting a business is North Dakota. The bottom-ranked state is Vermont. Details are at <https://www.forbes.com/advisor/business/best-states-to-start-a-business/>.

Utah is ranked No. 5 on a list of "Best States for Manufacturing," compiled by **Site Selection Group**, a location advisory, economic incentives and real estate services firm. Each year, Site Selection Group uses GeoCision to

score and rank states based on their competitiveness for corporate investment. It starts by scoring and ranking every metropolitan and micropolitan area in the lower 48 states based on key variables of interest for a manufacturing project and then it averages the scores of every MSA within each state to produce an overall state score. The top-ranked state is South Carolina. The bottom-ranked state is Minnesota. Details are at <https://info.siteselectiongroup.com/blog/best-states-for-manufacturing-in-2023>.

About **391,000 Utahns** lived in **food-insecure households** from 2020 to 2022, according to data from the **USDA** and analyzed by **Hunger Free America**. That figure represents 11.8 percent of Utah residents. It includes 14.7 percent of children in the state (137,506), 10.1 percent of employed adults (166,107), and 6.1 percent of older Utah residents (32,811). Hunger Free America attributes the surge in food insecurity to the expiration of the expanded Child Tax Credit and universal school meals. Many federal benefit increases have either gone away entirely, or are being ramped down, even as prices for food, rent, healthcare, and fuel continue to soar. The state with the highest rate of food-insecure households is Delaware, at 21.4 percent. The lowest rate is in New Hampshire, at 6.1 percent. This year, Hunger Free America also compiled the most recent nonparticipation rates for SNAP, WIC, and school breakfast programs by state. In Utah, 21 percent of individuals eligible for SNAP were not receiving SNAP in 2018. WIC had a higher rate of nonparticipation, with 63 percent of eligible individuals in the state not receiving WIC in 2021. School breakfast had the highest nonparticipation rate, with 68 percent of children who receive school lunch in Utah not receiving school breakfast during the 2021-22 school year. Details are at <https://www.hungerfreeamerica.org/en-us/research/2023-annual-survey-report>.

ENVIRONMENT

UCAIR has named its 2023-24 UCAIR grant recipients, with project aimed at reducing emissions from a variety of sources across the state. They will receive a total of \$116,500 in grant funds. Recipients are **Utah State University Center for Community Engagement**, for an electric cargo van for USU glean-ing, food recovery, and bicycle and textile repair and reuse; **Blue Planet Lawn**, for zero-emission lawn care for com-

mercial customers; **Triple Bottom Line Foundation** (TBL Fund), financing clean energy in Utah's multifamily affordable housing; **University of Utah Facilities**, for an electric test cart project; the **University of Utah**, for multifamily EV readiness for Utah communities; and **Utah State University**, for working to transform the South Jordan Equestrian Center into the Bastian Agricultural Center, a 120-acre facility focused on agricultural literacy and appreciation of the natural world.

GOVERNMENT

Salt Lake County has been selected to participate in the 2024 "Clean Energy to Communities Peer Learning Cohorts" program. Funded by the U.S. Department of Energy and administered in partnership with the National Renewable Energy Laboratory and the World Resources Institute, the program has recognized Salt Lake County as one of 14 local governments nationwide to embark on the journey of "Integrating Community Priorities into Electric Vehicle Plans and Projects." The program includes a series of six workshops dedicated to enhancing electrified transportation, zero-emissions mobility, and developing comprehensive transportation plans that echo community values and needs. The journey will be supported by a collaboration with the **Utah Clean Cities Coalition**.

HEALTHCARE

NuView Life Sciences Inc., a Park City-based radiopharmaceutical company, has appointed **Dr. Stanley J. Pappelbaum** and **A.J. Boechler** to its board of directors. Pappelbaum is a La Jolla, California-based strategic healthcare consultant who advises hospitals, medical groups and biomedical research entities across the United States. He began his career as a pediatric cardiologist at the University of California San Diego School of Medicine and San Diego Rady Children's Hospital. As CEO of Scripps Health system, he led five hospitals in San Diego County and subsequently launched Pappelbaum Turner Healthcare Consulting.



Stanley Pappelbaum



A. J. Boechler

Boechler joins the NuView board offering more than 30 years of executive leadership experience at the General Electric Co. He spent 10 years in GE Healthcare and held additional global business roles at GE Plastics, GE Lighting, GE Fanuc Automation and GE Oil and Gas.

ABS Kids, a Salt Lake City-based provider of services to children with autism spectrum disorder, has opened an **applied behavior analysis therapy center** in **Tooele** and another one in Concord, North Carolina. It now has 13 centers. In total, ABS Kids has 31 ABA therapy centers and early autism diagnosis clinics to support families across California, North Carolina, Tennessee and Utah. All of the ABS Kids centers provide unique learning and development opportunities for children with ASD. These centers feature themed rooms for specific skill development, socialization and sensory control.

INTERNATIONAL

World Trade Center Utah has added **Danielle (Danni) Wright** to its board of directors as the new treasurer. Wright will oversee the development of high-level financial policies for the organization and succeed **Rich Lambert** of Wells Fargo, who served as treasurer for seven years. Wright is managing director and head of Utah and Idaho for J.P. Morgan Private Bank. Wright has 15 years of experience in J.P. Morgan Private Bank in Denver, Dallas and New York.



Danielle Wright

She most recently served on the U.S. Private Bank Operating Committee as head of business management and a partner to the U.S. Private Bank's CEO. Wright also spent half a decade on the Global Investment & Advice Management Team, where she provided investment advice and innovative strategies to clients in both Europe and Asia. WTC Utah and JPMorgan Chase have had a decade-long relationship that focuses on supporting Utah companies and spans the bank's various business lines, beginning with the Global Cities Initiative in partnership with Salt Lake County. JPMorgan Chase also has contributed to WTC Utah's Export Acceleration Grant, which enabled 36 small companies to receive funding,

CONTINUED next page

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from previous page

and J.P. Morgan Private Bank supported WTC Utah's international trade missions. During the governor-led trade mission to France in June 2023 — which was organized in part by WTC Utah — Wright hosted the Utah delegation at its Paris office.

INVESTMENT

• **Tandem Ventures**, a Draper-based venture capital firm primarily investing in Utah-based technology companies, has announced a \$20 million first close of its debut \$30 million early-stage venture fund. The fund will invest in companies at the pre-seed, seed and Series A stages. Tandem was founded in 2022. Over the past 15 months, Tandem has invested \$30 million via special purpose vehicles and plans to continue to leverage SPVs to invest in later-stage companies alongside this early-stage fund.

• **Crew**, a Lehi-based financial technology company, has raised \$2.5 million in a pre-seed funding led by **Kickstart Seed Fund**, **Pelion**, **Sepio**, **Signal Peak Ventures**, **Convoi**, **Spacestation**, **Influence Ventures** and strategic angels also participated in the round.

LAW

• Public finance law firm **Gilmore & Bell PC** has named **Clay Hardman** as director of its Salt Lake City office and named **Aaron Wade** as shareholder in that office. Hardman has extensive experience in a variety of public finance transactions, with an emphasis on multifamily, single-family, and government-assisted housing, charter and private schools, low-income housing tax credits, secondary market securitizations, 501(c)(3) projects and manufacturing facilities. He represents a variety of governmental entities, housing authorities, underwriters, lenders, credit enhancers, loan servicers, tax credit investors



Clay Hardman



Aaron Wade

and syndicators, bond investors, charter schools, developers and 501(c)(3) organizations. Hardman earned his B.S. degree from Brigham Young University's Marriott School of Management in 2011 and his J.D. from the University of Utah's S.J. Quinney College of Law in 2015. Wade has practiced law as a municipal bond attorney since entering the law practice in 2017 with a focus on tax-exempt financings for state agencies, municipalities and special districts in Utah and throughout the West and frequently serves as bond, disclosure or underwriter's counsel. He has developed expertise on the Public Infrastructure District Act and has assisted cities and counties in creating districts and has served as bond and disclosure counsel for numerous public infrastructure districts. Wade received dual B.S. degrees from Utah State University in finance and economics in 2012 and his J.D. from the University of Utah's S.J. Quinney College of Law in 2017. Prior to law school, Wade worked as an analyst at Goldman Sachs.

MANUFACTURING

• **FireFly Automatrix Inc.**, a Salt Lake City-based company focused on turfgrass mowing technology, has announced that



Paul Richardson

Paul Richardson will join its board of directors. He will assist in the execution of capital formation and growth strategies that will help to propel FireFly's continued growth. Richardson is a former chief financial officer and board member at WPP Group. Prior to WPP, Richardson served as non-executive director of two companies associated with WPP Group: Chime Communications PLC and STW Communications Group Limited in Australia. He also served on the board of Ceva Group PLC as chairman of the Audit Committee. Prior to that, he worked for Beecham Finance as assistant treasurer of Beecham Group (now GlaxoSmithKline) and as deputy treasurer at Hanson Trust.

NONPROFITS

• The board of the **Chartway Promise Foundation**, Chartway's charitable arm, has approved \$1 million in grants for use in 2024 for **medically fragile children and their families**. Among the grant

recipients in Utah are **Ability Found**, **Best Seat in the House**, **Children's Miracle Network**, **Eyecare for Kids**, **Intermountain Primary Children's Hospital** and **Make-A-Wish Utah**. The Utah grants total more than \$300,000. The foundation has awarded nearly \$15 million for charitable grants since 2005. Chartway is a \$2.8 billion credit union serving more than 200,000 members with branches in Utah, Texas and Virginia.

PARTNERSHIPS

• **Recursion**, a Salt Lake City-based techbio company focused on drug discovery, has announced a partnership with **Enamine**, a Ukraine-based provider of novel molecules and contract research services. The partnership is expected to generate enriched screening libraries with insights from Recursion's protein-ligand interaction predictions spanning Enamine's massive library of 36 billion compounds. To begin the partnership, Enamine and Recursion will mutually agree upon up to 100 biological targets around which they will build screening libraries.

PHILANTHROPY

• **Kona Bikes** has donated 500 bicycles to the **Utah High School Cycling League**, a nonprofit organization committed to the development of high school mountain biking in Utah. The bikes are designed to cater to diverse riding styles and skill levels. Kona's parent company, Kent Outdoors, recently announced the movement of its headquarters to the league's back yard of Park City.

RESTAURANTS

• Construction has begun on **The Cheesecake Factory**, an upscale casual dining restaurant, at **University Place**, a 120-acre, mixed use development in Orem. Located next to Dillard's and Itto Sushi, The Cheesecake Factory will be roughly 8,500 square feet. The Cheesecake Factory opened its first restaurant in 1978 in Beverly Hills, California. There are now 210 restaurants in the United States and one in Canada.

• **Mountain Mike's Pizza**, based in California, has opened its seventh Utah restaurant at 4026 W. Real Vista Drive in the newly built Academy Village in Herriman. The 2,600-square-foot location is owned and operated by **Lydia Faulkner**, **Katie Hanson** and **Dave Wilcox**, who have also

signed an agreement to expand the pizza chain's presence in Arizona. Founded in 1978, Mountain Mike's Pizza has nearly 300 locations.

SERVICES

• **Economic Partners** has completed its full integration following its 2018 acquisition by **Ryan LLC**. **Trenton Read** and **Bryson Lord**, based in Salt Lake City, will lead **Ryan Business Valuation**, with specific expertise focus in tax valuation and transfer pricing.



Trenton Read



Bryson Lord

Read has been the CFO of two venture/growth equity-backed companies. He began his career as an analyst in investment banking with Deutsche Bank and then was a senior financial analyst for a \$200 million business unit of Honeywell. He then returned to investment banking as an associate and then vice president at Wachovia Securities and Sagent Advisors, respectively. Read also was the chief financial officer for online marketing business OrangeSoda. Read received his B.A. and MBA from Brigham Young University. Lord is a partner of Economics Partners. He leads the firm's valuation practice and is actively involved in business valuations for strategic, partnership buy/sell situations, income tax, gift and estate and financial reporting purposes. Lord has accounting and finance experience, having been involved with the implementation of two Sarbanes-Oxley certification programs at public companies, advising clients on raising public and private capital offerings, and valuing companies and investment securities.

SPORTS

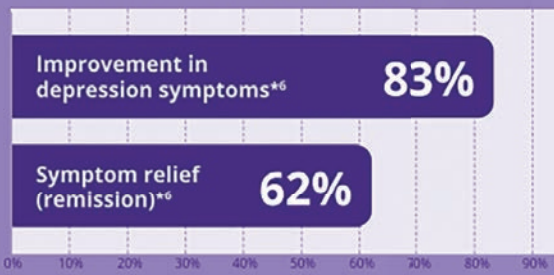
• **Skijoring Utah**, a combination of skiing and cowboy heritage, will take place Feb. 16-17 at the Wasatch County Events Center rodeo grounds, 415 Southfield Road, Heber. Horse-and-rider teams will tow skiers and boarders through a course complete with gates, jumps and rings. Details are at gohebervalley.com/skijoring-event.

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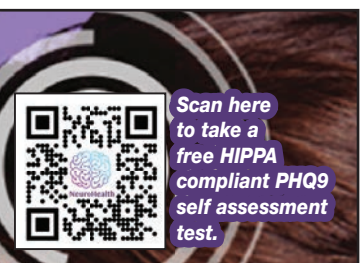
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Outcomes Registry data was published by Sackeim HA, et al. J Affective Disorders, 2020, 277(12):65-74. The outcomes reported represent the subset of study patients for which the CGI-S data was reported before and after an acute course of NeuroStar TMS. Patients were treated under real-world conditions where patients may have been prescribed concomitant depression treatments including medications. "Measurable relief" was defined as a CGI-S score <=3 and "complete remission" was defined as a CGI-S score <=2 at the end of treatment.

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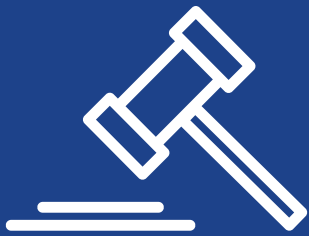
What We Do:



Connect: Business is done with people you know and trust. The Chamber is committed to connecting like-minded business owners, operators and leaders.



Educate: The Chamber offers a full suite of business education and professional development courses for businesses of all sizes through our Business Institute.



Advocate: The Chamber is the voice of business for the South Valley. We are committed to monitoring and taking action on local, state and national policies that impact businesses.



Grow: The Chamber offers many tools to help promote your brand and connect with potential customers. We do this by providing exposure through our online member directory, social media, and a variety of sponsorship opportunities.

Who We Are:

The South Valley Chamber of Commerce (SVC) is committed to Connecting, Educating, Advocating, and Growing for businesses.

Check Us Out
southvalleychamber.com
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Calendar

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

Jan. 16, 7:15-9 a.m.

Speaker Series, an ACG (Association for Corporate Growth) Utah event. Speaker is Bret Rasmussen, founder and CEO, Kuru Footwear. Location is Marriott Salt Lake City at City Creek, 75 W. Temple, Salt Lake City. Free for members, \$40 for nonmembers. Details are at <https://www.acg.org/utah/events/utah-january-2024-breakfast-series>.

Jan. 16, 9-11 a.m.

“Collaborating & Contracting with the U.S. Army Engineer Research and Development Center,” presented by the APEX Accelerator at the Governor’s Office of Economic Opportunity. ERDCWERX, a government partner of the ERDC, provides a streamlined path to collaborate and contract with the ERDC. Presenter is Janice Karcher, deputy director of ERDCWERX and ERDC representative. Event takes place online. Details are at <https://econopp.fyi/ERDCWERX>.

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

ChamberWest Professional Development Series. Speaker Don Willie, director of operations, The Point, will discuss “Progress at The Point: Phase One is a Go.” Location is Hampton Inn and Suites, 3923 W. Center Park Drive, West Jordan. Cost is \$30. Details are at chamberwest.com.

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

“Lunch & Learn,” a Silicon Slopes AI Chapter event. Speaker Nate Sanders, CEO and co-founder of Artifact, will discuss “Our Crazy, Unpredictable Path to a Differentiated AI Product.” Location is Silicon Slopes, 2600 W. Executive Parkway, No. 140, Lehi. Details are at <https://app.siliconslopes.com/events/>.

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

“Leadership Luncheon,” a Cache Valley Chamber of Commerce event. Speaker David Zook, Cache County executive, will discuss “State of the County.” Location is The Riverwoods Conference Center, 615 Riverwoods Parkway, Logan. Cost is \$25 for members and \$32 for nonmembers preregistered online, \$28 for members and \$35 for nonmembers not preregistered. Details are at cachechamber.com.

Jan. 17, 8-10 a.m.

“Business Forum: The Future of Work,” an Ogden-Weber Chamber of Commerce event. Speaker Ed Ehrenberger, general manager, FedEx/Hershey’s, will discuss “Generational Differences.” Speaker Jenny Bengert, business development manager, Spherion, will discuss “Leadership.” Speaker Jimmy McDonough, director of higher education initiatives, Talent Ready Utah, will discuss “Future Workforce.” Location is Weber County Commission Chambers, 2380 Washington Blvd., Ogden. Free for members, \$10 for nonmembers. Details are at ogdenweberchamber.com.

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

“Lunch & Learn,” a Women’s Business Center of Utah “Lunch & Learn” event with the topic “How Your Personality Can Be a Strength or a Limiter to Your Success.” Speaker is Merle Hellickson, senior consultant, The Ovid Groupe. Discussion will focus on using a personality diversity indicator called E-Colors to bring focus on the aspects of our individual personalities that are our strengths and our limiters. Location is Cedar City Business & Innovation Center, Classroom 15, 510 W. 800 S., Cedar City. Cost is \$10. E-Colors assessment needs to be taken before the class. Details are at wbcutah.org.

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

Business Alliance Networking Luncheon. Location is Boondocks Fun Center, 525 Deseret Drive, Kaysville. Free, with lunch available for purchase. No RSVP needed. Details are at davischamberofcommerce.com.

Jan. 17, 5:30-6:30 p.m.

“Tax Planning,” a Small Business Development Center event that takes place online. Details are at <https://clients.utahsbdc.org/events.aspx>.

Jan. 17, 6-7 p.m.

Marketing Clinic, a Small Business Development Center event that takes place online. Details are at <https://clients.utahsbdc.org/events.aspx>.

Jan. 18, 8:30 a.m.-4 p.m.

“Leadership South Valley,” a South Valley Chamber of Commerce event taking place monthly through Nov. 13, 2024. Events are 8 a.m.-4 p.m. and provide mid- and upper-level business and community leaders with hands-on community, economic and leadership training. Locations vary. Cost is \$1,295 for chamber members. Details are at southvalleychamber.com.

Jan. 18, 10-11:30 a.m.

“Peer Roundtable: Workplace Culture,” an in-person, members-only event presented by the Salt Lake Chamber. Location is the Salt Lake Chamber, 201 S. Main St., No. 2300, Salt Lake City. Free, but registration is required. Details are at slchamber.com.

Jan. 18, 11 a.m.-1 p.m.

“Downtown Daybreak: The Once-in-a-Generation Opportunity That Everybody Should Be Talking About,” a ULI (Urban Land Institute) Utah event. Location is South Jordan Public Safety Building, Fire Station 64, 5443 W. Lake Ave., South Jordan. Details are at <https://utah.uli.org/events-2>.

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

2024 Annual Meeting Luncheon, a Davis Chamber of Commerce event. Location is Megaplex Theatres at Legacy Crossing, 1075 W. Legacy Crossing Blvd., Centerville. Cost is \$25 for members, \$35 for nonmembers. Details are at davischamberofcommerce.com.

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

“Connect 4 Lunch,” presented by the Point of the Mountain, American Fork, Pleasant Grove/Lindon and Eagle Mountain chambers of commerce. Location is Via 313 Pizzeria, 1085 E. Main St., Suite 200, Lehi. Details are at thepointchamber.com.

Jan. 18, noon-2 p.m.

Mental Health Town Hall, presented by Silicon Slopes and Promise2Live Mental Health. The goal is to address the global crisis but to shift the focus from awareness to action for 2024. Speakers are Brandy Vega, founder of Promise2Live; Richard Godfrey, founding partner of Avec-Me; Cynthia Gambil, chief relationship officer at Saprea; Dr. Dave Morgan, director of mental health awareness for Silicon Slopes; John Dye, executive director of Skylight; and Tom Telford, owner and chief strategy officer at Levo. Location is Silicon Slopes, 2600 W. Executive Parkway, Lehi. A livestream will be available on YouTube. Details are at <https://app.siliconslopes.com/events/>.

Jan. 18, 6-8 p.m.

“How to Start a Business 101,” a Small Business Development Center event. Location is Orem/Provo SBDC at Utah Valley University. Details are at <https://clients.utahsbdc.org/events.aspx>.

Jan. 19, 8:30-10 a.m.

“Friday Connections,” a multi-chamber networking event. Location is Utah Trucking Association, 4181 W. 2100 S., West Valley City. Cost is \$5 for members, \$10 for nonmembers. Details are at chamberwest.com.

Jan. 20, 8-9:30 a.m.

ChamberWest Annual Membership Breakfast Meeting. Location is Viridian Event Center, 8030 S. 1825 W., West Jordan. Cost is \$25 for members, \$35 for nonmembers. Details are at chamberwest.com.

Jan. 22, 9 a.m.-5 p.m.

Utah Tech Day on the Hill, a Utah Tech Leads event. Participants will be in two-hour blocks in shadowing legislators. Location is Utah State Capitol, 350 State St., Salt Lake City. Registration can be completed at Eventbrite.com.

Jan. 22, noon-1:30 p.m.

“Effective Communication Strategies for Growing Startups,” a Silicon Slopes event. Speaker is Robin Huling of Warner Communication. Location is Kiln, 2701 N. Thanksgiving Way, No. 100, Lehi. Details are at <https://app.siliconslopes.com/events/>.

Jan. 23, 10 a.m.-1 p.m.

“Women in Business on the Hill,” a South Valley Chamber of Commerce event featuring a legislative lesson, capitol tour and lunch with legislators. Location is Utah State Capitol, 350 State St., Salt Lake City. Cost is \$20 for members, \$25 for nonmembers. Details are at southvalleychamber.com.

Jan. 23, 11 a.m.-1 p.m.

“Business Women’s Forum: The Daring Way Leadership Manifesto: Exploring Our Deep Need for Connection.” Presenter is Lennie Knowlton, founder and executive director, Project Connection. Location is Ken Garff University Club, Rice-Eccles Stadium, 451 S. 1400 E., Salt Lake City. Cost is \$35 for members, \$50 for nonmembers. Details are at slchamber.com.

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

“Top 10 Mistakes Startups Make,” a Silicon Slopes event. Speaker is Cash Allred of Antler. Location is Silicon Slopes, 2600 W. Executive Parkway, No. 140, Lehi. Details are at <https://app.siliconslopes.com/events/>.

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

“Entrepreneurial Essentials: Disrupting the Industry Without Disrupting Your Relationships,” a Silicon Slopes event. Location is Kiln, 26 S. Rio Grande St., No. 2072, Salt Lake City. Details are at <https://app.siliconslopes.com/events/>.

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

Athena Leadership Award Ceremony and Luncheon, an Ogden-Weber Chamber of Commerce event. Award recipient is Julie Johnson, president and CEO of United Way of Northern Utah. Location is Timbermine, 1701 Park Blvd., Ogden. Cost is \$35. Registration closes at noon Jan. 16. Details are at ogdenweberchamber.com.

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

Women in Business, a South Valley Chamber of Commerce event. Theme is “The Road to Female Executive Success: An Incredible Story within the Larry H. Miller Co.” Speakers include Amanda Covington, chief corporate affairs officer; Courtney Palmer, CFO, Destination Homes; Sarah Starkey, chief legal officer; and Michelle Smith, president, Larry H. Miller Sport & Entertainment. Location is Embassy Suites, 10333 South Jordan Gateway, South Jordan. Cost is \$20 for members, \$30 for nonmembers. Details are at southvalleychamber.com.

Jan. 23, 6-8 p.m.

“Starting Your Business 101,” a Small Business Development Center event that takes place online, with Spanish interpretation. Details are at <https://clients.utahsbdc.org/events.aspx>.

Jan. 24, 8-9:30 a.m.

Breakfast Speaker Series, an ACG (Association for Corporate Growth) Utah event featuring a CFO roundtable discussing “Pitching Lenders and Investors in the Current Environment.” Moderator is Alan Taylor, CFO at Weave. CFO panelists are Spencer Taylor, Clean Simple Eats; Brian May, Nicholas; and Chad Iverson, Neighbor. Location is Tanner, 26 S. State St., Salt Lake City. Details are at <https://www.acg.org/utah/events>.

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Jan. 24, noon-6 p.m.

Women in Leadership Career Fair, a Silicon Slopes event. Location is Avetta, 2200 Triumph Blvd., Suite 800, Lehi. Details are at <https://app.siliconslopes.com/events/>.

Jan. 24, 5-7 p.m.

“Connect After Hours,” a South Valley Chamber of Commerce event. Location is Zagg Club, America First Field, 9256 S. State St., Sandy. Cost is \$15 for members, \$20 for nonmembers. Details are at southvalleychamber.com.

Jan. 24, 6-7 p.m.

“Facebook/Instagram Ads: Create and Manage Ads Like a Pro,” a Small Business Development Center event that takes place online. Details are at <https://clients.utahsbdc.org/events.aspx>.

Jan. 25, 11:30 a.m.-1:30 p.m.

“Cybersecurity Training for Bus-

iness,” a Salt Lake Chamber event. Matt Groves of Wasatch Security Awareness will discuss what businesses need to know about cybersecurity and how to implement procedures to protect a company. Location is Salt Lake Chamber, 201 S. Main St., Suite 2300, Salt Lake City. Cost is \$40. Details are at slchamber.com.

Jan. 25, noon-1:30 p.m.

Women’s Professional Network January Lunch Social, an ACG (Association for Corporate Growth) Utah event. Location is Tanner, 26 S. State St., Salt Lake City. Details are at <https://www.acg.org/utah/events>.

Jan. 25, noon-1 p.m.

Women in Business, a Box Elder Chamber of Commerce event. Location and RSVPs are available by contacting the chamber office. Cost is \$10. Details are at boxelderchamber.com.

Jan. 25, 5-6 p.m.

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

Jan. 30, 9-11 a.m.

“Business Accelerator,” a South Valley Chamber of Commerce event taking place during 10 sessions through June 4. Location is Salt Mine Productive Workspace, 7984 S. 1300 E., Sandy. Cost is \$500 for members, \$750 for nonmembers (\$250 can be applied to chamber membership). Registration deadline is Jan. 21. Details are at southvalleychamber.com.

Jan. 30, 10 a.m.-3 p.m.

2024 Women’s Leadership Seminar, presented by UAMMI (Utah Advanced Materials and Manufacturing Initiative) and the Catalyst Accelerator Ogden and designed specifically for professionals in the aerospace, defense, manufacturing and engineering fields. Event will feature keynote presentations and breakout sessions. Keynote speakers are Nubia Peña, senior advisor on equity and opportunity, Office of Governor, and director of the Utah Division of Multicultural Affairs; Sidni Lloyd-Shorter, president and CEO, Utah Black Chamber of Commerce, and director, Utah Minority Business Development Agency; and Tina Hazlett, talent acquisi-

tion expert for Utah’s engineering and manufacturing industries. Location is Copper Nickel Events, 2450 Grant Ave., Ogden. Free. Registration is available at bit.ly/2024seminar.

Jan. 30, 10-11 a.m.

“Google Presents: Cybersecurity and Your Small Business,” a Women’s Business Center of Utah event, in partnership with Grow with Google. Event takes place online via Zoom. Free. Details are at wbcutah.org.

Jan. 31, 11:30 a.m.-1 p.m.

“In the Know,” a South Valley Chamber of Commerce event. Speaker Alan Matheson, executive director of the Point of the Mountain State Land Authority, will provide an update on The Point development. Location to be determined. Details are at southvalleychamber.com.

Jan. 31

Marketing Accelerator Program, presented by The Mill Entrepreneurship Center at Salt Lake Community College and is a 10-week program through April 3. Event is designed to help business owners make a marketing plan, build a system and attract customers. Cost is \$1,000. Details are at <https://themillat-slcc.com/education/marketing-accelerator-program/>.

Feb. 6, 8:30 a.m.-noon

2024 Economic Summit, a Davis Chamber of Commerce event. Location is Weber State University-Davis Campus, Building D-2, Room 110, 2750 University Park Blvd., Layton. Cost is \$50 for members, \$75 for nonmembers and at the door. Details are at davis-chamberofcommerce.com.

Feb. 6, 9-11 a.m.

“Ms. Biz,” a Women’s Business Center of Utah four-week virtual class on Tuesdays through February for aspiring entrepreneurs or those in the beginning stages of running their business. Event takes place online via Zoom. Free. Details are at wbcutah.org.

Feb. 7, 7:15-9 a.m.

Speaker Series, an ACG (Association for Corporate Growth) Utah event. Location is Willow Creek Country Club, 8505 Willow Creek Drive, Sandy. Free for ACG members, \$40 for nonmembers. Details are at <https://www.acg.org/utah/events>.

Feb. 7, 11 a.m.-2:30 p.m.

“Good Health is Good Business,” a “Utah Business of Health” event presented by Get Healthy Utah, the Utah Worksite Wellness Council and Utah Community Builders and designed to educate about the impact that business has on health and to explore how businesses can partner with other organizations working to improve the health and quality of life of Utahns. Focus this year is mental well-being. Event will include a keynote presentation, a panel and roundtable discussion. Location is Zions Bank Technology Center, 7860 Bingham Junction Blvd., Midvale. Cost is \$35. Details are at slchamber.com.

Feb. 7, 11 a.m.-2 p.m.

Life Sciences Day on Capitol Hill, presented by BioUtah, the Utah Life Sciences Innovation Caucus and the Governor’s Office of Economic Opportunity and offering BioUtah members the opportunity to exhibit their



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CALENDAR

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healthcare innovations before legislators and other government officials. Location is Utah State Capitol, 350 State St., Salt Lake City. Free. Details are at <https://members.bioutah.org/events/details/2024-life-sciences-day-on-the-hill-5589>.

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

Business Alliance Networking Luncheon. Location is Boondocks Fun Center, 525 Deseret Drive, Kaysville. Free, with lunch available for purchase. No RSVP needed. Details are at davis-chamberofcommerce.com.

Feb. 8, noon-1:30 p.m.

“Master Class: The Business Case for Employee Health,” a Salt Lake Chamber event. Speaker is Sentari Minor, vice president of strategy and chief of staff at EvolvedMD. Location is the Salt Lake Chamber, 201 S. Main St., Suite 2300, Salt Lake City. Cost is \$99. Details are at slchamber.com.

Feb. 13, 9-11 a.m.

“Pay the IRS Less Without Going to Jail,” a Small Business Development Center event that takes place online. Cost is \$18. Details are at <https://clients.utahsbdc.org/events.aspx>.

Feb. 15, 8 a.m.-5 p.m.

Employer Tax Workshop, a Small Business Development Center event. Location is Salt Lake SBDC at Salt Lake Community College, MCPC 333, Sandy. Cost is \$25. Details are at <https://clients.utahsbdc.org/events.aspx>.

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

Athena Award Luncheon, a Davis Chamber of Commerce event. Award recipient is Jan Williams, founder of the Hopebox Theatre, owner/director of Showstopper Productions, and part-owner of Bright Star Academy preschool in Layton. Location is Davis Conference Center, 1651 N. 700 W., Layton. Cost is \$30 for members, \$40 for nonmembers. Details are at davischamberofcommerce.com.

Feb. 15, 6-9 p.m.

“How to Become a Delegate,” a Utah Tech Leads “Complex Conversations” event that is a nonpartisan training and informational session. Location is Silicon Slopes, 2600 Executive Parkway, No. 140, Lehi. Registration can be completed at [Eventbrite.com](https://eventbrite.com).

Feb. 16, 8:30-10 a.m.

“Friday Connections,” a multi-chamber networking event. Location is Utah Trucking Association, 4181 W. 2100 S., West Valley City. Cost is \$5 for members, \$10 for nonmembers. Details are at chamberwest.com.

Feb. 17, 7:30-9 a.m.

“Eggs and Issues,” a Utah Valley Chamber of Commerce event focused on the legislative session. Location is Utah Valley Chamber, 2696 N. University Ave., Suite 220, Provo. Free, but registration is encouraged. Details are at the-chamber.org.

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

Business Alliance Networking Luncheon. Location is Boondocks Fun Center, 525 Deseret Drive, Kaysville. Free, with lunch available for purchase. No RSVP needed. Details are at davis-chamberofcommerce.com.

Feb. 21, noon-1 p.m.

“Making Sure Your Business is Loan/Grant Ready,” a Women’s Business Center of Utah “Solve the Business Puzzle” event. Instructor is Sara Day of the Utah Microloan Fund. Event takes place online via Zoom. Details are at wbcutah.org.

Feb. 21, 5-7 p.m.

“Business After Hours,” an Ogden-Weber Chamber of Commerce event. Location is Intermountain McKay-Dee Hospital, 4401 Harrison Blvd., Ogden. Free for chamber members and first-time guests, \$10 for nonmembers. Details are at ogdenweberchamber.com.

Feb. 22, 8 a.m.-noon

Manufacturing Safety Awards Expo and Conference, a Utah Manufacturers Association event featuring innovative solutions and expert advice to address occupational safety and health concerns and recognizing Manufacturing

Safety Award recipients. Details to be announced at manufacturingutah.com.

Feb. 22, noon-1 p.m.

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

Feb. 22, noon-1:30 p.m.

Women’s Professional Network Lunch ‘n’ Learn, an ACG (Association for Corporate Growth) Utah event. Location is Tanner, 26 S. State St., Salt Lake City. Details are at <https://www.acg.org/utah/events>.

Feb. 27, 11:30 a.m.-1 p.m.

Women in Business, an Ogden-Weber Chamber of Commerce event. Location is Jeremiah’s Lodge & Garden, 1329 W. 12th St., Marriott-Slaterville. Cost is \$25 for WIB members, \$25 for first-time guests, \$35 for nonmembers.

Registration deadline is Feb. 20 at noon. Details to be announced at ogdenweber-chamber.com.

Feb. 29, 5-7 p.m.

“Business After Hours,” a Salt Lake Chamber event. Location is Kimpton Hotel Monaco and Bambara, 15 W. 200 S., Salt Lake City. Free for members and \$30 for nonmembers before Feb. 26, \$20 for members and \$40 for nonmembers thereafter. Details are at slchamber.com.

March 4-6

2024 Intermountain DealSource Summit and Ski Event, an ACG (Association for Corporate Growth) Utah event focused on middle-market deal flow. Location is Pendry Park City, 2417 W. High Mountain Road, Park City. Details are at <https://www.acg.org/utah/events>.

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CALENDAR

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

Business Alliance Networking Luncheon. Location is Boondocks Fun Center, 525 Deseret Drive, Kaysville. Free, with lunch available for purchase. No RSVP needed. Details are at davischamberofcommerce.com.

March 13, 5-7 p.m.

“Business After Hours,” an Ogden-Weber Chamber of Commerce event. Location is Ogden-Weber Technical College, 200 N. Washington Blvd., Ogden. Free for chamber members and first-time guests, \$10 for nonmembers. Details are at ogdenweberchamber.com.

March 14-15

2024 Wilson Sonsini Entrepreneur & Investor Life Sciences Summit, presented by BioUtah and the University of Utah Technology Licensing Office. Summit takes place March 14 at the Radisson Hotel in Salt Lake City. Ski Day is March 15 at Deer Valley Resort in Park City. Summit cost is \$200 for BioUtah members, \$275 for nonmembers. Ski Day lift ticket and luncheon cost is \$250. Ski Day luncheon only cost is \$50. Early registration discount is in place through Feb. 23. Details are at https://whova.com/portal/registration/eilss_202403/.

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

Women in Business Luncheon, a Davis Chamber of Commerce event. Speaker is Jan Williams, founder of the Hopebox Theatre, owner/director of Showstopper Productions, and part-owner of Bright Star Academy preschool in Layton. Location to be announced. Cost is \$25 for members, \$35 for nonmembers. Details are at davischamberofcommerce.com.

March 15, 8:30-10 a.m.

“Friday Connections,” a multi-chamber networking event. Location is Utah Trucking Association, 4181 W. 2100 S., West Valley City. Cost is \$5 for members, \$10 for nonmembers. Details are at chamberwest.com.

March 20, 9 a.m.-8 p.m.

2024 Wasatch Front Materials Expo and UAMMI Crosstalk, presented by the Society for the Advancement of Material Process Engineers and the Utah Advanced Materials and Manufacturing Initiative. Conference takes place 9 a.m.-3:30 p.m. Expo (with more than 70 exhibitors) takes place 4-8 p.m. Activities include annual awards ceremony for SAMPE. Location is Salt Lake Community College’s Miller Campus, Karen G. Miller Conference Center, 8750 S. 300 West, Sandy. Cost is \$20; evening expo is free. Registration can be completed at Eventbrite.com.

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

Business Alliance Networking Luncheon. Location is Boondocks Fun Center, 525 Deseret Drive, Kaysville. Free, with lunch available for purchase. No RSVP needed. Details are at davischamberofcommerce.com.

March 20, noon-1 p.m.

“Massive Marketing Mistakes,” a Women’s Business Center of Utah “Solve the Business Puzzle” event. Speaker is Kara Laws, CEO and owner of Launched. Event takes place online via Zoom. Free. Details are at wbcutah.org.

March 21-22

RestartUtah 2024, designed to create, accelerate and foster business relationships among all Utah companies, in all industries. Mornings will feature company representatives engaging in meaningful interactions in three-minute rotations. Afternoons will feature freestyle networking. Location is Experience Event Center, Provo. Sponsorships are available. Details are available by contacting Nicole Berriman at nicole@powerhouse.events.

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

Chamber Luncheon, a Davis Chamber of Commerce event. Location is Boondocks, 525 Deseret Drive, Kaysville. Cost is \$25 for members, \$35 for nonmembers. Details are at davischamberofcommerce.com.

March 22, 8 a.m.-1:30 p.m.

Utah County Business Summit, presented by the American Fork, Eagle Mountain and Point of the Mountain chambers of commerce. Location is The Barn at Thanksgiving Point, Lehi. Cost is \$90 for members, \$125 for nonmembers. Details are at thepointchamber.com.

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

Women in Business, an Ogden-Weber Chamber of Commerce event. Location is Jeremiah’s Lodge & Garden, 1329 W. 12th St., Marriott-Slaterville. Cost is \$25 for WIB members, \$25 for first-time guests, \$35 for nonmembers. Registration deadline is March 19 at noon. Details to be announced at ogdenweberchamber.com.

March 28, noon-1 p.m.

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

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

Business Alliance Networking Luncheon. Location is Boondocks Fun Center, 525 Deseret Drive, Kaysville. Free, with lunch available for purchase. No RSVP needed. Details are at davischamberofcommerce.com.

April 9, 8:30-10 a.m.

“Friday Connections,” a multi-chamber networking event. Location is Utah Trucking Association, 4181 W. 2100 S., West Valley City. Cost is \$5 for members, \$10 for nonmembers. Details are at chamberwest.com.

April 10, 8:30 a.m.

Silicon Slopes Marketing Summit, presented by the University of Utah Executive Education and designed specifically for professionals in the marketing space. Event will feature keynote sessions; networking opportunities; and three specialized breakout tracks for B2B marketers, B2C marketers and creatives. Location is UofU Executive Education Building, Salt Lake City. Cost is \$100 (\$150 for a VIP ticket). Details are at <https://marketingsummit.siliconslopes.com/?ref=newsroom.siliconslopes.com>.

April 10, 5-7 p.m.

“Business After Hours,” an Ogden-Weber Chamber of Commerce event. Location is Lindquist Mortuary, 3408 Washington Blvd., Ogden. Free for chamber members and first-time guests, \$10 for nonmembers. Details are at ogdenweberchamber.com.

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SPENDLOVE

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unaffordable in Utah,” Spendlove said. “Housing is very difficult, especially for low-income, especially for young families, people trying to get in. And how do you fix that? You essentially need to dramatically drop house prices, you need to start thinking outside the box of what housing looks like. What we’re going to see is more multi-generational households, more multifamily households, and we’re going to have to start talking very seriously about thinking of different ways of what housing looks like in our communities.”

Prefacing Spendlove’s presentation, Scott Anderson, Zions Bank’s president and CEO, likewise had an overall positive outlook for Utah’s economy this year.

“As we head into 2024, our Utah economy remains strong and resilient,” Anderson said. “We continue to benefit from strong population growth and net immigration, low unemployment and solid job growth. I’m confident that what we’ll see here in Utah will be a strong economy this year and that we’ll continue to thrive, even though other parts of the world and other parts of the U.S. economy may suffer a bit.”

Most of Spendlove’s remarks focused on the national economy, which he said is still being distorted by the effects of the COVID pandemic. That is leading to a lot of economic uncertainty for 2024, just as it affected 2023.

Last year, experts expected the economy to slow or contract, with a drop in GDP and employment demand. “We saw a little bit of that, but the economy ended up being very resilient and very strong,” he said. “We saw inflation has been coming down, employment has been improving, but people are still grumpy. That is one of the things that I hear all the time, is people say, ‘Well, you know, yes, things may be a little bit better, but they’re not the way they should be and they’re not the way they were before.’”

GDP in the third quarter actually jumped, with 4.9 percent growth, but Spendlove told the audience that that is not an accurate reflection of what is happening in the economy.

“I don’t think any of you think that the economy dramatically accelerated in the third quarter, but it’s some of those distortions from the pandemic that we have to be really careful about,” he said. “Howev-

er, it’s very clear that we didn’t contract. In the third quarter, we didn’t contract in 2023, and this is a sign that the economy is much more resilient than we had expected in 2023.”

Still, the economy could enter a recession in the second or third quarters this year, but he believes it would be relatively mild “and we’ll move through pretty quickly.” The big question is whether any “black swan” events — huge, upsetting surprises — would shock the system and amplify volatility.

Nonetheless, consumer spending, which accounts for two-thirds of the economy, remains strong. Consumers “are all grumpy but you’re still spending,” he said.

“That has been another one of the big surprises, is even with consumers being grumpy — you all went out and bought your Black Friday gifts and you all went out and got holiday presents for everyone and it kept the economy going — but you still are grouchy.”

Spendlove foresees Federal Reserve interest rate cuts this year, inflation continuing to slow but remaining “sticky,” the labor market growing, unemployment increasing, the economy slowing but remaining broadly resilient, and international uncertainty and elections possibly adding to volatility.

Anderson likened the past three years to a roller coaster ride but added that the national economy in 2023 transitioned toward pre-pandemic norms. The Fed raised interest rates and tightened monetary policy, but the economy avoided a recession and remained resilient, he said.

The Fed now figures to lower rates, with the first reduction as early as the second quarter.

“And why would they do this? I believe that they looked at inflation and they saw that it had dropped dramatically from mid-2022 and where it fell from a 40-year high of more than 9 percent in June of 2022 to about 3 percent in November of 2023. But with food and energy prices coming down, getting to the Fed’s target of a 2 percent annual inflation rate could take some time. We’re not there yet.”

Higher interest rates and housing inflation colored consumer opinions about the economy in 2023, but recent consumer surveys have found that people are feeling more optimistic about 2024, he said.

“And this is important,” Anderson said, “as consumer sentiments can drive behaviors like spending and investments, often acting as a self-fulfilling prophecy.”

MOBILITY

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No. 3 ranking for parent engagement and stability, offset by being No. 29 for education quality and freedom.

Utah is No. 8 for social capital, including a No. 6 ranking for charity and No. 13 for community activities and neighbors.

The report says Utah could improve social mobility by addressing its lower scores for education quality and freedom and predatory state action, both of which rank in the bottom half of the nation.

The website The Center Square quoted Gonzalo Schwarz, president and CEO of the Archbridge Institute and co-author of the report, as saying states can analyze the report and understand how to help improve social mobility in their respective states.

“The first step toward reform is recognition of where we are today, and Archbridge’s new report will help policymakers — at all levels of government — understand social mobility like

never before,” Schwarz told The Center Square. “Defining social mobility based on four key pillars, our research team has spent many months analyzing all 50 U.S. states, identifying opportunities for growth in the best- and worst-performing states.”

The report says that people face barriers to social mobility across their lifespans. “Artificial barriers are imposed by external forces and can be addressed with public policy, while natural barriers occur at the individual level and often require different interventions,” it says. “One of the main objectives of this index is to generate a satisfactory taxonomy on the main barriers and leading indicators of social mobility.”

“From Utah to Louisiana, we are proud to share the most comprehensive snapshot of opportunity in America to date, and we hope that it will lead to positive, lasting change for millions of Americans,” the report authors say. “The time for reform is now.”

The report is available at www.archbridgeinstitute.org/social-mobility-in-the-50-states/.

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CALENDAR

from previous page

April 10, 7-9 p.m.

“Pillar of the Valley,” a Utah Valley Chamber of Commerce event. Location is Utah Valley Convention Center, 220 W. Center St., Provo. Details to be announced at thechamber.org.

April 11-12

One Utah Summit, presented by the Governor’s Office of Economic Opportunity, the Utah Office of Energy Development, World Trade Center Utah and Salt Lake Chamber and highlighting and addressing opportunities in the state’s economy. Event includes main-stage keynote addresses and breakout sessions focused on business topics and trends, including the intersections of emerging technologies, government and business in Utah. Summit begins April 11 with the Startup State Entrepreneur Challenge, in which new entrepreneurs compete for cash before a panel of judges. Summit featured speakers include Virginia Pearce, director, Utah Film Commission; Scott Cuthbertson,

president and CEO, the Economic Development Corporation of Utah; and Natalie Gochnour, association dean and director of the Kem C. Gardner Policy Institute at the University of Utah’s David Eccles School of Business. Location is Grand America Hotel, 555 S. Main St., Salt Lake City. Registration cost is \$299. Details are at oneutahsummit.utah.gov.

April 16, 8:30-10:30 a.m.

Partners in Education Appreciation Breakfast, an Ogden-Weber Chamber of Commerce event. Location and other details to be announced at ogdenweberchamber.com.

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

Business Alliance Networking Luncheon. Location is Boondocks Fun Center, 525 Deseret Drive, Kaysville. Free, with lunch available for purchase. No RSVP needed. Details are at davischamberofcommerce.com.

April 18-20

SMBash, a search conference and networking event uniting small-business buyers, operators and investors and host-

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ed by Sam Rosati, owner of Pursuant Capital; Kevin S. Henderson, partner at SMB Law Group and owner of Nine20 Capital; Chandler Reed, CEO of Get Green NOI; and David Brackett, chief of staff at SMB Law Group. Event will feature information about strategies and

processes of searching for, evaluating and acquiring small businesses; the complexities of raising capital; and the practicalities of running a successful small enterprise. Location is Le Meridien Salt Lake City Downtown. Cost is \$3,495. Details are at smbash.com.

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