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OF NOTE



'Just need a place to live'

California officials are issuing stern warnings to LA-area landlords about rent price gouging in the wake of the devastating wildfires that have left tens of thousands without homes. California law prohibits rent hikes of more than 10 percent, even if more is offered, an apparent regular occurrence with people desperate to find housing. But some may not be listening to the warnings. A three-bedroom condo in a downtown LA that rented for \$5,500 a month in October, popped up on Zillow last week for \$8,500. (Adobe Stock photo)

ECONOMIC & PUBLIC POLICY SUMMIT

Report to governor: Economy 'slowing but not stalling'

Brice Wallace

Business Journal

"Slowing but not stalling" is how the Utah Economic Council is characterizing the state's economy heading into 2025.

Part of the recent Utah Economic Outlook & Public Policy Summit, hosted by the Salt Lake Chamber, featured the council's "Economic Report to the Governor," which indicated a resilient Utah economy in 2024 and predicts continued success this year.

As for 2024, Utah's nominal GDP surpassed \$300 billion for the first time. Through three quarters of 2024, the state's real GDP growth rate led the nation at 4.6 percent. The state's unemployment rate continued to rise from historic lows, but its 3.1 percent for 2024 remained below the national rate of 4 percent.

"Utah's job growth rate will likely continue to slow as housing prices will likely remain high until supply constraints are significantly eased," the council said.

In a video summarizing the report, Phil Dean, chief economist at the Kem C. Gardner Institute and co-chair of the Utah Economic Council, noted that Utah's population grew in 2024 but job growth

slowed. Inflation, he said, could move either way.

"Moving into 2025, there's a potential for tariff increases and a still-large federal deficit, and that could put upward



Among the bright spots in the Utah Economic Council's "Economic Report to the Governor" was a reported record-high increase in oil production from the state's petroleum industry. Adobe Stock photo.

pressure on prices, meaning we'd have higher inflation," Dean said. "On the flip side, we have energy prices that could be coming down, and that would put downward pressure on prices."

"One of the major challenges we're going to see for 2025 is our housing prices, which will continue having a dragged effect on the economy," added Robbi Foxxe, chief economist at the Governor's Office of Planning and Budget. "On the upside, we anticipate that we'll have continued sustained growth in most areas. The fundamentals of our economy remain strong, and that's good news for Utah."

Looking back, the council said Utah's economy "demonstrated remarkable resilience in the face of national economic headwinds in 2024."

Dean noted that Utah's population

see SUMMIT page 8

'Optimism with caution' key to using AI in about any business

Brice Wallace

Business Journal

Increased productivity. Disruption of job duties. Boosted efficiencies. Money wasted finding the right program.

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The future impact that artificial intelligence will have on the retail world was the focus of a breakout panel discussion at the recent Silicon Slopes Summit, but both the optimism and caution expressed by speakers could apply to any industry.

Jonathan Ruggiero, founder and CEO at Manly Bands, said AI is used in every department of his company.

"When we started talking about integrating AI into the business, it was like, 'OK, are people going to lose their jobs? What's going to happen?' And I actually have a completely different view of it," he said to the crowd in Salt Lake City. "To me, it's an augmentation that we can give to every employee in our company that makes them 10 times as productive, if used correctly. Down the road, who knows? But right now, to me, that's where we are."

One example of the uses of AI is

sending out customized videos to every customer, he said.

"I could not do over 10,000 videos a month, but this allows us to do that, essentially. ... It's a really great way to interact with our customers. ... Honestly, if I had the time, I would totally do that. It's not something we wouldn't do, but it allows us to do things 10X what we'd want to do anyway."

During the session, panelists suggested AI can speed the writing of video scripts, marketing, product development and market predictions to ensure companies are not sitting on excess inventory.

Blake Brown, in charge of brand strategy and partnerships at True Classic, said AI handles "the tasks nobody wants to do ... the necessary tasks that you don't want to waste your time on."

Dan Griffiths, president and CEO at Lume Deodorant, said AI can shrink the time needed to create graphic designs and videos but can also serve as a source of inspiration for ideas that can be shaped by humans. Brown spoke in similar terms, saying AI can serve as "thought-starters."

Mark Boothe, chief marketing offi-

see AI IN RETAIL page 9

NFIB: DROUGHT OF GOOD SMALL-BIZ NEWS MAY BE OVER

The National Federation of Independent Business (NFIB) has characterized the past five years as having a dearth of good small-business news. But the national organization of small-business owners reports that the results of its latest Small Business Optimism Index survey would lead everyone to believe that the drought is over.

The index found that the net percent of small-business owners expecting the economy to improve rose 16 points from November to a net 52 percent on a seasonally adjusted basis, the highest since the fourth quarter of 1983.

Additionally, the percent of small-business owners believing it is a good time to expand their business rose six points to 20 percent. This is the highest reading since February 2020.

"Optimism on Main Street continues to grow with the improved economic outlook following the election," said NFIB Chief Economist Bill Dunkelberg. "Small business owners feel more certain and hopeful about the economic agenda of the new administration. Expectations for economic growth, lower inflation and positive business conditions have increased in anticipation of pro-business policies and legislation in the new year."

NFIB its calls monthly Small Business Optimism Index the gold standard measurement of America's small-business

see NFIB REPORT page 14

NEWS

American Fork-based KT Tape acquired by Bridges Consumer Healthcare

Bridges Consumer Healthcare LLC, a consumer healthcare platform comprised of nine over-the-counter (OTC) personal care brands, including ThermaCare and Absorbine Jr., has acquired KT Tape, a kinesiology tape brand based in American Fork. Bridges Consumer Healthcare is headquartered in Chattanooga, Tennessee.

The acquisition “diversifies and strengthens Bridges’ portfolio of specialty OTC brands, increasing the company’s scale and positioning Bridges for accelerated organic growth and further add-on opportunities,” the company said. KT is also the fourth acquisition completed since the inception of Bridges.

Terms of the transaction were not disclosed.

Founded in 2008, KT Tape was acquired by Boston-based private equity firm Palladin Consumer Retail Partners, which was previously known as Palladin Capital Group, in 2014.

“Today’s announcement marks an exciting new chapter for KT, positioning us to reach more customers and continue to drive meaningful innovation through the added scale of the Bridges platform,” said

Jessica Klodnicki, CEO of KT Tape. “We have been impressed by Bridges’ leadership and depth of expertise across several consumer health verticals, as well as the company’s steadfast focus on its customers. We are thrilled to have found another collaborative strategic partner that shares a similar vision for the future of our business.”

In a LinkedIn post, Klodnicki said she was “extremely proud of the work the KT team has done over the last 2.5 years.”

Founded in 2008, KT Tape produces drug-free, topical solutions to prevent and relieve pain and promote recovery. KT is used by notable athletic organizations including the U.S. Olympic and Paralympic Teams.

“We are excited to join forces with KT Tape to advance our shared goal of delivering innovative over-the-counter healthcare solutions to improve our customers’ everyday health and quality of life,” said John Speranza, CEO of Bridges Consumer Healthcare. “KT’s innovative solutions enhance Bridges’ already strong position in pain relief, alongside our current brands in the external pain category, ThermaCare and Absorbine Jr. As we begin execut-

ing on our vision for growth, we look forward to exploring partnerships with similar brands that can help us scale further.”

“We are excited to join forces to continue to deliver top-notch service to our customers, consumers and partners,” Klodnicki continued in the LinkedIn post.

Bridges was founded in 2020 by a team of industry executives and Charlesbank Capital Partners of Boston to build a consumer healthcare platform. Since its formation, the investment firm said that it has “executed on this mission, acquiring nine brands focused on pain relief, wom-

en’s health and supplements, and accelerating double-digit growth through strategic marketing, innovation and a diverse range of sales channels, including e-commerce and B2B partnerships.”

“It has been a pleasure working with the founders of KT, Jessica and the entire leadership team to build a leading consumer products company providing health and wellness solutions for athletes at all levels,” said Mark Schwartz, CEO of Palladin as his company divests of KT Tape. “We’re confident that Bridges will be a good platform for KT’s next stage of growth.”

Trucordia buys Colorado insurance firm

Lindon-based insurance brokerage Trucordia has acquired the insurance business of Boulder Insurance Solutions, a full-service brokerage in Boulder, Colorado, serving small- to mid-sized businesses.

“The Boulder Insurance Solutions team is a great addition to Trucordia,” said Trucordia CEO Felix Morgan. “They share our commitment to creating exceptional experiences for our clients and have

grown the business by establishing quality relationships and maintaining a solid reputation built on trust.”

The acquisition continues a recent history of rapid growth for Trucordia. With its growth over the past few years, the company is now ranked No. 19 on *Business Insurance* magazine’s 2024 Top 100 Brokers. Trucordia partners employee more than 5,000 nationwide.



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Gardner Institute reports on economic impact of Utah's fintech industry

Since the Great Recession of 2007-2009, the financial technology (fintech) industry has transformed the traditional financial services sector and introduced innovative business models globally. That's the conclusion of a new report on the sector from the Kem C. Gardner Policy Institute at the University of Utah.

The report, "The Economic Impacts of Utah's Fintech Industry," shows that in 2023, Utah's 67 fintech companies created nearly 8,000 jobs and produced more than \$1 billion in total annual wages.

"In Utah, the fintech industry has grown and will continue to grow, thanks to the state's youthful population and educated workforce, its large financial services sector, a concentration of industrial banks and other factors," said Nate Lloyd, director of economic research at the Gardner Institute. "With continued

industry growth and strong economic multipliers, Utah fintech companies will likely contribute to greater shares of Utah's economy over time."

Of Utah's 67 fintech companies, about half of these companies are in software and technology-related industries, while the other half fall in the financial services sector.

The Gardner report found that fintech significantly impacts Utah's employment, with each job in the industry generating an additional 2.8 jobs throughout the broader economy. While the industry employs about 7,800 individuals directly, it creates an additional 22,000 jobs in the Utah economy. Its \$1 billion in wages lead to a total impact of \$2.3 billion in wages across all industries and \$2.6 billion in fintech industry output (industry sales) leads to \$7.3 billion in output

across all Utah industries.

Utah fintech companies are found primarily across six counties: Salt Lake, Utah, Weber, Cache, Davis and Washington. Salt Lake County is home to the most Utah fintech companies (67 percent), followed by Utah County (26 percent).

Each Utah fintech company is classified into one of six segments by their business model: lending, payments and infrastructure, internal financial operations and risk management, investments, customer interface, data security and monetization. Lending ranks largest among Utah fintech segments, accounting for 32 percent of total jobs and 29 percent of total wages in this industry.

The estimated annual wage at

Utah's fintech companies averages about \$131,500 per employee, much higher than the average wage among all other industries in Utah (\$65,260).

"Fintech is an important part of Utah's economy," said Ryan Christiansen, executive director of the University of Utah's Stena Fintech Center. "We are thrilled to spotlight fintech's positive impacts on jobs and wealth creation in Utah. This report signifies the start of significant thought leadership and robust research from the University of Utah around the emerging influence of financial technology in Utah and around the globe."

The full report is accessible through the Gardner Institute website at gardner.utah.edu.

Lehi's Amplēo buys Peisner Johnson, expands practice to tax expertise

Amplēo, a Lehi-based provider of financial management services, has acquired Peisner Johnson & Co. of Dallas. Also known as "The Sales Tax People," Peisner Johnson provides accounting, audit and tax consulting services. The company is known for navigating the complexities of sales tax regulations.

The acquisition represents Amplēo's strategic commitment to broadening its suite of strategic growth services, the company said in a statement.

"Bringing Peisner Johnson into the Amplēo brand will address a critical pain point for our clients," said Lincoln Howell, CEO of Amplēo. "Sales tax compliance is a significant challenge for growing businesses. Now, we can offer top-tier expertise in this area alongside our fractional executive services. This is a game-changer for companies looking for comprehensive business support and leadership."

"Joining Amplēo allows us to extend our reach and provide even more value to our clients," said Jason Parr, CEO of

Peisner Johnson. "Our sales tax expertise, combined with Amplēo's fractional model, creates a unique offering for our clients. We're excited to help businesses not only stay sales tax compliant but also thrive and grow with more experts at their fingertips."

As part of the acquisition, Peisner Johnson will be rebranded as "The Sales Tax People at Amplēo," integrating its specialized expertise into Amplēo's existing suite of fractional executive services.

The acquisition enables Amplēo to offer a more holistic approach to business management, combining financial strategy, marketing expertise, human resources leadership and sales tax compliance, said Howell. Clients of both companies will benefit from this expanded suite of services, gaining access to a broader range of expert guidance to fuel their growth and success, he said.

Amplēo provides business professionals for consulting in finance, marketing and human resources with thousands of clients nationwide.

Ancestry announces CEO transition

The board of directors of Lehi-based family history and DNA testing platform Ancestry has named Howard Hochhauser to succeed Deb Liu as the company's president and CEO. Formerly the chief financial officer and chief operating officer,



Howard Hochhauser

Hochhauser will take over from Liu, who has stepped down, on Feb. 1. Hochhauser will continue to serve as a member of the board.

"I'm honored to serve as Ancestry's next president and CEO," said Hochhauser. "I have never been more confident in the future success of the company. As the global leader in family history, we have a strong brand, exceptional talent, unparalleled content, the world's largest consumer DNA network and a loyal base of subscribers. I look forward to building on our momentum."

"Leading Ancestry over the last four years has been both demanding and fulfilling. I have been inspired by the company's mission and by the journeys of personal discovery that we have enabled for our customers since I joined the company

in March 2021," said Liu. "I'm proud of all that the team has accomplished in service to our customers and I'm confident the company is well positioned for future success. Working alongside Ancestry's talented and purpose-driven team has been an honor and I know I'm leaving the company in Howard's very capable hands."

"Deb has had a tremendous impact on the business, building a strong foundation for future growth, strengthening our team, and evolving our products," said Mark Thompson, chairman of Ancestry's board. "On behalf of the board and our employees, I want to thank Deb for her many contributions and wish her the very best in her next chapter."

"Howard has been with Ancestry for more than 16 years and deeply understands the business, its culture and our customers," Thompson added. "He has been instrumental in building our strategy and we're confident that he and the management team will accelerate growth in the years to come."

Ancestry maintains a collection of more than 60 billion records, has over 3.5 million subscribers and over 25 million people in its DNA network.



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BD to spend \$30 million to enlarge Sandy IV catheter line factory

The largest IV catheter line manufacturing plant in the world is about to get larger. BD (Becton, Dickinson & Co.) a global medical technology company, has announced additional investments in its U.S. manufacturing network, including its site in Sandy. The company is invest-

ing an additional \$40 in its U.S. manufacturing factories to add capacity for critical medical devices, including syringes, needles and IV catheters.

The BD site in Sandy opened in 1956 and employs approximately 1,200 people with 650,000 square feet of operations.

BD says it is the largest producer of IV catheter lines in the world.

As part of the BD's 2024 and 2025 investment of more than \$40 million to expand manufacturing capacity, BD has plans for more than \$30 million in investments this year to expand manufacturing capacity for IV lines at its plant in Utah. This follows the company's 2024 investment of more than \$2 million for IV line improvements that resulted in increased IV catheter output by more than 40 million units annually.

In addition to the Utah expansion, new needle and syringe production lines have been installed at the BD plants in Connecticut and Nebraska. One line is already fully operational with additional lines expected to start up in the coming months. These new lines will boost BD's capacity of domestically manufactured safety-engineered injection devices by more than 40 percent and conventional syringes by more than 50 percent, adding hundreds of millions of units annually to support critical U.S. health care delivery such as hospital procedures, vaccinations,

medication preparation and drug delivery to patients. In addition, BD has hired more than 215 full-time employees at its facilities in Nebraska and Connecticut to support the increased production.

"Domestic manufacturing is crucial for ensuring a resilient supply of essential health care devices," said Eric Borin, president of Medication Delivery Solutions at BD. "By expanding our production capacity, we are not only meeting the critical needs of patients and providers, but we also are reinforcing our commitment to the nation's health care infrastructure."

BD has been manufacturing medical devices for more than 120 years. Its operations in Columbus, Nebraska, opened in 1949, and today spans 1 million square feet and employs more than 2,000 people across three locations. BD in Canaan, Connecticut opened in 1961 and today employs more than 540 people. The company operates more than 30 additional manufacturing and distribution facilities in the United States, employing more than 10,000 people across 17 states and Puerto Rico.

A \$2 billion cookie company?

Reuters is reporting that Lindon-based Crumbl is exploring a sale of the company that could value the popular cookie chain at nearly \$2 billion, including debt. The news wire quoted "people familiar with the matter" for the news.

The bakery franchise chain is working with investment bank North Point on a sale process that could attract interest from private equity firms, the sources said, requesting anonymity as the matter is confidential, Reuters said. The owners of the cookie chain are hoping to command a valuation for the business equivalent to more than 10 times its annual earnings before interest, taxes, depreciation and amortization of nearly \$150 million, the sources said.

Crumbl and North Point did not respond to requests for comments from Reuter's on the report.

Launched in 2017 by cousins Jason McGowan and Sawyer Hemsley, Crumbl in recent years has gained a huge social media following across platforms such as TikTok, Instagram and YouTube.

Crumbl, which sells its cookies in a distinctive pink box with its logo, opened its first location in 2017 in Logan and now has 1,071 locations across North America, according to its website.

Sunpro buys Building Services Group

Sunpro Corp., a subsidiary of Clyde Cos. Inc. of Orem, has acquired Salt Lake City-based insulation contracting firm Building Services Group, expanding the company's insulation operations in Utah and extending services into Colorado. Building Services Group and its six member companies will operate under the Sunpro name.

"We are thrilled to welcome the Building Services Group member companies to Sunpro," said Greg Templeman, president of Sunpro. "This acquisition expands our ability to offer insulation across the entire state of Utah and now into Colorado."

Building Services Group specializes in insulation solutions for commercial

and residential buildings. The acquisition will include experienced personnel from its six member companies, including EcoStar in Murray; Hone Insulation in Nephi and Hurricane; Penguin Insulation in Clearfield; Thermal Solutions in Murray; Pantuso Insulation in Grand Junction, Colorado; and West Valley Insulation in Silt, Colorado.

"This is a significant milestone for us, one that promises a bright future for everyone," said Doug Holbrook with Building Services Group. "We embrace this new chapter with enthusiasm and a shared commitment to excellence."

Sunpro is a building products supplier operating throughout Utah and Idaho.

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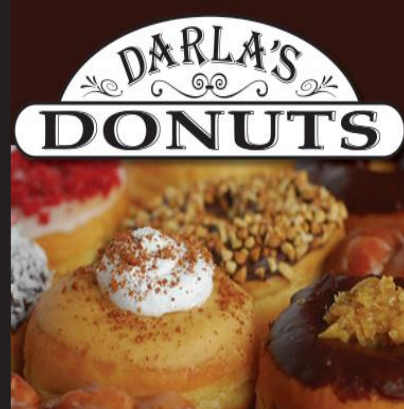
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The Salt Lake Business Journal is published weekly by Loyal Perch Media LLC, 9500 S. 500 West, Suite 205, Sandy, Utah 84070. Application to mail at periodical postage prices at Salt Lake City, UT. Postmaster: Send address changes to: Salt Lake Business Journal, 9500 S. 500 West, Suite 205, Sandy, Utah 84070.

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Subscription rate: \$85 per year.

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PHONE: 801-254-5974

MISSION STATEMENT

Our mission is to provide actionable news to C-level business executives throughout the Wasatch Front region.

PUBLISHER

Designed, Published & Distributed by:



Residential foreclosure activity drops 10 percent nationwide in 2024

Irvine, California-based Attom, a curator of land, property data, and real estate analytics, has released its Year-End 2024 U.S. Foreclosure Market Report, which shows foreclosure filings — default notices, scheduled auctions and bank repossessions — were reported on 322,103 U.S. properties in 2024, down 10 percent from 2023 and down 1 percent from 2022. In 2024, foreclosures were down 35 percent from 2019, before the pandemic shook up the market. Foreclosure filings in 2024 were also down 89 percent from a peak of nearly 2.9 million in 2010, the report found.

Those 322,103 properties with foreclosure filings in 2024 represented 0.23 percent of all U.S. housing units, down slightly from 0.25 percent in 2023, and down from 0.36 percent in 2019 and down from a peak of 2.23 percent in 2010.

“The continued decline in foreclosure activity throughout 2024 suggests a housing market that may be stabilizing, even as economic uncertainties persist,” said Rob Barber, CEO at Attom. “This year’s data points to foreclosure trends potentially returning to more predictable levels, offering some clarity for industry professionals, investors and homeowners. While foreclosure filings remain a critical metric for understanding market health, current trends may point to a more balanced landscape, potentially shaped by careful lending practices and ongoing homeowner resilience.”

Attom’s year-end foreclosure report provides a count of properties

with a foreclosure filing during the year based on publicly recorded and published foreclosure filings collected in more than 3,000 counties nationwide, accounting for more than 99 percent of the U.S. population.

The report also includes new data for December 2024, showing there were 28,632 U.S. properties with foreclosure filings, down 3 percent from the previous month and down 6 percent from a year ago.

Lenders started the foreclosure process on 253,306 U.S. properties in 2024, down 6 percent from 2021, but down 25 percent from 2019 and down 88 percent from a peak of 2,139,005 in 2009.

States that saw the greatest number of foreclosure starts in 2024 included California (29,529 foreclosure starts), Florida (29,239 foreclosure starts), Texas (28,946 foreclosure starts), New York (14,436 foreclosure starts) and Illinois (13,082 foreclosure starts).

Those metropolitan statistical areas with a population greater than 1 million that saw the greatest number of foreclosure starts in 2024, included New York City (15,327 foreclosure starts), Chicago (11,508 foreclosure starts), Houston (10,197 foreclosure starts), Los Angeles (8,790 foreclosure starts), and Miami (8,603 foreclosure starts).

Lenders repossessed 36,505 properties through foreclosures in 2024, down 13 percent from 2023 and down

75 percent from 2019 (143,955). Repossessions were down 97 percent from a peak of 1,050,500 in 2010. States that saw the greatest number of

repossessions in 2024 included California (3,466), Illinois (2,858), Pennsylvania (2,828), Michigan (2,629) and Texas (2,501).



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NEWS

Salt Lake commercial real estate market shows signs of recovery in Q4 2024

The Salt Lake City office and industrial commercial real estate markets showed positive signs of recovery in the fourth quarter of 2024 (Q4), according to new figures released by commercial real estate company CBRE. The company said the figures highlight a turning point in market right-sizing, indicating that Salt Lake City is well-positioned for further recovery in early 2025, driven mainly by strong tenant demand.

According to CBRE's figures, The Salt Lake City-Provo office market saw 253,216 square feet of positive net absorption in Q4 2024, totaling 135,850 square feet year-to-date. This marks the first positive annual net absorption in two years, driven by strong demand for newer, amenity-rich spaces.

The report also said the total vacancy rate decreased by 44 basis points (bps) to 23.7 percent in Q4, down from a peak of 24.2 percent in the third quarter of 2023. This improvement is due to increased tenant demand, reduced new construction, slower corporate right-sizing and steadying work strategies.

Leasing activity slightly declined to 980,212 square feet in Q4, with a total leasing volume of 4.22 million square feet, an 11.1 percent increase from the previous year. New leases were mainly

driven by internal market moves and relocations to higher-quality spaces.

Capital market activity rose significantly in 2024, led by owner-user acquisitions. Notable deals included Salt Lake County's purchase of Overstock's 258,000-square-foot former Midvale headquarters for \$52 million, Summit County's acquisition of the 45,000-square-foot Skullcandy headquarters for \$17.5 million and Canyons School District's purchase of eBay's 240,000-square-foot campus for \$50 million.

In the industrial 2024 real estate market, net absorption exceeded 4.0 million square feet, surpassing 2023 by over 3 million square feet but still below the 2022 peak of 9.4 million square feet. Availability and vacancy rates increased in Q4 to 7.2 percent and 6.3 percent, respectively, the highest since CBRE began tracking in 2012. This rise is due to increased construction and a recent influx of sublease space, with stabilization expected in 2025.

Leasing activity rebounded slightly in Q4 with just under 2 million square feet leased, up 900,000 sq. ft. from Q3 2024. Total leasing for 2024 was 9.1 million square feet a 21.6 percent decrease year-over-year, but still above 2019 lev-

els and the 10-year average.

CBRE reported that sales activity rebounded slightly in Q4 2024, highlighted

by a 787,309-square foot portfolio sale of multiple industrial properties, the largest since 2023.

ClientSuccess acquires Cal. firm

Lehi-based ClientSuccess, a customer onboarding platform, has acquired Product Signals, platform for product feedback and feature request management based in San Mateo, California.

"This acquisition represents a key step in our evolution from a legacy customer service provider to a next-gen platform, offering a fully integrated suite of solutions that unites post-sales teams and empowers them to deliver transformative, data-driven customer experiences," reads a ClientSuccess release announcing the purchase.

The Product Signals platform enables clients to transform customer and internal feedback into actionable insights that drive customer-focused product strategies. Now, by capturing product feedback and enriching it with data from ClientSuccess, businesses can make smarter, more impactful decisions for their product planning, the company said.

"Our acquisition of Product Signals showcases our commitment to creating an integrated platform that enables post-sales teams to work seamlessly together, delivering meaningful impact and measurable outcomes for their customers," said Dave Blake, founder and CEO of ClientSuccess.

Blake said that the acquisition, combined with ClientSuccess's recent purchase of customer onboarding company Baton, strengthens the company's post-sales execution.

"With our acquisition of BATON enhancing customer onboarding and Product Signals driving better product alignment, we're moving beyond the limits of a traditional CSP to provide a unified suite of products for a unified post-sales team to deliver a truly unified customer experience," Blake added.

Financial terms of the transaction were not disclosed.

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WORK DAZE

Talk your way to the top

Loose lips sink ships. Also, careers. That's why people at work tend to keep it on the down-low, seeing as little as possible and saying even less.

Which brings us to the question du jour: "should we talk about the way you don't talk?"

CNBC thinks so. The careerists at CNBC.com recently published "9 Little Phrases to Instantly Brighten Someone's Day," an article by self-proclaimed "Happiness and Well-Being Expert" Stephanie Harrison.

As a self-proclaimed misery and ill-being expert, I was interested to learn that I had a "superpower" that I "might not know about: the power to make another person glow."

(I thought my superpower was to make another person go away, but I'll take it. If unbuttoning my lip will make the HR team glow, I'll be able to spot them before they attack.)

Harrison's article provides both specific phrases you can use and recommendations for the targets of your chit-chat initiative. This is important. Telling your life partner "I love you as you are" would be sappy and could make them suspicious, but a bit of love language could be ex-

tremely useful when trying to get a laptop upgrade from the IT department.

Let me throw out five of the "little phrases" Harrison recommends. Before you add them to your work vocab, consider that a bunch of glowing co-workers could be a real risk to your career trajectory. Fortunately, I have a few suggestions, sure to make the feeble light they currently emit flicker and die.

No. 1: "I am proud of you." This phrase is usually associated with a major accomplishment, such as for a co-worker who has developed a new branch to the customer service phone tree that keeps the caller on hold for an additional 20 minutes.

Author Harrison reminds us that expressing pride in a colleague's behavior can also apply to accomplishments of a lesser nature.

"You came in late this morning and stayed awake for most of the afternoon," you might text your workplace BFF. "I'm proud of you."

Be sure to copy your boss, so they can appreciate your willingness to throw a co-worker under the bus. It's an example of the sneaky, unscrupulous behavior that says "management material."

No. 2: "I see your gifts."

Not everyone builds their career on an uncanny ability to stay below the radar. By telling a co-worker, "I see your gifts," you encourage them to take big swings. The bigger the swing, of course, the bigger the miss, which can result in your work friend's premature flame out.

Don't use the "I see your gifts" language on your manager, BTW. It could encourage them to take a big swing that sinks the company.

No. 3: "Tell me more about this."

No matter what nonsense your colleague is spewing, demand to hear more about it.

"You say you were picked first for kickball in third grade, and that's when you knew you had leadership ability? Tell me more about this."

"Being listened to helps people feel safe, supported and acknowledged," writes our happiness expert. It also softens them up, so you can quickly move in and stab them in the back.

No. 4: "I am grateful for you."

Use your spidey sense to pick out the people who are the biggest threat to your own march to the top and slather them with gratitude. You don't need a reason.

"I am grateful for you being you," you can tell them. "Your unique you-ness

makes every day brighter for everyone on the team."

Even the most puerile expressions of gratitude are contagious and will, in time, bring productivity to a complete halt as everyone on the team spends all their time expressing gratitude for each other's gratitude. This will make your puny efforts more visible. For which you should feel gratitude.

No. 5: "You inspire me."

This is a good phrase to use with a senior manager, but don't make it all about you. Share the praise with a co-worker.

For example — "Watching your rise in the company really inspires Alex in accounting. They're telling everyone that if someone with your limited abilities can make it to the top, anyone can."

Don't be surprised if Alex in accounting has a little phrase for you, too, which will surely come out when you visit their office and offer to help pack their boxes. It's a phrase so little it will only have two words, the second of which is "you."

If that doesn't inspire you, I don't know what will.

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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BOB GOLDMAN

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WILDFIRE EXPERT RESPONDS

Is Utah at risk for wildfires similar to those in Los Angeles?

J. Bradley Washa

Utah State University Extension

As we see the devastation in the Los Angeles Basin, many wonder if Utah could experience a similar wildfire event. My experiences as a wildland firefighter and work with Utah State University Extension could provide a few insights.

My Discoveries

In June of 2012, I was assigned to the Waldo Canyon Fire in Colorado. The fire started from an abandoned campfire and moved from the forest into the wildland/urban interface, where homes are built into the forests and rangelands. At the time, the fire became the most destructive in Colorado history, burning 346 homes and killing two civilians. Then, in 2021, my home and many others in Salt Lake and Summit Counties were evacuated due to the Parley's Canyon Fire near Park City.

After the Waldo Canyon Fire, I examined my home and its surroundings and made some adjustments. My home is on a flat, northern area surrounded by green grass, where vegetation is less likely to burn. Following wildfire mitigation standards, I did not plant any trees or shrubs within 30 feet of my home and I used river rock instead of wood chips next to the base of the house.

Before I reported to assist in fighting the Parleys Canyon Fire, I looked at my home again to determine if my mitigation efforts would help save it from wildfire. My biggest concern was the possibility of embers flying into wood chips. Though they were away from my house, they were near a wooden fence connected to the house. I also had a small pile of firewood on my patio. Before evacuating, I removed the fence connecting to the house, opened the gate, and positioned a garden hose in the front yard. I also moved the firewood away from the house. Many elements came together for a successful suppression outcome, and no homes were burned in the Parleys Canyon Fire.

Parallels Between California and Utah

Utah and California continue to see development in the wildland/urban interface. Along the Wasatch Front, homes continue to be built further up into the

foothills and benches and throughout Utah. As the population increases, we see development farther away from communities in areas at a higher risk of wildfires.

Insurance companies have dramatically increased rates or dropped homeowner insurance in California because of wildfire losses. This is also happening throughout the West, including in Utah. While insurance companies have a role in protecting homeowners from losses, they are also a business and need to have a positive overall return on their investment to remain viable.

Utah has experienced a number of recent wildfires with structural losses. In 2017, the Brian Head Fire in central Utah destroyed 13 homes, costing about \$34 million to fight. A year later, the Dollar Ridge Fire in Wasatch and Duchesne counties destroyed or damaged 80 homes and nearly 400 trailers, sheds and vehicles, which was Utah's most destructive wildfire in terms of structure loss. Last summer, the Sandhurst Fire started on Ensign Peak, just above the Utah State Capitol. While no structures were lost,

the fire caused evacuations and demonstrated that Salt Lake City is at risk of wildfire.

Differences between California and Utah

Utah wildland fire response organizations are capable and well-equipped. Compared to federal, state, county and local fire management agencies and departments, California likely has the largest wildfire response organization in the world. But even so, we saw that suppression alone is not the solution to reducing losses.

California's Santa Ana winds are powerful and typically occur under warm and dry conditions. Much of California's coastal areas are Mediterranean ecosystems where wet winters promote vegetation growth that dries out under hot and dry summers. While Utah's Wasatch Front experiences strong east winds, they often follow cool, wet frontal passages. But the Wasatch Front encounters downslope canyon winds from nighttime into the early morning hours.

The 2017 Uintah Fire was an exam-

ple of these diurnal winds burning three homes as the fire ran parallel to I-84 and riparian areas along the Weber River.

California has a much greater population and areas with higher densities, and wildfires have a history of becoming urban conflagrations. Wildfires often leave the wildlands and spread from house to house. In some urban firestorms, vegetation is left unburned, but the homes are lost to fire.

What We Can Do

We can learn from Greg Chasen, a Santa Monica-based architect who designed a house that survived the Palisades Fire when all the neighboring homes burned. He shared with KTLA TV in Los Angeles features of the house that contributed to its survival. He said there was no vegetation except for planters, a fire-resistant roof and siding and a brick-and-mortar retaining wall. There were also no vents or eaves, and the house had tempered glass widows with a solid concrete perimeter.

Shared Responsibility

When weather, topography and fuels align, wildfires will behave on their own terms, no matter how many engines, crews or aircraft are available or how ample the water supply is. Those who live in the wildland/urban interface have a shared responsibility with those around them to learn to live within the wildland fire zones. This extends from developers using hazard mitigation methods in laying out a neighborhood with sufficient water supplies to homeowners implementing firewise home and defensible space measures. There is also the continued use of prescribed fire and vegetation treatments in the wildlands and supporting the suppression response to wildfire.

While Utah would likely not experience the level of devastation seen in California, there is much to be learned from these firestorms. For additional information on what you can do now to help protect your home from a wildfire, see *Preparing Homes for Wildfire* and the *USU Extension Firewise Landscaping* publications available through the *USU Extension Service*.

J. Bradley Washa is an assistant professor of wildland fire science at Utah State University in Logan. He can be reached at brad.washa@usu.edu.



A Forest Service worker removes potential wildfire fuel from around a cabin on the Tavaputs Plateau in Eastern Utah. The removal of undergrowth is a proven method of preventing structure loss in wildfire areas. Photo courtesy of Utah State University.

SUMMIT

from page 1

surpassed 3.5 million with a boost of 50,000 during the year.

"This had impacts on housing markets," he said. "Housing prices increased last year after declining the year before, and that's definitely putting a lot of pressure on affordability. These affordability concerns are leading to slower job growth in the state."

Foxxe said Utah entered 2024 expecting the economy to continue to normalize, with sustained but good growth. "We found that that was the case," she said. "We had cooling in the labor market, we had moderating but still-sticky inflation, but overall better than we had expected."

Utah's bright spots included being recognized again as the best state in the nation by *U.S. News & World Report*, record-high increases in oil production, and GDP growth leading the U.S. in the first three quarters of 2024.

Dean described the national economy likewise as resilient, despite predictions that higher interest rates would force a "hard" landing. Real GDP growth in 2024 rose an estimated 2.7 percent, labor markets softened somewhat and the national unemployment rose from very low levels (3.6 percent in 2023).

The Utah Economic Council prepares the economic report in partnership with the University of Utah's David Eccles School of Business and the Governor's Office of Planning and Budget.

In an effort to keep Utah's economy

humming, the Salt Lake Chamber released during the summit its 2025 legislative priorities. The state's largest business organization identified 11 focus areas for public policy this year, chief among them being affordable housing, transportation and infrastructure, and workforce development.

"As Utah continues to grow, it becomes even more imperative for us to adapt and enact changes that navigate the complexities of expansion while forging sustainable paths forward," said Mary Catherine Perry, the chamber's vice president of public policy and government affairs. "Legislative policies are a critical component of enabling that agility within our communities. This legislative session is a window of opportunity — a launching point where we, together, can create an elite economy that

delivers prosperity for both current and future generations."

"With all the opportunities and challenges facing Utah, it is vital that the public and private sectors come together to advance policies that will increase the quality of life in Utah and strengthen our economy," said Derek Miller, the chamber's president and CEO. "The guidance of the 'Utah Rising' plan, when supported by legislative policy, has the potential to unlock an even greater era of growth and success to make Utah a place where businesses and individuals can thrive both now and in generations to come."

The Economic Report to the Governor is available at <https://gardner.utah.edu/utah-economy/economic-report-to-the-governor/>. The Salt Lake Chamber's legislative priorities are at <https://slchamber.com/advocacy/priorities/>.

GSL Strike Team report: Utah making meaningful progress on lake levels

Low water levels at Great Salt Lake continue to threaten Utah's economic, ecological, and human health. But the latest report from The Great Salt Lake Strike Team – a collaboration of technical experts from Utah's research universities and state agencies – finds that Utah continues to make meaningful progress in ameliorating the problem.

With efforts that include water conservation, infrastructure investment (including measurement and monitoring), statutory and regulatory reforms, berm management

and other actions, the state's multi-year, data-driven strategy to conserve, dedicate and deliver water to the lake is on track the report said.

The strike force's analysis reiterates that Utah receives numerous economic, ecological and human health benefits from the lake and that the costs of inaction to the economy, human health and ecological conditions remain significant.

Stabilizing and raising lake levels, managing salinity and protecting economic, human and species health will require

many years of stewardship leading up to the 2034 Olympic and Paralympic Winter Games and beyond, report authors emphasized.

"Success requires everyone in the Great Salt Lake Basin to participate in yearly conserving, dedicating and delivering water to the lake," said the report.

In late January, the Great Salt Lake Commissioner's office will release the "2034 Plan for a Healthy Great Salt Lake." The plan builds upon the "Great Salt Lake Strategic Plan," released last January, by identifying actions needed over the next ten years to preserve the benefits Great Salt Lake provides to Utah and the world. Data developed by the Strike Team will be included in this plan.

"All indications demonstrate that delivering more water to the lake is a far more cost-effective solution than managing the impacts of a lake at a perpetually low level," said Brian Steed, co-chair of

the Great Salt Lake Strike Team and Great Salt Lake commissioner. "We can invest time and financial resources now or pay much later. Fortunately, we have great data and a balanced and workable plan to succeed."

Utah's research universities – Utah State University and the University of Utah – formed the Great Salt Lake Strike Team to provide a primary point of contact for policymakers as they address the economic, health and ecological challenges created by the low elevation levels of the lake.

The Strike Team's report includes reporting on lake elevation, reservoir storage, salinity, streamflow, human water use, water rights and change applications and mineral extraction. The report identifies over 30 major milestones from 2024, including lake elevation, ecosystem and brine shrimp recovery, invasive species control, funding for lake preservation activities and water donations and releases.

AI IN RETAIL

from page 1

cer at Domo, said AI can handle writing six video scripts within 30 minutes. But that's only the case if the AI system receives the best input, known as prompts. "If the prompt is incredible, the output will be incredible," he said.

Ruggiero agreed. "It's like the greatest Swiss Army knife in the world, it really is," Ruggiero said. "The most important part is that data has to be ready. It truly is 'garbage in, garbage out.' You have to be so careful."

Rather than a Swiss Army knife, Brown used a hammer metaphor to describe AI. "You can bludgeon someone in the face, or you can actually build something. ... To me, it's like the efficiency of, I have a better hammer, [so] I can work faster. Or I can use it to pin my whole business, everything, on AI. Yeah, you could, but you're only going to get to a certain point without bludgeoning yourself and your customers."

Griffiths predicts that marketing will be the focus for AI in the near future "because that's where the money is and that's where a lot of the value is," he said. "That isn't to say you can't use it in other places."

AI will be able to make all employees more efficient and effective, Boothe said. Humans have a finite amount of information they can absorb and track. Meanwhile, AI can retain and remember vast amounts of information that humans simply cannot, he said.

Still, panelists said, humans will remain part of the AI process. They said companies would be wise to appoint a "czar" to ensure data remains high-quality and consistent. "If the data's not accurate, it's not going to help anybody," Ruggiero said.

Griffiths said people are needed to write insightful questions and suggested that companies "let humans do things only a human can do and let the bots do things only bots can do, faster and better than a human can."

That need for human governance remains, whether an organization has three people, 300 or 3,000, Boothe said. "The AI is just going to just take what you feed it, and if you're not feeding it or updating

the right information, you're going to be in real big trouble, real quick," he said.

Companies dabbling in AI, or considering it, can be left behind in the business world if they use only their brains, which operate in a linear fashion, while competitors grow exponentially with AI, speakers said.

Their advice? Try some AI programs and learn all you can about their capabilities in helping a company.

"Pick one. Identify some AI thing out there," Griffiths said. "Don't buy it; you don't have to buy it. But just learn about it, and take one of them and like try it out and start to understand how these tools can be used."

Boothe said companies need to be careful and wise "but don't be afraid to use it to change your business."

"Find your curiosity. ... Stay really, really curious. That's how you're going to be successful with AI and any other technology that comes along," he said.

Several speakers warned about "a lot of vaporware floating around out there," referring to ballyhooed software that isn't even available to buy yet because it remains only in a concept stage.

"What I'd say is, a little bit of 'buyer beware,'" Griffiths said. "I wouldn't get too far ahead of yourself in terms of just buying every AI tool that you find out there." Some AI is "so techy" that it requires an advanced degree, leaving its use impractical without some very tech-savvy employees, he said.


But, speakers said, at.

"While AI is a lot of hype and it's a lot of vaporware, it can help make your life a little easier so you can be more productive," Ruggiero said.

AI can be overwhelming. Even the various categories can be confusing: agentic AI, generative AI, perceptive AI, physics AI and robotics AI.

"Don't freak out about all the different things you could do, but start small, today, on figuring out what can make you more effective," Boothe said.


"Decide what you will do and not do with AI," he said. "There's some real crazy crap you can do with AI today, I can assure you. So, be careful and be wise, but don't be afraid to start using these technologies that can change your business for real."




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BANKING

• **Bank of Utah**, based in Ogden, has hired **Nichole Kennedy** as vice president and trust officer. Kennedy has over 30 years of financial industry experience, including an extensive financial planning and trust management background. Her experience includes two decades as a licensed financial advisor specializing in financial planning. She has worked at institutions including First National Bank Alaska, CUSO Financial Services and Morgan Stanley. Bank of Utah also has appointed branch managers for its Ogden and Layton locations. **Rebecca Norman**, who was branch manager for the Ogden corporate location, will now lead the Layton office. Norman has 19 years of banking experience, with 17 as a branch manager for a financial institution in the Brigham City area. In addition to managing a branch, Norman served as the customer service ambassador for her district. **Trevor Eschler** will replace Norman at the Ogden corporate location. He has been in the financial industry for 10 years, with eight years as a branch manager for another institution. Eschler earned a bachelor's degree in Spanish from Utah State University.



Nichole Kennedy



Rebecca Norman



Trevor Eschler

CONSTRUCTION

• **C.W. Group**, a Centerville-based homebuilder and real estate developer, is merging all of its existing brands under the name **Cole West**. The company said the rebrand "aims to simplify the organization's identity, strengthen its presence in the market, and better position the company for continued growth and innovation." The transition brings together C.W. Urban, Cole West Home, C.W. Land Co., C.W. Design and C.W. Build under the one name.

CORPORATE

• **Tonaquint**, a St. George-based infrastructure company, has changed its name to **ValorC3 Data Centers**. The company said the "C3" highlights the company's dedication to delivering dependable infrastructure across three core pillars: colocation, cloud and connectivity. ValorC3 owns and operates data centers with reliable cloud and connectivity solutions in St. George; Oklahoma City, Oklahoma; and Boise, Idaho.

DIRECT SALES

• **LifeVantage Corp.**, a Lehi-based health and wellness products company, has hired **Todd Thompson** as chief information and innovation officer. Thompson has decades of experience driving transformative technology solutions and business growth for global organizations, including in senior leadership roles as chief information officer at JetBlue Airways, Starwood Hotels, Vivint and DoTerra. He also served as a consultant with SBI.Razorfish, Arthur Andersen Business Consulting and Andersen Consulting, and held IT leadership roles at Nu Skin.



Todd Thompson

ECONOMIC INDICATORS

• **Utah** is ranked No. 3 on a list of "Best States to Start a Business in 2025," compiled by **WalletHub**. It compared the 50 U.S. states across 25 key indicators of startup success, including financing accessibility and labor costs and office-space affordability. Utah was No. 2 for average growth in the number of small businesses, No. 4 for the number of startup firms per capita, No. 14 for the availability of human capital, No. 24 for office space affordability, and No. 30 for cost of living. Details are at <https://wallethub.com/edu/best-states-to-start-a-business/36934>.

• **Ogden/Clearfield** is ranked No. 2, **Salt Lake City** is No. 3 and **Provo/Orem** is No. 15 among large cities on the **Milken Institute's Best-Performing Cities** index. It evaluated the relative economic performance of 403 metropolitan areas. Among small cities, St. George is No. 2 and Logan is No. 48. The BPC index uses 13 metrics, combining labor market conditions, high-tech industry growth, and access to economic opportunities.

• **Utah** is ranked No. 39 on a list of "best states to retire in 2025," compiled by **Seniorly**. It analyzed nine metrics of data across three main categories: affordability, health care and lifestyle. The most recent data from the SSA, CMS, HRSA, BLS, Census Bureau, Tax Foundation and others was used to determine the rankings. Utah is ranked No. 6 for arts and recreation centers (477 per 100,000 older adults), No. 11 for doctors (218 per 10,000 older adults), No. 12 for older adults with three-plus chronic conditions (54 percent), No. 20 for maximum personal income tax (4.65 percent), No. 29 for long-term care spending (\$2,475 per older adult), No. 32 for average Social Security payment (\$651), No. 33 for average temperature (51.1 degrees), No. 51 for population over age 65 (12.2 percent), and No. 36 for cost of living index (109.5). On a breakout list, Utah was ranked No. 2 among worst states for quality of life. The best place for retirement is Washington, D.C. The worst is New Jersey. Details are at <https://www.seniorly.com/resource-center/seniorly-news/best-and-worst-states-to-retire-in-2025>.

• **Utah residents** lost a record \$35.2 million to **investment fraud** in 2023, according to a study by investment fraud law firm **Carlson Law**, based on FBI Internet Crime Complaint Center data. That is a 13 percent increase from \$31.1 million in 2022. The average victim lost \$95,096. Utah has the No. 8 highest rates of investment fraud in the U.S., with 10.9 incidents per 100,000 residents. Nationally, investment fraud had a record 39,570 victims who lost a record \$4.57 billion in 2023, a rise from 2018 when 3,693 victims lost \$253 million. The worst state for investment fraud was California, whose residents lost \$983.8 million in 2023, up 13.1 percent from 2022. The least investment fraud occurred in Maine, where residents lost a collective \$2.5 million in 2023, a 58.5 percent decrease in total losses from 2022. Details are at <https://www.carlsonlaw.com/investment-fraud-in-u-s-reaches-record-levels/>.

EDUCATION

• **Saras AI Institute**, a Salt Lake City-based, AI-dedicated higher education institution, has added **Rob Leach** to its advisory board. He will help Saras AI Institute bridge the gap between technology and business, ensuring its programs align with industry needs. He also will provide insights into market-driven needs for AI skills, industry trends, student connections for future employment and

corporate citizenship initiatives. Leach has expertise in applying cutting-edge technologies such as cloud computing, data analytics, and AI to solve business challenges. At Avande, a joint venture between Accenture and Microsoft, he oversees the company's Microsoft account as a global executive. He has over 30 years of experience in technology integration, business strategy and leadership roles at Accenture, Intel, Landmark Development Ventures and G2 Web Services.

• The **Lassonde Entrepreneur Institute** at the University of Utah's David Eccles School of Business awarded over \$396,000 in scholarships to over 105 student entrepreneurs for the 2024-25 academic year. Recipients include undergraduate to graduate students and come from many different majors across campus. The majority of the students receiving scholarships serve as student leaders, managing a variety of programs at the institute, ranging from workshops and mentor sessions to a makerspace and high school outreach program.

ENERGY

• **Sky Quarry Inc.**, a Woods Cross-based integrated energy solutions company focused on the waste asphalt shingle recycling industry, has appointed **Leo Womack** to its board of directors. He will also serve as a member of the Audit and Nominating Committee and as chair of the Compensation Committee. Womack has been the president and a director of Gulf Equities Realty Advisors Inc., a diversified real estate portfolio management company, since 1986.



Leo Womack

He also serves as the CEO of Ramsey Financial Group, a single-family office managing a diversified portfolio of assets for the Leo B. Womack Family Trust. Womack currently serves on the board of directors of numerous private companies, where he holds varying positions that include chairman, chairman of the audit committee and audit committee member. Since 2015, Womack has served as a member of the board of directors and as the chairman of the audit committee of Petrolia Energy Corporation Inc.

see BRIEFS next page

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EXPANSIONS

• **Kizik**, a Lindon-based footwear company, has new distribution partnerships in South Korea, France, the Gulf countries and Spain. In South Korea, Kizik has partnered with **Platform Inc.**, a distributor with over 20 years of expertise in introducing brands. In France, Kizik joins forces with **Artrcrafts**, a distributor known for its success in introducing innovative brands across Europe. In the Gulf countries, Kizik is partnering with regional distributor **Alyasra**. In Spain and neighboring countries Portugal and Andorra, Kizik has teamed up with **Proged**, focused on sports and lifestyle distribution since 1989.

GOVERNMENT

• The **Federal Communications Commission** has selected 707 participants for the FCC's **Schools and Libraries Cybersecurity Pilot Program**, including 645 schools and districts, 50 libraries, and 12 consortia. The list includes **Centro de la Familia de Utah**, based in Salt Lake City. It operates five rural Head Start centers and nine Head Start childcare partnerships in Utah, Colorado and Nevada. It will participate in the three-year pilot program and will receive support to defray the costs of eligible cybersecurity services and equipment and provide the FCC with data to better understand whether and how universal service funds could be used to improve school and library defenses against increasing cyberattacks. To select pilot participants, consistent with the commission's rules, commission staff first looked at qualifying applicants' discount rate and National School Lunch Program percentages, prioritizing the highest percentages. To ensure diversity in the participant pool, including geographic diversity, staff also considered applicants' entity type, size, and location, among other things, as directed by the commission.

GRANTS

• The **Central Wasatch Commission** is accepted ideas through Feb. 9 for short-term project grants. The commission will begin to disperse funding to selected projects in May. The projects are specific to the commission's project area, which includes Millcreek Canyon, Big and Little Cottonwood canyons and the Wasatch Back. Projects should be focused on protecting the ecosystems or watershed originating in the project area, improve canyon transportation or transit, steward year-round recreation, and sustain the economic vitality of the Wasatch Canyons. Ideas should request no more than \$20,000 and be proposed by a non-profit organization, a community group, or Utah residents. Selected applicants will be invited to submit a full project proposal. Details are available by contacting

Lindsey Nielsen at 801-706-1004 or lindsey@cw.utah.gov.

• Applications are being accepted through Jan. 31 for **Slow Food Utah's** 2025 microgrants, which support projects in line with its mission of good, clean and fair food for all. The program was created to fill gaps identified in traditional funding sources for local food-related projects, especially for small-scale food growers and producers, community innovators and educators. Grants are open to any individual, small business or nonprofit. Previous grant recipients may apply again, however, due to limited funds, applications from new projects may be given priority. Individual grants will be up to \$2,000 with a total grant pool of \$6,000. Grant recipients will be announced in March or April. The application is available at slowfoodutah.org by following the "Apply Here" link.



Tyler Leishman

officer and interim chief operating officer at Riley Children's Health, where he leads strategic and operational initiatives to address pediatric health care challenges, including mental and behavioral health.

He previously held leadership roles at Children's Hospital Colorado as vice president of strategic provider integration and executive director of the Pediatric Care Network.

HOSPITALITY

• **LivAway Suites**, a Salt Lake City-based extended-stay hotel company, and **West77 Partners**, based in Lehi, have broken ground on a new extended-stay hotel in Tolleson, Arizona, marking the first step in an expansion plan for the Phoenix metropolitan area. LivAway has plans to break ground at six locations in Arizona during 2025. It expects to reach 50 locations open or under construction nationwide by late 2026.

• **CoralTree Hospitality**, a Denver-based independent hospitality management company, has added **Black Desert Resort** and **Red Mountain Resort** in southwest Utah to its management portfolio. The two properties are owned by Utah-based Reef Capital Partners. Financial terms were not disclosed. The Black Desert Resort, developed by Reef, is a 600-acre resort and entertainment complex spanning Ivins, Santa Clara and St. George. The first phase of development features nearly 800 rooms, including hotel rooms, private homes, a 45,000-square-foot convention center, 15,000-square-foot spa, infinity pool and cabanas as well as seven restaurants and bars. It also features the 19-hole Black Desert Resort Golf Course. Red Mountain Resort is a 55-acre, 130-room resort adjacent to Snow Canyon State Park.

INSURANCE

• **MGIS**, a Salt Lake City-based national insurance program manager that builds specialized insurance programs for doctors, and **Reliance Matrix**, focused on financial protection and absence management solutions, are extending their disability insurance and specialty coverages to advanced practice clinicians (APCs). APCs, such as nurse practitioners and physician assistants, are professionals with advanced education and specialized experience, and are trained and capable of performing many services a doctor typically provides. MGIS announced its exclusive partnership in 2023 with Reliance Matrix. Together, they serve doctors in all practice settings and medical specialties.

INVESTMENTS

• **Ruck**, a Provo-based on-demand building material marketplace connecting construction professionals with local

suppliers, has raised \$5 million in a seed round. It was led by **SNAK Venture Partners** and **ANIMO Ventures**. **VSC Ventures**, **Vitalize Venture Capital** and returning investors **Gold House Ventures**, **Convoi Ventures** and **Hustle Fund** also participated. Ruck said the funding will enable it to deepen its engineering capabilities and expand its delivery and marketplace platform across key markets.

• **Balentine LLC**, an Atlanta-based, privately held wealth management firm, has received a 20 percent investment from holding company **FJ Management Inc.**, based in Salt Lake City. FJM will hold one of five seats on the company's board. Balentine will continue to operate as an independent entity under its current leadership team. Balentine offers its perspective to over 300 clients nationwide, advising on approximately \$8 billion of assets.

MANUFACTURING

• **Utility Trailer Manufacturing Co. LLC**, based in California, has announced the merger of two prominent dealer groups: **Utility Trailer Sales of Utah** and **Utility Trailer Sales of Idaho**. It consolidates operations from locations in Salt Lake City, St. George, and Las Vegas with facilities in Boise and Idaho Falls, Idaho; and Spokane, Washington. The new entity will operate under the name **Mountain West Utility Trailer Inc.** and will be led by Justin Deputy as president and CEO, alongside brother Spencer Deputy, who will serve as chief sales officer. Both are majority shareholders in the new company.

NONPROFITS

• The **Suazo Business Center**, which empowers Latino/Hispanic and other underserved entrepreneurs, has announced the appointment of six people to its board of directors: **Juanita Damon**, **Reyes Florez**, **Leo Gutierrez**, **Eli Madrigal**, **Marlon Morales** and **Marcia White**. Damon, strategy and process improvement expert at American Express, has over 15 years of leadership in strategic initiatives. Florez, founder and CEO of Platform Accounting Group, is a third-generation Latino entrepreneur with extensive venture capital and multi-state business operations expertise. Gutierrez, Utah market executive in commercial banking at JP Morgan Chase, is a banking professional with over 20 years of experience dedicated to supporting businesses and enhancing community development. Madrigal, owner of Rancho Markets, is a former Suazo client turned successful business owner, represents the entrepreneurial community Suazo serves and understands the transformative impact of the center's support. Morales, small-business lender at US Bank, has collaborated

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HEALTH CARE

• **DW Healthcare Partners**, a private equity firm focused exclusively on the healthcare industry and with a primary office in Park City, has promoted **Michael Mitchnick** to principal. Mitchnick started his career in the Securities and Communications, Media and Technology Group at Toronto-Dominion Bank. He joined DW Healthcare Partners in 2016 and works in the firm's Toronto office. He currently sits on the board of directors of 360 Behavioral Health and Champion Manufacturing.



Michael Mitchnick

• **Troomi**, an Orem-based focused digital wellness and safety company, has appointed **Tyler Feishman** as chief strategy officer. He will lead efforts to advance digital wellness and empower families with innovative solutions designed to support mental wellness. Leishman also serves as vice president, chief strategy

see BRIEFS page 12

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Industry Briefs

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closely with Suazo's advisors and taught financial literacy classes for entrepreneurs. White, Ogden City councilmember and the Wasatch Front Regional Council, is a public policy advocate and community leader representing Northern Utah and has insights into government relations and community development. The Suazo board has 17 members.

PHILANTHROPY

• The **Utah Black Chamber of Commerce** is partnering with **Green Day Movers** to deliver essential supplies and relief to families victimized by the California fires and is calling on community support in the effort. Green Day Movers has volunteered its fleet of trucks, drivers and resources to facilitate a statewide pickup, packing and delivery effort. Community members are asked to donate or collect supplies (high-priority items include bottled water, hygiene kits and baby supplies such as diapers and formula); volunteer their time to assist in collecting, sorting and packing donations or helping spread the word; and transporting collected donations to designated locations across Utah. Remaining pickup dates are Jan. 27, Salt Lake City; Jan. 28, Spanish Fork; Jan. 29, Nephi; Jan. 30, Fillmore; Feb. 1, Moab; Feb. 2, Beaver; Feb. 3, Cedar City; and Feb. 4, St. George, all at locations to be determined. Details are available by contacting Sidni Shorter, president and CEO of the Utah Black Chamber, at s.shorter@utahblackchamber.com.

• **Ultradent Products Inc.**, a South Jordan-based developer and manufacturer of high-tech dental materials, is donating 5 percent of U.S. sales from orders placed on Jan. 16 to the **Red Cross** to support relief efforts for those affected by the wildfires in Southern California. The company also is offering dental supplies to affected care providers to assist in their recovery.

• **KeyBank** has awarded a \$75,000 grant to **People Helping People** in Salt Lake City, a nonprofit providing employment training and resources to low-income women and single mothers who are working toward financial self-sufficiency through long-term successful employment. PHP offers a four-phased program for underserved females, focused on coaching, mentoring, developing employment strategies, and offering continued career development opportunities. PHP's overall mission is to reduce the number of Utah families living in poverty by helping low-income women, primarily single mothers, reach adequate income through sustainable employment.

• The **Have a Heart Home** program and the efforts of **Bank of Utah, Nilson Homes, Clearfield City** and other community partners have led to a military family in Clearfield receiving a new home. The youngest child in the family has special needs. Bank of Utah played a key role by helping secure the financing needed to make the project possible. The home was constructed by Nilson Homes. Clearfield City donated the lot.

RECOGNITIONS

• The **Utah Automotive Hall of Fame** has inducted **Brad Eichers** into the **Utah New Car Dealers Hall of Fame**.

Eichers is Ken Garff Automotive Group executive and partner. The Hall of Fame recognizes individuals who have made exceptional contributions to the automotive industry in Utah, demonstrating innovation, visionary leadership, and an enduring



Brad Eichers

commitment to the community. Eichers' career spans 45 years in Utah's auto industry and more than 25 years at Ken Garff Automotive Group. Eichers co-founded Kornerstone Guaranty Insurance Co., where he developed captive finance and insurance products, managed risk through advanced risk financing strategies, and administered claims for automotive products sold at dealerships. Headquartered in Salt Lake City, Garff Enterprises, the parent company of Ken Garff Automotive Group, employs over 5,500 people across all its 70 dealerships in nine states.

• **Chasity Caruso**, the associate director in the Office of Simulation in Medicine and Surgery for Rocky Vista University, has earned the **Pioneer Award**, an international award in clinical simulation from **Education Management Solutions**, a health care simulation and competency management platform company.



Chasity Caruso

The Ivins resident is among the winners of the 16th Annual Excellence in Clinical Simulation Awards, which recognize professionals who have made significant contributions to the field of simulation in health care education over the past year. The Pioneer Award honors a group or individual who actively engaged in pioneering new ways of clinical simulation training. Caruso provides leadership in simulation for multiple programs, departments, staff and faculty across two

campuses. Over the last few years, she has created and launched a standardized patient mentor program, increased virtual reality use on the Utah campus, and expanded simulation across clinical years for students.

• Three brands of **Five Star Franchising**, based in Springville, are on a list of the top 500 franchises in **Entrepreneur's Franchise 500**. They are No. 136 **Mosquito Shield** (on the list for four consecutive years), No. 233 **Five Star Bath Solutions** (seven consecutive years) and No. 377 **Gotcha Covered** (six consecutive years). They were selected for outstanding performance in areas including unit growth, financial strength and stability, and brand power.

• The **Clark Planetarium** in Salt Lake City has been nomination as one of **USA Today's "20 Best Planetariums"** in the United States. Selected by a panel of seasoned **USA Today** travelers, Clark Planetarium welcomes over 600,000 visitors annually. Voting is open until 10 a.m. Feb. 10 to select the top 10 planetariums at <https://10best.usatoday.com/awards/travel/>.

RESTAURANTS

• **Savory**, a Lehi-based private equity firm, has promoted **Jessica Moyer** to chief restaurant officer and **Alonso Castañeda** to chief concept officer.



Jessica Moyer



Alonso Castañeda

Moyer will focus on strategic planning, operations management and team leadership across Savory's platform of brands. She has been with Savory for eight years, including a pivotal role in developing its leadership training institute and scaling operations. Formerly Savory's vice president of learning and development, Moyer began her career at Best Buy, rising from cashier to general manager of the highest-volume location

in the state of Utah, and then moved to the restaurant industry, where she has led, trained and developed leaders and teams across multiple brands. Castañeda will focus on implementing innovative restaurant strategies, enhancing customer experiences, and driving revenue and sustainable growth by aligning creative vision with operational excellence. He is a 10-year leader at Savory and president of Miami-based PINCHO, a Savory brand, and has a track record of scaling restaurant concepts into thriving multi-unit brands. He previously was Savory's vice president of brand development and strategy. Savory Fund is currently invested in 11 restaurant brands and is expecting add more than 1,700 new jobs and 75 stores in 2025.

• **Aubergine Kitchen**, an Orem-based fast-casual dining brand, has announced plans to open five locations this year. They will be in Las Vegas; Salt Lake City International Airport; Meridian, Idaho; Spanish Fork; and Aubergine Bakery in Orem. Founded in 2014, Aubergine Kitchen has grown from a single location in Utah to a regional brand, with 11 locations, including 10 in Utah.

RETIREMENT

• **401GO**, a Sandy-based retirement plan provider for employers, advisors and individuals, has appointed **Stan Smith** as chief growth officer. A resident of Southern California, Smith has a 26-year career that includes leadership positions at Fidelity Investments, SaveDaily and Drive-Wealth.



Stan Smith

SERVICES

• **MPR Associates Inc.**, a Virginia-based engineering and management services firm, has opened an office at 2150 S. 1300 E., Suite 200, Salt Lake City, to better serve the needs of its Mountain and western U.S. clients. Nationally, MPR has over 400 active clients in power, health and life sciences and the federal government.

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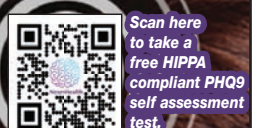
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Outcomes Registry data was published by Sackeim HA, et al. J Affective Disorders, 2020, 277(12):65-74. The outcomes reported represent the subset of study patients for which the CGI-S data was reported before and after an acute course of NeuroStar 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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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. 27-Feb. 1

Utah Tech Week, taking place at various locations in downtown Salt Lake City and in Utah County and with events hosted by startups, venture capital firms and community organizations. Details to be announced at <https://www.utahtech-week.com/>.

Jan. 27, 11:30 a.m.-12:30 p.m.

“The Impact of Women’s Health on Work and Life,” a Utah Women & Leadership Project event. Event takes place online (register online in advance). Free. Details are at <https://www.usu.edu/uwlp/events/upcoming-events>.

Jan. 28, 8-9:30 a.m.

Annual Membership Breakfast Meeting, a ChamberWest event. 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. 28, 8 a.m.-6 p.m.

“Utah Tech Day on the Hill,” a Utah Tech Leads event designed for making connections with state legislators. Location is Utah State Capitol, 350 State St., Salt Lake City. Details are at <https://lu.ma/uw565vx8>.

Jan. 28, 9-11 a.m.

Business Women’s Forum 2025: “Why Health and Wellness Boost Business Success.” Presenters are from Regence BlueCross Blueshield of Utah: Kim Frost (moderator), public affairs and government relations director; Jennifer Olsen, director of account management; and Dr. Mike Woodruff, executive medical director. 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. 28, 9-11 a.m.

“Altabank Business Accelerator,” presented by the South Valley Chamber of Commerce and Altabank, with 10 sessions, every other Tuesday through June 3. Presenter is Ralph Little, former founder and CEO of a nationwide financial services company. Location is Salt Mine Productive Workspace, 7984 S. 1300 E., Sandy. Cost is \$500 for chamber members, \$750 for nonmembers. Details are at southvalleychamber.com.

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

2025 Athena Leadership Award Ceremony and Luncheon, an Ogden-Weber Chamber of Commerce event. Award recipient is Rosemary Lesser. Location is Timbermine, 1701 Park Blvd., Ogden. Cost is \$35. Details are at ogdenweberchamber.com.

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

“Unleashing Potential: Lucy Andre’s Pursuit of Innovation and Opportunity,” a South Valley Chamber of Commerce Women in Business event.

Speaker is Lucy Andrew, CEO of Stadler Signalling North America and chief of staff and corporate secretary of Stadler US Inc. Location is the chamber offices, Mountain America Credit Union, 9800 S. Monroe St., Sandy. Cost is \$23 for members, \$35 for nonmembers. Details are at southvalleychamber.com.

Jan. 28, 1-2:30 p.m.

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

Jan. 28, 3-4:30 p.m.

“The Next Frontier: How Deep Tech Will Shape America’s Future,” presented by 47G and Mercato Partners. Panelists include Aaron Starks, 47G CEO and president; Nate Walkingshaw, Torus CEO and co-founder; Joe Kaiser, Mercato Partners CEO and managing director; and a representative of BETA Technologies. Location is Salt Lake City (register to see the address). Details are at <https://lu.ma/the-next-frontier>.

Jan. 29, 11:30 a.m.-1 p.m.

“State of the Cities,” a Point of the Mountain Chamber of Commerce event. Speakers are Lehi Mayor Mark Johnson and Saratoga Springs Mayor Jim Miller. Location is Hilton Garden Inn, 3150 N. Hotel Loop, Lehi. Details are at thepointchamber.com.

Jan. 29, 11:30 a.m.-12:30 p.m.

“A Conversation with Pat Jones and Women and Leadership,” a Utah Women & Leadership Project event featuring Pat Jones, CEO of the Women’s Leadership Institute. Event takes place online (register online in advance). Free. Details are at <https://www.usu.edu/uwlp/events/upcoming-events>.

Jan. 29, 3:30-5 p.m.

“Industry 4.0: The Automation Era,” presented by 47G and iMPact Utah and focused on insights from leading experts in manufacturing as they explore the latest advancements in automation, robotics and AI technology. Location is 175 W. 200 W., Salt Lake City. Details are at <https://lu.ma/at98k224>.

Jan. 30, noon

“TikTok Shop: Lunch & Learn,” presented by Commerce Catalyst and Silicon Slopes Consumer Chapter. Speakers are moderator Paige Hope; Hans Harris, head of growth at BruMate; and Jordan West, founder of Social Commerce Club. Location is Silicon Slopes, 2600 W. Executive Parkway, Lehi. Details are at <https://app.siliconslopes.com/events>.

Jan. 30, 3-5 p.m.

“Lifecycle of a Utah Technology Company,” a Utah Tech Week event presented by The Mill at Salt Lake Community College and the Governor’s Office of Economic Opportunity Utah Innovation Center. Activities include Ted McAleer of Park City Angels discussing Utah history and the current resources/ecosystem, and a panel discussion. Location is The Mill at SLCC, 9690 S. 300 W., Sandy. Details are at <https://app>.

getrivers.io/events/lifecycle-of-utah-technology-company-rp9.

Jan. 30, 4:30-6:30 p.m.

“Burnout,” a Tech Lake City and Utah Black Artists Collective event exploring art’s role in healing burnout. Featuring artwork by local black artists, the event will include brief talks from artists and mental wellness experts who will share insights on how art can nurture mental health and provide meaningful respite. Location is 702 S. Main St., Salt Lake City. Details are at <https://www.utahtechleads.com/event/burnout>.

Jan. 30, 6:30-9 p.m.

“Crypto Bootcamp,” a Utah Tech Week event presented by Coinbase and featuring information about setting up a crypto wallet, earning with DeFi, minting NFTs, tracking your crypto portfolio, and more. Location is RSM Conference Center, Cottonwood Corporate Center, 2795 E. Cottonwood Parkway, Cottonwood Heights. Details are at <https://lu.ma/xvdo-suzq>.

Jan. 31, 8-9:30 a.m.

Outdoor Recreation Day on the Hill, a Utah Division of Outdoor Recreation event featuring exhibits, breakfast, and an opportunity to meet with local organizations and brands to learn about the outdoor industry’s impact on Utah’s economy and quality of life. Location is Utah Capitol Rotunda, 350 State St., Salt Lake City. Free and open to the public. Registration can be completed at Eventbrite.com.

Feb. 3, 11:30 a.m.-12:30 p.m.

“Building Bridges: Leading as Women in Local Government,” a Utah Women & Leadership Project event. The seventh webinar in the series features Susan R. Madsen moderating a discussion with Michelle Kaufusi, Provo mayor; and Dawn Ramsey, South Jordan mayor. Event takes place online (register online in advance). Free. Details are at <https://www.usu.edu/uwlp/events/upcoming-events>.

Feb. 4, noon-1 p.m.

“Bites & Insights” February Networking Lunch, a ULI (Urban Land Institute) Utah event. Location is Hunt Electric Technology Building, 1811 S. Alexander St., Salt Lake City. Free. Details are at <https://utah.uli.org/events-2>.

Feb. 5, 8-11:30 a.m.

Wilson Sonsini SLC Competition Law Symposium, focusing on the current state of competition law at both the federal and state levels and including coverage of issues such as the FTC’s attempted ban of non-competition clauses and the FTC’s current enforcement priorities; the direction of restrictive covenant law at the state level (with a particular focus on Delaware law); trade secret, data breach and related competition disputes involving the misappropriation of sensitive information; best practices for protecting a company’s legitimate competitive interests and sensitive information; and related topics. Location is 95 State St., Salt Lake City. Registration can be completed at https://info.wsgr.com/EV-2025-02-05-SLCCCompetitionLawSymposium_Registration.html.

Feb. 5, 11 a.m.-2:30 p.m.

“Utah Business of Health,” presented by Get Healthy Utah, the Utah Worksite Wellness Council and Utah Community Builders. Theme is “Good Health is Good Business.” Event will focus on how employers can improve professional and personal networks, team engagement, burnout prevention and leadership development. Speakers include Dr. Courtney Flint, Utah State University director of Utah Wellbeing Project and professor; Dr. Amy Locke, University of Utah chief wellness officer and director of the Resiliency Center; and Nicole Carpenter, Women’s Leadership Institute director and Gallup-certified strengths coach. Location is Loveland Plant Living Aquarium, 12033 Lone Peak Parkway, Draper. Cost is \$35. Details are at <https://utahworksitewellness.org/events/utah-business-of-health-event-attendees/>.

Feb. 5, 11:30 a.m.-1 p.m.

“Lunch and Learn,” a West Jordan Chamber of Commerce event. Topic to be determined. Location is Legacy Retirement Center, 1617 Temple Lane, West Jordan. Details are at <https://wjc-ut.com>.

Feb. 5, 11:30 a.m.-1 p.m.

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

Feb. 5, 11:30 a.m.-12:30 p.m.

“Women and Policy, Strategy, Politics and Change,” a Utah Women & Leadership Project event. Susan R. Madsen will interview Maura Carabello, president and owner of the Exoro Group, on her thoughts about the role of women in politics, policy, strategy, communication, problem-solving, and change work in today’s world. Event takes place online (register online in advance). Free. Details are at <https://www.usu.edu/uwlp/events/upcoming-events>.

Feb. 5, 12:30-2 p.m.

The Point of Leadership Series Inaugural Session, a Point of the Mountain Chamber of Commerce event. Keynote speaker is Utah Warriors Coach Greg Cooper. Event also will include a chance to meet Warriors staff and players and live rugby demonstrations. Location is Utah Warriors practice facility, 12218 S. Lone Peak Parkway, No. 103, Draper. Details are at thepointchamber.com.

Feb. 6, 11 a.m.

“Startup Stories,” a Silicon Slopes event. Speaker is Karalynne Call, founder and CEO of Just Ingredients. Location is iHub, 1555 N. Freedom Blvd., Provo. Registration can be completed at Eventbrite.com.

Feb. 7, 8-10 a.m.

First Fridays Speed Networking, a West Jordan Chamber of Commerce event. Location is Legacy Retirement

CALENDAR

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Center, 1617 Temple Lane, South Jordan. Cost is \$5. Details are at <https://wjc-ut.com>.

Feb. 7, 8:30 a.m.-4 p.m.

Leadership Symposium, a Leadership Park City event co-sponsored with Park City Municipal Corp., Summit County and the Park City Chamber/Bureau. Theme is "The Power of Leadership in Our Community." Location is Blair Education Center, 900 Round Valley Drive, Park City. Cost is \$50 (ticket purchase deadline is Feb. 5). Registration can be completed at [Eventbrite.com](https://www.eventbrite.com).

Feb. 8, 9 a.m.-5 p.m.

Second Annual Salt Lake Winter Roundup, a Visit Salt Lake event, in partnership with the Days of '47 Rodeos. Event features activities on West Temple, between City Creek Center and Abravanel Hall, celebrating Salt Lake's heritage in sports, arts and culture. Activities include skiing (a fusion of rodeo and ski racing) from 1-4 p.m., plus live music, arts and cultural performances, interactive brand activations, food vendors and family-friendly experiences. Beyond the Winter Roundup, Salt Lake will host a lineup of events, including the Professional Bull Riding competition at the Delta Center, arts and culture performances from Ballet West and the Utah Symphony, and a variety of dining and nightlife options. Details are at www.visitsaltlake.com/winterroundup.

Feb. 10, 11:30 a.m.-12:30 p.m.

"A Fireside Chat with Gail Miller: Making a Difference," a Utah Women & Leadership Project event. Susan R. Madsen will interview Gail Miller, co-founder and owner of the Larry H. Miller Co. and chair of the Larry H. & Gail Miller Family Foundation. Event takes place online (register online in advance). Free. Details are at <https://www.usu.edu/uwlp/events/upcoming-events>.

Feb. 11-March 11

"Solve the Business Puzzle: The Financial Series," a Women's Business Center of Utah event designed to help entrepreneurs and small-business owners navigate key aspects of running a successful business. The five-week training series takes place Tuesdays, noon-1:30 p.m. Presenter is Kim Tolman. Event takes place online. Free. Details are at [wbcutah.org](https://www.wbcutah.org).

Feb. 11, 8-10 a.m.

2025 Economic Forecast, presented by the Ogden-Weber Chamber of Commerce and Bank of Utah. Speakers are Lindsay Piegza, chief economist with Stifel, and Michael Jeanfreau, senior economist with the Utah Department of Workforce Services. Location is Ogden Eccles Conference Center, 2415 Washington Blvd., Ogden. Cost is \$25 for members, \$35 for nonmembers. Details are at ogdenweberchamber.com.

Feb. 11, 9-11 a.m.

"Pay the IRS Less Without Going to Jail," a Small Business Development Center event that takes place online. Cost is \$20. Details are at <https://clients.utahsbdc.org/events.aspx>.

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

Professional Growth Series, a ChamberWest Women in Business event. Speakers Jadee Talbot, executive director, Granite Education Foundation; Mike Haynes, executive director, Jordan Education Foundation; and Ginette Bott,

president and CEO, Utah Food Bank, will discuss "Purpose-Driven Partnerships: How Community Volunteering Drives Business Success." Location is TownePlace Suites West Valley City, 5473 W. High Market Drive, West Valley City. Cost is \$25 for members registered by Feb. 6, \$35 for registrations after Feb. 6. RSVPs are requested by Feb. 6. Details are at chamberwest.com.

Feb. 12, 7:15-9 a.m.

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

Feb. 12, 8:30-11 a.m.

Economic Summit, a Davis Chamber of Commerce event. Speakers are Lauren G. Henderson, vice president, economist, Stifel Financial; and Garrett Gunderson, author, speaker and standup comedian. Location is Davis Tech Campus Allied Health Building, 435 Simmons Way, Kaysville. Details are at davischamberofcommerce.com.

Feb. 12, 11:30 a.m.-12:30 p.m.

"Crossing the Divide: Making an Impact in Career and Community," a Utah Women & Leadership Project event. The last webinar in the series, Susan R. Madsen will moderate a discussion with Jennifer Smith, executive vice president and chief information officer, Zions Bancorporation; and Lavonya Mahate, entrepreneur, restaurateur and community builder. Event takes place online (register online in advance). Free. Details are at <https://www.usu.edu/uwlp/events/upcoming-events>.

Feb. 12, 11:30 a.m.-1 p.m.

"Chamber Connections," a Davis Chamber of Commerce event. Location is Fat Cats, 2067 W. 1800 N., Clinton. Free (food available for purchase). Open to the public. No RSVP needed. Details are at davischamberofcommerce.com.

Feb. 12, 11:30 a.m.-1 p.m.

"Women in Business Lunch and Learn," a West Jordan Chamber of Commerce event. Topic to be determined. Location is Legacy Retirement Center, 1617 Temple Lane, West Jordan. Details are at <https://wjc-ut.com>.

Feb. 12, 11:30 a.m.-1 p.m.

"State of the Chamber," a South Valley Chamber of Commerce event featuring a reflection on the chamber's achievements in 2024 and sharing the vision for driving business success and strengthening the South Valley economy in 2025 and the years ahead. Location is Salt Lake Community College's Miller Campus, Karen Gail Miller Conference Center, Building 2, 9750 S. 300 W., Sandy. Cost is \$23 for members, \$35 for nonmembers. Details are at southvalleychamber.com.

Feb. 12, 5-7 p.m.

"Business After Hours," an Ogden-Weber Chamber of Commerce event. Location is Weber State University Goddard School of Business, 1337 Edvalson St., Ogden. Free for members and first-time guests, \$10 for nonmembers. Details are at ogdenweberchamber.com.

Feb. 12, 6-7 p.m.

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

PUBLIC NOTICES

DEPARTMENT OF HOMELAND SECURITY

FEDERAL EMERGENCY MANAGEMENT AGENCY

Proposed Flood Hazard Determinations for the City of Layton, Davis County, Utah, Case No. 24-08-0320P.

The Department of Homeland Security's Federal Emergency Management Agency (FEMA) solicits technical information or comments on proposed flood hazard determinations for the Flood Insurance Rate Map (FIRM), and where applicable, the Flood Insurance Study (FIS) report for your community. These flood hazard determinations may include the addition or modification of Base Flood Elevations, base flood depths, Special Flood Hazard Area boundaries or zone designations, or the regulatory floodway. The FIRM and, if applicable, the FIS report have been revised to reflect these flood hazard determinations through issuance of a Letter of Map Revision (LOMR), in accordance with Title 44, Part 65 of the Code of Federal Regulations. These determinations are the basis for the floodplain management measures that your community is required to adopt or show evidence of having in effect to qualify or remain qualified for participation in the National Flood Insurance Program. For more information on the proposed flood hazard determinations and information on the statutory 90-day period provided for appeals, please visit FEMA's website at https://www.floodmaps.fema.gov/fhm/BFE_Status/bfe_main.asp, or call the FEMA Mapping and Insurance eXchange (FMIX) toll free at 1-877-FEMA MAP (1-877-336-2627).

Feb. 13, 8:30 a.m.-5 p.m.

Employer Tax Workshop, a Small Business Development Center event. Location is the Salt Lake SBDC at Salt Lake Community College, Building 5, MCPC 110, 9750 S. 300 W., Sandy. Cost is \$30. Details are at <https://clients.utahsbdc.org/events.aspx>.

Feb. 13, 9 a.m.

Amazon Workshops, presented by the Utah Veteran Business Resource Center, the Small Business Development Center of Utah, Salt Lake Community College and AshTec. First workshop at 9 a.m. is titled "How to Start Selling in Amazon's Store, Part II." Second workshop at 10:30 a.m. is "Build a Business with Amazon." Location is The Mill Entrepreneurship Center, 9690 S. 300 W., Room 101, Sandy. Registration for one or two sessions is at https://bit.ly/Amazon_Utah.

Feb. 13, 6-8 p.m.

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

Feb. 17-19

Frontiers Symposium on Transformation and Cancer Care Delivery, a Huntsman Cancer Institute event. Keynote speaker is Dr. Robin Vanderpool, National Cancer Institute. Topics include "Innovations in Cancer Care Delivery"; "AI Integration and Digital Health"; "Enhancing Patient Experience Reducing

NOTICE TO WATER USERS

The applications below were filed with the Division of Water Rights in Davis County. These are informal proceedings per Rule 655-6-2. Protests concerning an application must be legibly written or typed, contain the name and mailing address of the protesting party, STATE THE APPLICATION NUMBER PROTESTED, CITE REASONS FOR THE PROTEST, and REQUEST A HEARING, if desired. Also, A \$15 FEE MUST BE INCLUDED FOR EACH APPLICATION PROTESTED. Protests must be filed with the Division of Water Rights on or before Feb. 13, 2025 either electronically using the Division's online Protest of Application form, by hand delivery to a Division office, or by mail at PO Box 146300, Salt Lake City, UT 84114-6300. Please visit waterrights.utah.gov or call (801)538-7240 for additional information.

NONUSE APPLICATION(S)
31-5322 (U2915): Joshua E. Hughes is/are seeking a nonuse period for 0.0558 cfs from the Underground Water Well (Syracuse) for IRRIGATION; STOCKWATERING.
Teresa Wilhelmsen, P.E.
State Engineer
Published in Utah Business Journal on Jan. 20, 2025 & Jan. 27, 2025

NOTICE TO CREDITORS

In the matter of the Estate of Steven Kent Bagley, **deceased**:
Rebecca Brooke Zumbunnen, whose address is

c/o HAYMOND LAW, 1526 W. Ute Blvd. Ste 203, Park City UT 84098

is an affiant under Sec. 75-3-1201, **Trustee**, and the prospective Personal Representative to be appointed in the above-entitled estate in the Second District Court of Davis County. Creditors of the estate are hereby notified to: (1) deliver or mail their written claims to HAYMOND LAW at the address above; or otherwise present their claims as required by Utah law within three months after the date of the first publication of this notice or be forever barred.

NFIB REPORT

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economy. Used by the Federal Reserve, congressional leaders, administration officials and state legislatures across the nation, NFIB calls it the bellwether on the health and welfare of the Main Street enterprises that employ half of all workers, generate more net new jobs than large corporations and gave most of us the start in our working life.

The index also found the net percent of owners expecting higher real sales volumes rose eight points to a net 22 percent, the highest reading since January 2020. A net 6 percent of owners plan inventory investment in the coming months, up five points from November and the highest reading since December 2021.

The full results if the Small Business Optimism Index can be found on NFIB's website at www.nfib.com.

see CALENDAR next page

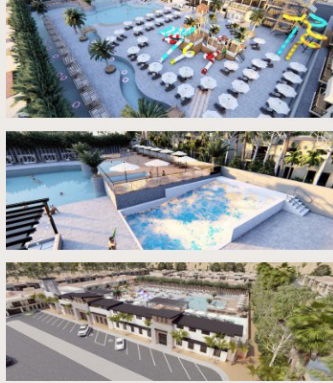
MARKETPLACE

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(801)656-5091

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CALENDAR

from previous page

Healthcare Disparities.” Location is Salt Lake Marriott, 75 S. West Temple, Salt Lake City. Costs vary. Details are at <https://healthcare.utah.edu/huntsman-cancerinstitute/events>.

Feb. 17-20

BioHive Week, celebrating the Utah life science and health care community. BioHive Live is Feb. 20, 9 a.m.-3 p.m., at the Hale Centre Theatre, 9900 Monroe St., Sandy. Cost is \$149, VIP pass is \$350. Best of BioHive Awards ceremony takes place Feb. 20, 6 p.m., at The Depot. Cost is \$199. Details are at <https://lu.ma/biohive>.

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

Leadership Luncheon, a Cache Valley Chamber of Commerce event. Location is Logan Golf & Country Club, 710 N. 1500 E., Logan. Cost is \$25 for members pre-registered, \$32 for nonmembers pre-registered, \$35 for nonmembers. Details are at cachechamber.com.

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

“Business Boot Camp,” a South Valley Chamber of Commerce event. Location is Salt Mine Productive Workspace, 7984 S. 1300 E., Sandy. Cost is \$35 for members, \$55 for nonmembers. Details are at southvalleychamber.com.

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

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

Feb. 19, noon-1 p.m.

“Strictly Networking Luncheon,” a West Jordan Chamber of Commerce event. Location to be determined. Details are at <https://wjc-ut.com>.

Feb. 19, 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>.



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.

SOUTH VALLEY CHAMBER

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
 or Call 801-566-0344

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