

OF NOTE



Training the caregivers

Utah is one of two states where education-related jobs were the fastest-growing over the past decade, according to a study from real estate website CommercialCafe. The top job for growth in the state was as a postsecondary health specialties teacher, which increased by 312 percent or by 1,810 workers since 2012. Only Oregon matched Utah for education job growth.

Innovate Utah
page 7

Industry Briefs
pages 8-10

Business Calendar
page 11

'Economic uncertainty' brings slowdown to state's recruitment

Brice Wallace
The Enterprise

Utah's corporate recruitment has hit a slowdown, with the main culprit being corporate contemplation.

During the Governor's Office of Economic Opportunity (Go Utah) board meeting in December, statistics revealed that both Go Utah and its contracted recruitment partner, the Economic Development Corporation of Utah, are seeing fewer-than-usual projects involving companies wanting to put operations in Utah or expand their existing business in the state.

For example, the Go Utah board at this point of fiscal year 2021-22 had approved tax incentives for 18 companies. This fiscal year, the board approved three projects each in July and August but only two in the four months since then, putting the year-to-date total at eight.

Daniel Royal, director of business incentives at Go Utah, said two factors have contributed to the lower numbers. One is the normal slowdown during the holidays. The other comes from companies being hesitant because of "general economic un-

see GO UTAH page 14

Jobless rate ticks up; job growth slows

The Utah unemployment rate crept up a bit in November, according to data released by the Utah Department of Workforce Services (DWS). The rate rose one-tenth of a percentage point to 2.2 percent.

The nationwide jobless rate stayed the same at 3.7 percent, the U.S. Bureau of Labor Statistics reported.

DWS also reported that Utah's non-farm payroll employment for November increased an estimated 2.6 percent from a year ago, with the state's economy adding a cumulative 43,100 jobs since November 2021. Utah's current job count stands at 1,688,600.

"The Utah economy is settling into some subtle moderation in its economic variables," said Mark Knold, chief economist at the DWS. "Job growth is not as rapid as it was for most of this year and the unemployment rate, though still very low, is starting to inch upward. Before it was inching downward; now it is inching upward. This is no cause for concern given how low it is. But an eventual upward movement is a normal and expected action. In economics, when an economy performs so powerfully as the Utah economy has over the past two years, an eventual slowing is destined to emerge."

Utah's November private-sector employment recorded a year-over-year expansion of 2.6 percent, or a 39,500-job increase. Seven of 10 major private-sector industry groups posted net year-over-year job gains, led by construction (up 14,600 jobs); education and health services (up 9,800 jobs); trade, transportation and utilities (up 9,400 jobs); and leisure and hospitality (up 8,700 jobs). The other services sector recorded no employment change and two sectors had employment contractions, including professional/business services (down 4,100 jobs) and financial activities (down 3,300 jobs).

Additional employment data tables and analysis, including county unemployment rates, can be accessed at <https://jobs.utah.gov/wi/update/index.html>.



São Paulo, Brazil's Helicidade heliport is one of numerous flight operations in that city using ground operation software from Salt Lake City's Altaport Inc. The Utah firm is using data from its software's use in Brazil to prepare for launching the software for control of air taxi operations that are anticipated to begin worldwide as early as 2024.

Salt Lake firm launches automation platform for anticipated flying taxis

With the anticipated widespread implementation of "flying taxis" — electric vertical take-off and landing (eVTOL) vehicles — just around the corner, a Salt Lake City company has developed and is marketing the world's first vertiport automation system (VAS). Altaport Inc.'s system is designed to facilitate the future of travel by automating ground infrastructure operations for the new aircraft.

Altaport's platform is already in use at

numerous major heliports throughout Brazil — including at high-volume helipads and major air taxi operators in São Paulo — playing an important role in the development of the coming advanced air mobility (AAM) landing network.

"We are thrilled to see existing ground infrastructure managers use our platform,"

see ALTAPORT page 14



New name, same commitment to You



MountainStar Healthcare announces expansions to its No. Utah facilities

Brice Wallace
The Enterprise

MountainStar Healthcare has announced a group of additions to its care site portfolio in Northern Utah.

The additions include a new emergency room in Syracuse, urgent care centers in West Point and American Fork, and expansions and renovations at Brigham City Community Hospital and Mountain View Hospital in Payson.

The changes add to previously announced expansions at two Salt Lake County hospitals — St. Mark's Hospital and Lone Peak Hospital — and two new HCA Healthcare Centers for Clinical Advancement in Ogden and Draper that will use technology to train nurses and other clinicians.

"With Utah's continued growth, we are making smart choices about how we can better serve the people of the Beehive State by enhancing our care network," said Greg Angle, MountainStar president. "We're adding access points, improving continuity of care, and bringing the knowledge and best practices from HCA Healthcare's 35 million annual patient interactions to the communities we live in and love."

The new ER in Syracuse, an off-campus department of Ogden Regional Medical Center, is expected to open late this year. The 14,000-square-foot facility will bring the number of MountainStar's emergency departments in Utah to 14, including at eight hospitals and six off-campus emergency centers.

"So often with emergency care, every second matters in terms of getting the patients in the right hands," said Dr. Filip Roos, MountainStar's chief medical officer. "Having these freestanding emergency centers in communities throughout Northern Utah enables us to better serve families that otherwise would have to travel farther for that type of care. When you're hurting or sick, having emergency care five minutes away from your front door instead of 20 minutes away makes a big difference."

Two other emergency centers opened in October: Lone Peak Hospital's Herriman Emergency Center and Timpanogos Regional Hospital's Westlake Emergency Center in Lehi/Saratoga Springs.

The urgent care centers in West Point, which was scheduled to open in December, and American Fork, opening in early 2023, bring the total of Utah CareNow locations to nine. All have been

added to the MountainStar network in the past 24 months.

"Whether it's a sprained ankle, a pesky sinus infection or a quick test, sometimes we all need care that's convenient, close to home and more affordable," said Jen Wagenaar, MountainStar's chief nursing executive. "The CareNow network helps us treat patients with minor injuries, illnesses and non-life-threatening medical conditions."

Brigham City Community Hospital recently completed a major operating room expansion and upgrade. Payson's Mountain View Hospital just began work on its own O.R. renovation and upgrade. It is a \$25 million project that will modernize and expand surgical capabilities at the 124-bed facility.

"By making these upgrades, we're able to combine the best of both worlds: the devotion of community hospitals with deep ties to the families they serve, coupled with the latest in surgical technology that can accelerate recovery and improve patient outcomes," Roos said. "By upgrading our capabilities at the north and south ends of the Wasatch Front, we're ensuring that more Utahns are close to the cutting-edge technology and high-quality care we're known for."

The Centers for Clinical Advancement in Ogden and Draper will offer continuing education for existing colleagues as well as orientation and training for newly hired nurses and technicians. HCA Healthcare's Center for Clinical Advancement now has 14 locations, including these two Utah centers.

"These centers couldn't come at a better time, as there is such a need to prepare and up-train more clinicians in the face of a national nursing shortage," Wagenaar said. "We've been working with leaders here in Utah to bring more passionate people into a career path as caregivers. This is our way of showing up to help nurture the pipeline of future nurses and technicians in the Mountain West."

MountainStar's network handles about 1 million patient interactions each year. It has eight hospitals from Logan to Payson and more than 60 care sites in all. It is part of Nashville-based HCA Healthcare, which has 182 hospitals and approximately 2,200 ambulatory sites of care.

"Healthcare needs in our state are evolving rapidly as our communities grow and change," Angle said. "We're working to give more Utahns access to our award-winning network and respond to

changes in the way people seek and receive care."

MountainStar also has partnered with Envision Radiology to bring high-quality, affordable diagnostic capabilities to community-based imaging centers. Two Envision Imaging locations opened last year in Draper and Bountiful.

Other projects underway include a new patient tower at St. Mark's Hospital. It will add 125,000 square feet of space to the hospital, and the project also includes a renovation of 42,000 square feet of existing space. It is scheduled for completion in 2023. Lone Peak Hospital's multi-year expansion effort is also nearing completion. The Draper hospital will nearly double its bed count with a new addition that includes more than 60,000 square feet of new or renovated space. As part of the expansion, Lone Peak will now feature a 12-bed post-anesthesia care unit, an expanded O.R., new laboratory and pharmacy facilities, and improved kitchen and dining areas, among other improvements.

MountainStar representatives say Utahns can expect to see more announcements as the network keeps pace with one of the nation's fastest-growing states.



\$18.50/SF/YR
COMMERCIAL LEASE
1200 Lori Lane C-14 • Kamas, Utah 84036

• Park East Warehouse/Office/Residential Office Space
• 2,100 SF Industrial Space • 1,500 SF Office/Apartment

John Travis
(435) 640-2972 | jtravis@bhhsutah.com



\$1,075,000
COMMERCIAL SALE
1526 W. Ute Blvd, Kimball Junction • Park City, Utah 84098

• Silver Mountain Office Units 204 (790 SF) & 205 (1,283 SF)
• Sold with Three Underground Parking Stalls

John Travis
(435) 640-2972 | jtravis@bhhsutah.com



\$1,550-\$1,625
COMMERCIAL LEASE
2078 Prospector Avenue • Park City, Utah 84060

• Unit 4 \$1,550/MO, Unit 9 \$1,625/MO • 149 to 156 SF
• Suites Furnished Offices • Month to Month or Annually

Jill Campbell
(310) 600-0338 | jill@travispartners.com



UNDER \$800K
COMMERCIAL LOTS FOR SALE
2191 & 2195 Sawmill Blvd • Heber, Utah 84032

• Two, 1 AC Lots • Direct Access from Highway 40
• 2191 Sawmill - \$784,080 • 2195 Sawmill - \$776,239

Marian Crosby
(435) 640-1621 | marian@mariancrosby.com



COMMERCIAL
BERKSHIRE HATHAWAY
HomeServices
Utah Properties

OVER \$5 BILLION
In Total Annual Sales for 2021

\$170 MILLION
In Commercial Sales Volume for 2021

More than
30 OFFICES
throughout Utah

CONTACT US FOR MORE INFORMATION ON ANY OF OUR COMMERCIAL REAL ESTATE SERVICES

SALT LAKE CITY (801) 618-0068
COMMERCIAL@BHHSUTAH.COM
BHHSUTAH.COM

Marriott sets opening of combined Le Méridien and Element hotels in SLC

Salt Lake City is slated to see the opening of two luxury hotel brands in its downtown area later this month. The 144-room Le Méridien Salt Lake City Downtown and 126-room Element Salt Lake City Downtown will open at 131 S. 300 West as the city's first dual-branded hotel. The opening will mark the first Element and Le

Méridien combination opened by the Marriott hotel chain.

The hotels are part of Phase 1 of The West Quarter, a mixed-use development that includes a residential building, retail space and restaurants and spans an entire block in the city's Warehouse District between Vivint Arena (the home venue of the Utah Jazz)

and the Salt Palace Convention Center. "This dual property celebrates many wins and milestones which truly elevate the hospitality market in downtown Salt Lake City," said Ryan Ritchie, owner of the property's developer, The Ritchie Group, a second-generation family development group based in Salt Lake City.

"The vision of The West Quarter is to connect and extend the two halves of downtown — The Gateway and City Creek Mall."

Stan Kaminski, senior vice president of hotel operations for AZUL Hospitality Group, the hotels' manager, noted that the properties are geared toward both long- and short-term guests.

"Combining these two powerhouse brands allows us to deliver a more diverse guest experience while offering product features unique to each," Kaminski said. "Element guests enjoy the brand's hallmark longer-stay amenities such as kitchenettes and oversized guestrooms as well as Le Meridien's elevated dining and entertainment experience. Le Meridien guests find the brand's refined, design-forward offering along with the Element brand's signature amenities such as a robust fitness facility, saline outdoor pool and hydration stations throughout the hotel."

Designed by HKS with interiors by Studio HBA, the dual-brand property also includes eco-conscious amenities that reflect the Element brand, including electrical vehicle charging stations and free bike rentals.

Azure Tackert, vice president

of marketing and e-commerce for AZUL Hospitality Group, describes Le Méridien as the "first distinct premium product" in the market; as such, the property focuses on delivering an elevated experience distinct from a boutique high-end luxury product.

"Inspired by a French airline, Le Meridien's emphasis is on travel while truly embracing everything the city has to offer. Thus, Le Meridien's guestrooms incorporate European elements such as the imported emerald tile adorned showers and Illy coffee in addition to showcasing the beauty that is Salt Lake with floor-to-ceiling windows overlooking downtown," Tackert said.

The property's on-site dining outlets include Van Ryder, a rooftop bar with city and mountain views, and Adelaide, a street-level urban brasserie and bar with a private dining room and an outdoor patio space. For additional meetings and events, two open-concept meeting spaces and a pre-function area totaling 8,355 square feet are available.



The Van Ryder, a rooftop bar with 360 degrees views of the Salt Lake City valley, is one of the amenities of the new Le Meridien Hotel that is scheduled to open this month in downtown Salt Lake City.

Martin named president of Provo's Rocky Mountain University

The Board of Trustees of Rocky Mountain University of Health Professions (RMU) has announced the appointment of Dr. Cameron K. Martin as president of the for-profit school in Provo. Martin had previously served as vice president of operations and chief of staff at RMU.



Cameron Martin

Founded in June 1998, RMU is institutionally accredited under the Northwest Commission on Colleges and Universities and is a

graduate healthcare education institution offering 18 master's and doctoral degree programs in different healthcare specialties.

"The RMU Board of Trustees and campus community have complete confidence in the abilities and vision of President Cameron K. Martin," said Dr. Michael Skurja, board chair. "Dr. Martin exemplifies the culture of RMU to put people first, and he strongly believes in the university's mission and all of our graduate students. Building upon 24 successful years of RMU's advancing healthcare throughout the nation, President Martin will con-

tinue RMU's positive trajectory through his exceptional leadership, educational acumen, and innovative solutions to take RMU to new heights."

Before joining RMU in 2020, Martin served as vice president of university rRelations, assistant to the president and alumni director at Utah Valley University. He also worked as an associate commissioner in the Utah System of Higher Education.

"RMU is perfectly aligned and positioned to meet the graduate educational healthcare needs throughout our nation," Martin said. "I am deeply humbled to

lead and build upon RMU's mission and vision to improve the human condition. Serving with the phenomenal faculty, staff and students at this dynamic institution, we will together further elevate the prominence and stature of our advanced modern healthcare curriculum, experiential learning, and world-class facilities." Martin earned a bachelor's degree in political science, a master's degree in public administration and a doctorate in educational leadership, all from Brigham Young University. He and his wife, Julie Kerr Martin, have three daughters.

Flowers Foods to acquire Papa Pita Bakery in West Jordan

Thomasville, Georgia-based Flowers Foods Inc. Has acquired Papa Pita Bakery, a manufacturer and distributor of bagels, tortillas, breads, buns, English muffins and flat breads headquartered in West Jordan. The acquisition, which is subject to regulatory approval and customary closing conditions, is expected to be completed in the first quarter of 2023.

Founded in 1983, Papa Pita operates a 270,000-square-foot facility in West Jordan. The company's primary brands in-

clude Papa Pita, Great Grains, Bubba's Bagels and Maya's Tortillas. In addition, the company has a significant co-manufacturing business as well as direct-to-store distribution in the western U.S.

"Our success has been a direct result of the dedication of our hard-working team members, their ability to think big about what's possible and a constant focus on how we can grow," said Farzad Mohebbi, president and CEO of Papa Pita. "Flowers shares these same traits, making

our partnership a great fit."

"Papa Pita began as a family business and is an inspiring example of the American dream. Its leaders have grown the company strategically through product and category expansions," said Ryals McMullian, president and CEO of Flowers Foods. "Additionally, its focus on exceptional product quality and operational excellence aligns strongly with the Flowers culture. Papa Pita has been an important co-manufacturer of Flowers products for many years, and I'm thrilled

about the opportunity to realize manufacturing and distribution synergies, in addition to expanding our geographic reach and welcoming the passionate Papa Pita team to Flowers."

Flowers Foods is one of the largest producers of packaged bakery foods in the United States, with 2021 sales of \$4.3 billion. It operates bakeries across the country that produce a wide range of bakery products, including brands Nature's Own, Dave's Killer Bread, Wonder, Canyon Bakehouse and Tastykake.

Enterprise

UTAH'S BUSINESS JOURNAL

USPS # 891-300

Published weekly by:

Enterprise Newspaper Group

825 North 300 West, Ste. NE220

Salt Lake City, Utah 84103

801-533-0556 FAX 801-533-0684

www.slenterprisemag.com

PRESIDENT

David G. Gregersen

david@slenterprisemag.com

VP/GENERAL SALES MANAGER

Dale Dimond

dale@slenterprisemag.com

MANAGING EDITOR

John M. Rogers

john@slenterprisemag.com

CONTROLLER

Richard Taylor

richard@slenterprisemag.com

OFFICE MANAGER

Dionne Halverson

dionne@slenterprisemag.com

CLASSIFIED DISPLAY

david@slenterprisemag.com

CIRCULATION

Dionne Halverson

dionne@slenterprisemag.com

LIST DEVELOPMENT

lists@slenterprisemag.com

ADVERTISING INQUIRIES

david@slenterprisemag.com

TO CONTACT NEWSROOM

john@slenterprisemag.com

ART SUBMISSIONS

art@slenterprisemag.com

Subscription Rates:

Online only, \$75 per year

Print only, \$85 per year

Online and Print, \$95 per year

Any opinions expressed by the columnists are not necessarily the opinions or policy of The Enterprise, its owners or managers. Reproduction or use of contents without written consent of the publisher is prohibited. All rights reserved.

© 2023 Enterprise Newspaper Group Inc.

Periodical postage paid at Salt Lake City, Utah

POSTMASTER: Send address corrections to:

P.O. Box 11778, Downtown Station

Salt Lake City, Utah 84147

Salt Lake Chamber honors 2022 Athena, Pathfinder award winners

The conference also featured award-winning journalist and motivational speaker Vicki Hitzges' opening keynote address focusing on how stress is one of the silent problems facing women, what causes it and how one can reduce and remove stress through fun-focused activities. Attendees also heard from speakers on a variety of topics that included lessons on mentorship and empowerment, mental health in the workplace and more.



Silicon Slopes names Hall of Fame finalists, will announce honorees at Feb. 4 gala

Silicon Slopes has announced the finalists for its Hall of Fame & Awards competition, with the winners set to be announced at a Feb. 4 gala in Salt Lake City.

The awards program was launched in 1999 by an organization known then as the Utah Information Technology Association and later as the Utah Technology Council after UITA merged with the Utah Life Science Association. It identifies leaders and companies who have contributed to the ongoing and growing success of Utah and Silicon Slopes.

The finalists for the individual awards are:

- **CEO:** Adam Edmunds, Entrata; Monte Deere, Kizik; Julie Castle, Best Friends Animal Society; Paul Walker, FranklinCovey; and Broke Blake, Lendio.
- **CMO:** Burke Alder, Pattern; Alex McArthur, Kizik; and Tarah Neujahr Bryan, Health Catalyst.
- **COO:** Eric Levesque, Strider; Trish Cox, Galileo Financial Technology; and Ben Roberts, LoanPro.
- **CTO:** Joel Weight, Overstock; Daren Thayne, Domo;

and Sanchaita Datta, FatPipe Networks.

- **Chief People Officer:** Mindi Cox, O.C. Tanner; Jordan Murray, Humanitarian Experience; and Brady Haider, Experlogix.
- **CFO:** Felix Morgan, PCF Insurance Services; Adrienne Lee, Overstock; and Dale Bowen, Instructure.
- **CRO:** Ryan Bott, Sodexo; Frank Maylett, Instructure; and Mark Mangelson, Skillable.
- **Chief Product Officer:** Taylor Allis, Avetta; Scott Boecker, CHG Healthcare Services; and

Kristie Martindale, Sarcos Technology and Robotics Corp.

- **Intern:** Pedro Rodriguez, Humanitarian Experience; Isaac Smith, Utah Valley University; and Carlee Hemmelgarn, CHG Healthcare.

The finalists for the company awards are:

- **Spaces and Places:** Stack Homes, Sundance Mountain Resort and Lassonde Entrepreneur Institute.
- **Advertising:** Dirty Dough, Traeger Grills and Kizik.
- **Physical Product:** NOMATIC, Ivy City Co., Thread Wallets and Traeger Grills.
- **Branding:** Spiff, Tafi and Pattern.
- **Health and Wellness:** CharityVision, Noorda School of Osteopathic Medicine and People-Keep.
- **Software:** Entrata, Avetta, Pluralsight, DeepSee and Zeni.
- **Services:** Tanner, Lease End and GUIDEx.
- **Aerospace and Defense:** Intergalactic, Teal Drones and

Catalyst Campus Ogden.

- **Media and Entertainment:** Limitless Flight, Jump, Continuum and Ancestry.

- **Web3:** Tafi, Giddy and Galvan.

Finalists in a new category, Startup of the Year, will be announced later. They will be pre-Series B companies.

Silicon Slopes earlier had announced the three newest inductees into the Silicon Slopes Hall of Fame: Jeanette Bennett, founder of *Utah Valley Magazine* and *BusinessQ Magazine* and CEO of Bennett Communications; John Pestana, an entrepreneur and innovator in the Internet and software-as-a-service industries who co-founded both Omniture and ObservePoint, where he is currently the CEO; and Jonathan Johnson, CEO and board member of Overstock who previously served as president of Medici Ventures.

Award recipients will be announced at a black-tie-and-sneakers gala Feb. 4 at the Grand America Hotel.

Utah has most expensive ski resorts in North America

Alta and Snowbird, both located at the top of Salt Lake County's Little Cottonwood Canyon, are the priciest ski resorts in North America, according to a survey conducted by TravelMag.com.

The survey compared the combined price of lodging and skiing at 30 resorts in the United States and Canada. Specifically, for each resort, the average amount two guests (sharing a room) would have to spend for four nights in a hotel or condo,

combined with a pair of three-day ski lift tickets, during the period spanning January to March 2023, was calculated.

With an average cost of \$4,181 for two guests, the Alta Ski Resort emerged as the priciest resort. Neighboring Snowbird resort came out as the second-priciest resort due to slightly cheaper rates for ski lift tickets. The third-priciest is the Beaver Creek resort in Colorado, where two people can expect to pay \$3,755 for accommodation and skiing.

Significantly more affordable are two other Utah ski resorts. Park City Mountain Resort ranks 14th most expensive with an average price of \$2,281. Only a touch pricier is Deer Valley, also located in Park City, with an average cost of \$2,456.

Overall, Canada's ski resorts are significantly less expensive than those in the U.S. Whistler Blackcomb, the largest ski resort in North America, is the priciest Canadian resort, with an average cost of \$1,640.

Instructure acquires North Carolina's LearnPlatform

Salt Lake City-based learning management software company Instructure Holdings Inc. has completed the acquisition of LearnPlatform, a provider of technology that enables educators and their institutions to research, select and evaluate digital learning solutions.

Based in Raleigh, North Carolina, LearnPlatform's software equips users with real-time insight into the effectiveness of their education tools of choice. This acquisition accelerates the impact of the Instructure Learning Platform for schools, universities and shared partner providers by adding evi-

dence-based insight into inventory, compliance, procurement and usage, an Instructure release said.

"The acquisition of LearnPlatform underscores Instructure's commitment to building an open global education platform," said Steve Daly, CEO of Instructure. "K-12 and higher ed institutions need an efficient, research-based, insight-rich solution that drives the selection and ongoing management of the sprawling learning technology landscape. We believe that adding these solutions gives our customers and partners even more ways to measure the impact of their invest-

ments and drive student outcomes for each and every student."

Founded in 2015, LearnPlatform employs approximately 70 people.

"We're thrilled to join Instructure, a company dedicated to amplifying the power of teaching," said Karl Rectanus, CEO of LearnPlatform. "As institutions and districts seek to understand and improve the effectiveness of their digital learning environments, the combination of LearnPlatform and Instructure will accelerate access to the trustworthy, independent evidence they need to inform decisions."

Hub buys SLC's Barton Agency

Hub International Limited, a global insurance brokerage and financial services firm based in Chicago, has acquired Salt Lake City's Dale Barton Agency. Terms of the transaction were not disclosed.

Dale Barton is one of the Intermountain Region's largest commercial insurance and surety bond brokerages. Dale Barton advises businesses, contractors, motor carriers, subcontractors and specialty contractors, an industry focus that supports Hub's specialty practices by complementing and strengthening its existing capabilities, the company said.

"We are excited Dale Barton, one of the premier surety agencies in the region, is joining Hub," said Shannon Taylor, president of Hub's Southern California and Utah regions. "Their knowledge and expertise in managing diverse and complex needs, particularly in construction, will benefit our clients."

"Hub has a strong national platform and depth of resources that will provide advantages for our clients and growth opportunities for us," said Sam Clark, president of Dale Barton. "We are excited to be part of Hub's growth in the region and look forward to continue sharing our experience with clients."

Your Business
Deserves
**More
Rewards.**



Apply online at www.bankofutah.com/business-credit-cards



Succeeding in Your Business

New Year's resolutions for business owners for 2023

New Year's resolutions are all about habits. Breaking some bad ones (smoking, drinking excessively, binging on fast food) and starting new ones (working out, eating more Brussels sprouts).

Businesses, like individuals, develop bad habits over time that need correction, while success in business over the long run usually means adopting good management habits and sticking with them year after year.

Here are my 2023 New Year's resolutions for business owners:

1. Do your annual "legal review."

It isn't enough to hire a good lawyer and pray you don't get sued. Every business has laws and regulations you need to know about, and it's your responsibility to learn about them so you can prevent lawsuits before they happen. Take your lawyer to lunch sometime in January, tell him or her everything your business did last year and is planning to do this year, and find out what laws have changed since last year.

2. Update your web pres-

ence.

Look at your business website and make at least five changes that will make it more attractive, fun and "cool" to prospective customers. Post some content-rich articles answering commonly asked questions about what you do. Put some videos on your website (and post the videos on YouTube) demonstrating in an entertaining way how to do (or not to do) something. Start a blog, podcast or discussion group where your customers can talk to one another about the stuff you do, with you as the all-knowing "moderator." Most importantly, hire a search engine optimization consultant and learn what you can do to get your website higher in the Google search rankings.

At the same time, delete things from your website that are boring, difficult to access or that are not driven by your customers. If you are a lawyer or accountant, nobody cares what you look like or where you went to school, so get rid of the website photo and biography. Put up your fee schedule instead because clients DO care

about how much you are going to charge them for your services. Also, a little free advice on commonly asked questions wouldn't hurt.

Don't have a business website? Create one! People expect you to have one, and it dings your credibility if you don't. Make sure your web address appears on all of your business cards, stationery, your telephone answering message, the signature line on your email messages and all offline marketing materials (such as the stenciling on your car or van).

3. Sign 'em up, nail 'em down.

You've got a part-time salesperson or administrative assistant working in your business one or two days a week. While they're there, you tell them what to do, when to do it and how to do it. You believe this person is an "independent contractor," so you don't withhold money from their paycheck each week. Bad idea! The IRS is very likely to look at this person as a part-time employee, and they will come down on you like Thor's hammer if they find out. Now's the time to have this person sign a one-page employment agree-

ment effective Jan. 1, 2023, (your attorney can draft this for a couple of hundred dollars) and add them to your payroll.

What should the agreement say? At the very least, it should clearly state that the employee serves "at will" and can be terminated at any time, with or without a reason.

4. Become a local "celebrity."

As a famous Hollywood actress once said, "There is no such thing as bad publicity." Do anything and everything you can to generate positive local press and PR for your business. Volunteer to speak at local business luncheon meetings. Sponsor a charity event at your business location. If you run a butcher shop, call your local cable TV news show and volunteer to do a segment on "how to carve your holiday turkey." People love that stuff, and news reporters love it when you make their life easier by suggesting story ideas. Consider running for local public office against a popular incumbent so there's no chance you will actually win the election. (But be careful: A lawyer friend of mine did this years ago and the incumbent died two weeks before Election Day, sweeping my friend into

office unexpectedly).

However you do it, get out in front of your marketplace and let them see you. If you aren't visible to your customers 24/7, you are invisible.

5. Market on social media.

If you do not have a presence on social media, you are not reaching millennial or Generation Z customers. Make 2023 the year you learn which social media platforms (such as Facebook, Twitter, LinkedIn and Instagram) are right for your business, and take at least one course on how to market effectively on those platforms. Commit to building a fan base or following of at least 1,000 people by the end of this year.

If your business already has a strong "following" on social media, consider making a crowdfunded offering of stock to these people under the SEC's Regulation Crowdfunding. (Buy a copy of my book *The Crowdfunding Handbook* to learn how.)

More next week ...

Cliff Ennico (crennico@gmail.com) is a syndicated columnist, author and former host of the PBS television series "Money Hunt."

COPYRIGHT 2023 CLIFFORD R. ENNICO
DISTRIBUTED BY CREATORS.COM

**McNEIL ENGINEERING**TM
Economic and Sustainable Designs, Professionals You Know and Trust

**Civil Engineering**

**Structural Engineering**

**Laser Scanning & Surveying**

**Consulting: Paving, Roofing & Landscape Architecture**

THE ANSWER

NEEDS

For Your Engineering, Surveying, Roofing and Paving Consulting & Landscape Architecture

Follow Us On:


801-255-7700
www.mcneilengineering.com

**ROCK TOPS SURFACES**

CONNIE SAVAGE
SALES SPECIALIST
385-335-3314
CONNIE@ROCKTOPSSURFACES.COM



COUNTERTOPS



**• HUGE IN-STOCK INVENTORY!
• 110% PRICE MATCH GUARANTEE
• 0% INTEREST FINANCING!**

8916 S STATE ST, SANDY 84070
WWW.ROCKTOPSSURFACES.COM

Innovate Utah

NEW IDEAS, PRODUCTS AND SERVICES FROM UTAH COMPANIES



Logan-based global fitness and well-being subscription technology company **iFit** has introduced its first-ever **pre-natal and postpartum workout series**. The original programming was created by iFit trainer and women's fitness icon **Kayla Itsines**. Itsines also founded the iFit app Sweat. Filmed during Itsines' second trimester of pregnancy, it is now live on the iFit platform for use with the company's interactive hardware, including the ProForm and Nordic Track treadmill equipment.

Itsines is the headline trainer for 83 iFit workouts within the 11 new pregnancy series working with iFit trainers BreeAnna Cox, Desi Bartlett and Shannon Cooper. The series focuses on building strength, endurance,

flexibility and mindfulness in all three trimesters of pregnancy as well as the postnatal period. The iFit Pregnancy Treadmill Walking Series with Itsines was shot on location in Utah in a multi-part program. Hawaii is the location for Barlett's Prenatal Yoga and Meditation series.

"I am excited to share the real-time journey of my pregnancy with the iFit and Sweat communities," said Itsines. "This is the most important program I've released because of my responsibility as a trainer and as a woman. I know how lost and confused I felt through pregnancy regarding exercising, and I don't want anyone to feel like that."

Itsines created the programming exclusively for iFit, leading a multi-part walking series for NordicTrack treadmills, and a "bump-friendly" bootcamp using bodyweight and light dumbbells. Her walking series focuses on four steady-state walks specifically designed with pregnant women in mind for any stage of their pregnancy, with the approval of a healthcare provider. Her strength series offers four workouts for pregnant women to continue to strength-train throughout their pregnancy progression.

Apex Biologix, a Woods Cross-based provider of orthobiologics, has introduced its **XCELL PC** (protein concentrator) kit. Using components of platelet-poor plasma, the XCELL PC kit allows for increased concentration of beneficial proteins, with easier use and reduced processing time compared to earlier processes, the company said. The process makes significant increases in



the retention of platelet-derived growth, beneficial in reduction of inflammation and pain or the suppression of joint degeneration by inactivation of destructive enzymes. "With nearly 30 million Americans suffering from osteoarthritis, physicians desperately need tools to promote healing and reverse painful degen-

eration. We are excited to announce the launch of the XCELL Protein Concentration filter with its revolutionary design to maximize recovery of a wide range of proteins found in plasma," said **Troy Openshaw**, president of Apex Biologix.

HempLucid, a provider of plant-based wellness supplements based in Provo, has launched a line of **Mushroom Gummies**, which combine functional mushrooms with hemp for improving focus, sleep and stress. The vegan, gluten-free mushroom gummy products include Reishi, known for its antioxidant effects, and Lion's Mane, found to improve mood and sleep maladies. The mushrooms work in concert with hemp cannabinoids like CBN, known for its calming effects; Delta-9, a mood lifter; and CBD, known to reduce inflammation. "Our customers optimize their life and their performance naturally. Functional mushrooms and hemp are powerful partners in their restorative journey," said HempLucid CEO **Nathan Beckham**. "We are in a new era of functional wellness. Mushrooms and hemp are the heroes of healing, and we're proud to bring them to consumers across the United States."



Lion Energy, a marketer of eco-friendly power solutions designed for energy independence, has introduced **Lion Trek**, the company's smallest solar generator with multiple outputs, including an AC outlet. Weighing approximately two pounds, the Lion Trek provides 150 watts of energy and can power devices like smartphones, laptops, lamps and televisions. With two USB ports and the AC outlet, the Lion Trek can charge multiple items at a time. "Offering an AC outlet on a compact solar generator multiplies the types of devices that can now be charged on-the-go," said **Frank Davis**, CEO of Lion Energy. "While expanding the number of electronic devices you can now charge up while camping or traveling off the grid, the Lion Trek is also a great option to ensure some light at home during a power outage."



Myriad Genetics, a Salt Lake City-based provider of genetic testing, has announced the launch of **UroSuite**, a comprehensive suite of genetic risk assessment tests that cover every stage of prostate cancer care. UroSuite includes Myriad's Prolaris prostate cancer test, MyRisk hereditary cancer test, BRACAnalysis CDx and Precise tumor molecular profile test. The combination of tests provides integrated genetic insights and makes it easier to tailor therapy and clinical trial selection for patients. "Today's launch of UroSuite reinforces Myriad Genetics' commitment to advancing health and well-being for all through a set of testing solutions for prostate cancer care, best-in-class support and access to genetics and cancer specialists," said **Paul J. Diaz**, president and CEO of Myriad Genetics. "We



continue to build on our efforts to elevate our products to their full potential."

ShareMyHealth, a digital healthcare company based in Salt Lake City, has launched the new **SMH Mental Wellbeing** platform, a measurement-based, collaborative care platform for behavioral health that integrates therapy, data science, personalized content and clinical tools. The tool is a secure platform for electronic,



medical-record sharing based on a proprietary healthcare privacy architecture. The platform provides one place to go for better engagement and anonymous or fully detailed analytics. "Behavioral health is very complex and attempts to treat it can't focus solely on siloed therapy, self-care, medication management and technology solutions," said **Galen Murdock**, founder and CEO of ShareMyHealth. "Successful solutions that integrate behavioral health treatment with digital tools will always complement each other and never lessen the hands-on care from a provider that is absolutely essential for a successful health outcome."

Park City-based **Supplemental Health Care**, a healthcare staffing provider that connects nurses, therapists and other healthcare professionals with current job openings, has announced the launch of its new mobile app, **SHC WeConnect**. The company said the app

has the resources to support healthcare professionals through every step of the job search. SHC WeConnect will also include salary transparency and instant alerts for custom-tailored job matching. It will also help active healthcare employees to track the submission of their applications in real time and complete applications, compliance and timecards. "As a company that truly cares about its healthcare professionals, Supplemental Health Care will continue to improve the SHC WeConnect app to make working with SHC more accessible and customizable for employees and job seekers," a Supplemental Health Care company release said.

Provo-based home automation company **Vivint Smart Home** has launched the new **Water Sensor Experience**. This monitoring service will help significantly lower the costs of water emergencies by alerting customers of a leak and enabling connections to a water emergency cleanup service as soon as a water loss event is detected.



Once a water event is detected, Vivint will immediately send an automated email to the customer, notifying them of the water leak and providing them with a link to be connected with a water cleanup service. "We're excited to offer our customers access to critical water response services that have the potential to significantly reduce damage and loss costs, especially as speed to recognize and mitigate water damage is essential to reducing losses," said **Ron Davies**, chief insurance officer at Vivint.

Industry Briefs

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

APPAREL

• **Kizik**, a Lindon-based hands-free footwear company, has appointed **Wendy Yang** to its board of directors. Yang has over 20 years of experience in the footwear industry, recently stepping down as president of HOKA. She joined HOKA in 2015. She previously held senior-level positions with New Balance, Timberland and Tommy Hilfiger Footwear. She began her footwear career at Reebok.



Wendy Yang

ARTS

• The **Utah Museum of Contemporary Art** has announced **Rich Walje** as the new president of its Board of Trustees. Former president **Val Antczak** will transition into the position of board member and continue to serve on the Executive Committee. Walje is the CEO of RAW-Energy Inc. and former CEO of Rocky Mountain Power. Antczak joined the museum's board in 2013. He is a founding partner at Antczak Polich Law.



Val Antczak



Rich Walje

BANKING

• **KeyBank** has promoted **Tyler Blout** to Utah market retail leader, overseeing 30 branches in Utah, including the new American Fork branch that opened in May. Blout will support small-business banking and all retail employ-



Tyler Blout

ees as they help their clients reach financial goals. Blout has served in retail banking roles at KeyBank for more than 15 years, most recently as a senior area retail leader for KeyBank's Utah South region.

COMMUNICATIONS

• **Comcast** has launched an additional multi-gig Internet speed tier over its fiber-backed network to Xfinity and Comcast Business customers in Salt Lake City. It is the first community in Utah where Comcast is beginning to deliver download speeds of up to 2 Gbps over the network connections already existing in homes and businesses. When the rollout is complete, the multi-gig speeds will be available in all of Comcast's service area in Salt Lake City, as well as throughout Comcast's entire footprint in Utah. The new offerings are part of a nationwide rollout that will reach more than 50 million homes and businesses before the end of 2025. In addition to multi-gigabit download speeds, Comcast is introducing faster upload speeds in Salt Lake City to Xfinity Internet customers who choose xFi Complete.

• **All West Communications**, Kamas, has launched multi-gig fiber optic Internet, streaming TV service and digital phone solutions to residents of Farmington. The build will include more than 100 miles of fiber and duct, which will provide services to over 6,300 homes and businesses.

• **Alianza Inc.**, a Pleasant Grove-based company offering a communications platform for service providers, has committed \$200 million to research and development accelerating cloud communications growth for service providers and hired **Dag Peak** as chief product officer. Peak will oversee product strategy and innovation for the company's cloud communications platform. For more

than 20 years, Peak has focused almost exclusively on the service provider market at BroadSoft, Cisco and RingCentral, where he held strategic roles in sales engineering, partner enablement and product management. In the past six months, the company has added 10 team members with industry expertise in all facets of cloud communications. The new product team leadership includes **Michelle Pfister**, vice president of product management, UCaaS and Apps; **Dennis Weeks**, vice president of product management, platform services; **Jesse Lee**, senior director of product management; and **Mohammad Al-Taraireh**, senior director of product management.



Dag Peak

communications. The new product team leadership includes **Michelle Pfister**, vice president of product management, UCaaS and Apps; **Dennis Weeks**, vice president of product management, platform services; **Jesse Lee**, senior director of product management; and **Mohammad Al-Taraireh**, senior director of product management.

CONTESTS

• Nominations are being accepted until Jan. 27 for the **Utah Governor's Science Medals**. The award recognizes the distinguished service, significant achievements and positive economic impact of individuals and companies in science and technology. Recipients have provided meaningful contributions in science, research, STEM education or deep technology. Nominations are accepted in three categories: Academic/Research, Education: K-12, and Industry (individual or company). Gov. Spencer Cox will present medals May 2 at the One Utah Summit. Details are at <https://business.utah.gov/innovation/governors-science-medal/>.

• The **Utah Advanced Materials and Manufacturing Initiatives** is accepted nominations until Jan. 31 for its third annual edition of **"Utah Women at the Forefront,"** honoring women in Utah's advanced manufacturing industry. Details are available by calling (801) 871-8148.

• Applications are being accepted until Jan. 31 for companies to pitch their life sciences innovations at the **2023 Wilson Sonsini Entrepreneur & Investor Life Sciences Summit**, set for March 16 at the Cleone Peterson Alumni House at the University of Utah. The pitches will be made to the Utah life sciences community, including investors from across the nation. The summit takes place March 16-17. Prizes include a \$5,000 first place award, a \$2,000 second place award, two complimentary registrations to the E&I Summit for all applicants selected to present, and a one-year membership in BioUtah. Applicants not chosen to present will receive a complimentary registration to

the summit and an opportunity to post information for investors in a virtual presentation section. The application form is available at <https://bioutah.typeform.com/to/AsgPS599>.

• The **Wilkes Center for Climate Science & Policy** is accepting Phase 1 applications for its \$1.5 million **Wilkes Center Climate Prize** at the University of Utah. The prize recognizes and supports innovative projects that have significant potential to help address the impact of climate change. First-round applications are being accepted until Jan. 31 at wilkescenter.utah.edu/prize. Applications will be reviewed by an interdisciplinary judging panel. Finalists will be invited to present their proposals at the Wilkes Climate Summit on the University of Utah campus May 16-17. The winner will be announced in the fall. In addition to prize money, the awardees will receive access to business creation resources and mentorship by prominent business leaders.

CORPORATE

• **Varex Imaging Corp.**, a Salt Lake City-based designer and manufacturer of X-ray imaging components, will have its 2023 annual meeting of stockholders in a virtual format at 5:30 p.m. Feb. 9. Varex stockholders of record at the close of business Dec. 12 will be able to receive notice of the meeting and to vote upon matters considered at the meeting.

DIVIDENDS

• The board of directors of **Cricut Inc.**, a South Jordan-based company offering cutting machines and design software, has declared a special, one-time cash dividend of 35 cents per share to holders of the company's Class A and Class B common stock. The dividend is payable Feb. 15 to stockholders of record Feb. 1. The cash payments total approximately \$77 million.

ECONOMIC INDICATORS

• **Provo-Orem** is tied for No. 1 with Greenville-Anderson, South Carolina, and **Salt Lake City** is ranked No. 5 on a list of top metros in the **Innovation Hub Index**, compiled by the **Economic Innovation Group**. The index balances economic need with innovation capacity to identify metro areas with the strongest potential to advance national competitiveness and bring new regions to the technological frontier.

• The **highest salary** that young Utahns ever expect to earn is **\$53,972**, according to a study by online course platform Teachable.

It surveyed people between 18 and 24 years old. The national average is \$65,206. It found that the average young person believes they will achieve their peak salary at 30 years old. The highest amount is in Hawaii, at \$84,441. The lowest is in Oklahoma, at \$45,486. Details are at <https://teachable.com/blog/income-expectations>.

• **Utah** is ranked No. 14 on a list of states that have seen an **increase in foot traffic at grocery stores** during the past two years, according to **Wisevoter's** Home Cooking Index. Utah's traffic grew 4 percent during that time. Montana had the highest increase, at 15 percent. Details are at <https://wisevoter.com/state-rankings/holiday-grocery-shopping-rate-by-state/#new-mexico>.

• **Utahns visited restaurants** 28 percent more in December than they did two years earlier, according to a recent study by **Wisevoter**. That put Utah No. 37 on the increase list. The highest percentage was in Colorado, at 91 percent. Details are at <https://wisevoter.com/state-rankings/casual-dining-frequency-rate-by-state/>.

• Twenty-six percent of **Utah men** and 24 percent of **Utah women** say they waited until Christmas Eve to buy their presents for their partners, according to a study by **CouponBirds**. Among other findings, 54 percent admit that buying a partner a Christmas gift causes anxiety, over half say they self-gift at Christmas, and one in three admit they have secretly re-sold a gift their partner gave them for Christmas. Details are at <https://www.couponbirds.com/research-center/data/the-time-cycle-for-preparing-the-christmas-gift>.

• The **average Utah driver** consumed over 195,000 calories while commuting in 2022, according to a study by **Gunther Mazda**. That equates to 750 calories per commute, or one-third of the daily recommended intake. The highest amount was in Nevada, at 287,000 calories. The smallest was in Maine, at 65,000 calories. Nationally, the average driver consumed 199,997 calories in 2022. Details are at <https://www.gunthermazda.com/meals-on-wheels/>.

• The average **Salt Lake City** household pays \$1,813 per month for the **10 most common household bills**, according to a study by **Doxo**. That puts the city at No. 30 among the most expensive cities in Utah for household expenses. The average in Utah is \$1,910. The average in the nation is \$2,003. In Salt Lake City, utility bills account for \$254. The

see BRIEFS next page

HOWE RENTAL & SALES

NEED EQUIPMENT?

- Forklifts
- Scissor & Boom Lifts
- Scaffolding
- Excavators
- Mixers
- Welders
- Sweepers & Scrubbers
- Compressors
- Compaction Equipment
- Skid Loaders
- Backhoes
- Dump Trucks

24 Hour Emergency Service

- Ogden
- Layton
- Tooele
- Park City
- Provo
- Salt Lake City

ALL EQUIPMENT IS SAFETY INSPECTED

PROMPT DELIVERY

Genie S-80X

www.howerentals.com

CALL TODAY! 801.463.7997 Toll Free 866.436.HOWE • Fax 801.463.7488
4235 South 500 West • Murray, UT 84123

Industry Briefs

from previous page

average bill for utilities in Utah is \$275. Other average amounts in Salt Lake City are \$1,442 for mortgages; \$1,046 for rent; \$400 for auto loans; \$91 for health insurance; \$138 for auto insurance; \$84 for cable and Internet; \$79 for mobile service; \$71 for alarms and security; and \$78 for life insurance.

• **Utahns** were expected to spend an average of \$2,310.17 during the **holiday shopping season**, according to a study by **Wisevoter**. That was the second-highest state average, behind only Maryland's \$2,714.50. The lowest amount was \$355.42 in West Virginia. Details are at <https://wisevoter.com/state-rankings/holiday-spending-by-state/>.

• Seventy-four percent of Utahns did not receive a **Christmas bonus** and for those who received a cash bonus, their average of \$280 is the smallest of all the states in a survey by scheduling software company **Deputy**. The average holiday bonus in the U.S. was \$731.19. Maine had the largest population receiving no bonus (88 percent). Details are at <https://www.deputy.com/blog/all-i-want-for-christmas-holiday-bonus>.

• **Salt Lake City** tied for No. 15 with New Haven, Connecticut, on a list of the most popular U.S. **destinations to spend the holidays**, compiled by **Scholaroo**. It analyzed factors such as the mobility and visitation patterns in each city, the percentage of travelers from another state, and the top five of states where visitors came from to spend the holiday season. The city with the highest percentage of travelers from another state was New York City, at 9.9 percent. Salt Lake City had 6.5 percent, with visitors coming from (in order) Idaho, Nevada, California, Colorado and Wyoming. Details are at <https://scholaroo.com/report/the-most-popular-destinations-to-spend-holidays/>.

EDUCATION/TRAINING

• **Western Governors University**, a Salt Lake City-based online university, has named **Roy Bosch** as strategic partnerships manager to increase equity in higher education among underserved populations in Utah. Bosch will launch relationships with organizations to raise awareness about the opportunities available to people looking to further their education and skillsets. Prior to joining WGU, Bosch served as a project manager in five South American countries. Bosch has more than a decade of experi-

ence in education and community relations. He earned a bachelor's degree in business communications from **BYU-Idaho** and a master's degree in public administration from **Brigham Young University**. He is currently working on his second master's degree, this time in mass communications.

• The **Western Electrical Contractors Association**, focused on electrical training and apprenticeship and contractor business services in the western United States, has announced the expansion of its registered, electrical apprenticeship training program into Utah, having obtained approval to be a Division of Professional Licensing recognized electrical apprenticeship for Utah. The association is bringing its programs in partnership with founding Utah member contractor **Hunt Electric**. Membership and usage of its apprenticeship training program is open to all licensed electrical contractors in Utah. The association's newest training facility, in Woods Cross, is intended to serve apprentices in the Greater Salt Lake City region as well as the entire state. WECA will register its first Utah commercial electrical apprenticeship class in early 2023. The association serves over 300 member contractors, over 1,000 apprentices, and approximately 4,000 non-apprenticeship electrical students. Details are at goweca.com.

• The **Lassonde Entrepreneur Institute**, a program at the University of Utah, awarded \$394,500 in scholarships to 125 students for the 2022-23 academic year. The institute is an interdisciplinary division of the David Eccles School of Business and provides programs and opportunities for all students on campus to launch a company, build a product or join a team. Most programs are provided at Lassonde Studios.

EXPANSIONS

• **Fortem Technologies Inc.**, a Pleasant Grove-based company focused on detecting and defeating dangerous drones, has opened an office in Chantilly, Virginia, in the Washington D.C. metro area and has appointed **Michael Buscher** as executive director of enterprise operations based out of that office. Buscher will be focused on coordinating engagements with U.S. government entities, acting as the key point of contact for partnerships in the national capital region, and ongo-

ing business development activities. Buscher has more than 30 years of government experience, including in Army Special Operations and nearly 10 years at the Central Intelligence Agency. Before joining as executive director, Buscher served on Fortem's Government Advisory Board. Prior to Fortem, he was the chief growth officer at BigBear.ai, vice president at Peraton, vice president and director of the National Intelligence Center at Huntington Ingalls Industries, and CEO at Vanguard Defense Industries. Other recent executive hires that will be based out of the new D.C. office include **Matt Quinn**, vice president of government solutions, and **Warren Brown**, vice president of marketing. Quinn previously was a U.S. Secret Service special agent and senior executive and former deputy assistant director for the Office of Protective Operations. Brown previously was vice president of marketing for SAIC and executive director of brand and marketing for The Boeing Co.

• The **Ken Garff Automotive Group** has purchased two dealerships from **Earnhardt Auto Centers** in the Phoenix area and named them Ken Garff Kia Avondale and Ken Garff Volkswagen Gilbert. **Mike Seltzer** and **Paul Fox** are the new general managers at Ken Garff Kia Avondale and Ken Garff VW Gilbert dealerships, respectively. Ken Garff has more than 65 stores in Arizona, Utah, California, Nevada, Texas, Wyoming, Nevada and Iowa.

• The **Ken Garff Automotive Group** has purchased two dealerships from **Earnhardt Auto Centers** in the Phoenix area and named them Ken Garff Kia Avondale and Ken Garff Volkswagen Gilbert. **Mike Seltzer** and **Paul Fox** are the new general managers at Ken Garff Kia Avondale and Ken Garff VW Gilbert dealerships, respectively. Ken Garff has more than 65 stores in Arizona, Utah, California, Nevada, Texas, Wyoming, Nevada and Iowa.

ENTERTAINMENT

• **Thanksgiving Point** has appointed **Jeanette Bennett** as chief visionary officer and trustee on its Board of Trustees. Bennett founded magazine publishing company Bennett Communications in 2000, and she will continue to own and lead her company as founder and publisher. She has worked for a variety of organizations, including **BYU-Idaho** and **Deseret**

News. She serves on the Board of Trustees for Utah Valley University, is chair-elect of United Way of Utah County, and has served on boards of multiple organizations.



Roy Bosch



Michael Buscher

FINANCE

• **D.A. Davidson's** Special District Group, a team of capital market professionals, has closed \$48 million in commercial property assessed clean energy (CPACE) financing for **Black Rock Mountain Resort** near Park City in Wasatch County. The resort will be a recreation, entertainment, vacation and corporate events destination. It is expected to have 250 rooms and 30,000 square feet of commercial space, plus a hockey arena and event center that will include a fitness facility and be the home ice for the Utah Outliers hockey team.



Amy Wykoff

grams that will provide critical care, access and platform solutions to benefit both the buyers of healthcare and patients alike. Wykoff has both public- and private-sector health and technology expertise, most recently leading health tech innovation at IBM Watson Health for over 10 years. Wykoff also has served as vice president of strategy and product management at Curam Software and director of product management at Oracle.

HOSPITALITY

• **Kimpton Hotel Monaco Salt Lake City** has hired **Nathan Sporbert** as general manager. Sporbert has eight years of industry experience, most recently serving at hotel manager at the **Kimpton Hotel Palomar Phoenix**. He also worked for several other Kimpton properties, including opening the **Kimpton St. George** in



Nathan Sporbert

Toronto, **Kimpton La Peer** in West Hollywood, and the **Kimpton Aertson** in Nashville. He started his career with Starwood, where he worked his way up to guest services manager in 2015.

• **Lodging Dynamics Hospitality Group**, a Provo-based hotel management company, has been appointed to manage **The Charter Hotel Seattle**, **Curio Collection by Hilton**. It has 229 rooms and two upscale dining restaurants.

HOUSING

• The **Utah Housing Preservation Fund** has announced today that **Comenity Capital Bank**, a subsidiary of Bread Financial, has made a 10-year commitment of \$10 million to the fund. The investment will allow UHPF to purchase rental properties and preserve them at affordable rates to working families, invest new capital for improvements, and hold the properties in perpetuity. In 2022, UHPF purchased a total of 276 units. Each unit's rent is protected and averages \$320 less per month than market rate, saving each tenant more than \$3,000 on average per year in rent. UHPF also helps Utah's most vulnerable populations secure sustainable and

We carry more than heavy construction equipment.

Light equipment in stock. Mixers, saws, pumps, generators, jumping jacks, and much more.

RASMUSSEN EQUIPMENT COMPANY
3333 West 2100 South
Salt Lake City, Utah 84119
(801) 972-5588
www.rasmussenequipment.com

GOVERNMENT

• Utah Department of Natural Resources Executive Director Joel Ferry has named **Jason Curry** as director of the **Utah Division of Outdoor Recreation**. Curry comes from the Division of Forestry, Fire and State Lands, where he had been serving as the deputy director.

Before being promoted to deputy director, he was the division's public information officer and chief investigator. He also served



Jason Curry

many years on the Davis County Search and Rescue Team. Curry started his career with the DNR in 1999 as a public affairs coordinator, where he served for eight years orchestrating public information and branding for the department. He graduated from the University of Utah with a bachelor's degree in economics.

HEALTHCARE

• **Nomi Health**, an Orem-based direct healthcare company, has appointed **Amy Wykoff** as its first chief product officer. She will develop and drive health pro-

Industry Briefs

from page 9

affordable housing by partnering with Veterans Affairs, Catholic Community Services and The Road Home. The fund is managed through the Utah Nonprofit Housing Corp.

INTERNATIONAL

• **World Trade Center Utah** has announced its list of trade missions and shows it will attend in 2023 in partnership with the **Governor's Office of Economic Opportunity** and the **U.S. Small Business Administration**. They are Arab Health 2023 and Saudi Arabia business trip, set for Jan. 30-Feb. 2, to Dubai, United Arab Emirates, and Riyadh, Saudi Arabia; Natural Products Expo West, March 9-11, Anaheim, California; the World Trade Center Association's General Assembly, April 23-28, Accra, Ghana; JEC World 2023, April 25-27, Paris, France; SelectUSA Investment Summit, May 1-4, National Harbor, Maryland; Southeast Asia Business Trip, June, including Singapore, Indonesia, Malaysia and Vietnam; Paris Air Show 2023 and France trade mission, June 19-23; Mexico trade mission, September; India Business Trip, autumn; Medica Trade Fair, November, Dusseldorf, Germany; ISPO Munich 2023, November, Munich, Germany; and the Dubai Airshow, Nov. 12-26, Dubai, United Arab Emirates. Businesses interested in being part of those trips may contact cserage@wtcutah.com for more information.

INVESTMENTS

• **MasterControl**, a Salt Lake City-based company providing quality and manufacturing software for life sciences, has raised \$150 million in a Series A funding round led by **Sixth Street Growth**. MasterControl has grown profitably for nearly 30 years, and with this funding is valued at \$1.3 billion. The proceeds will be used to accelerate the development of SaaS solutions serving the company's global life sciences customers. **William Blair** acted as advisor to Sixth Street Growth in connection with the investment.

OUTDOOR RECREATION

• **Sundance Mountain Resort** has added a new lift mid-mountain named **Wildwood**. This fixed-grip quad is a seven-minute lift ride that opens up 40 acres of new terrain and 10 new runs. It is equipped with more

than 40 snowmaking wands and snow guns.

• The **Central Wasatch Commission**, working with **Sandy City**, the **Utah Department of Transportation** and the **Utah Transit Authority**, is providing a bypass service for the UTA ski bus along Route 994 for the 2022-23 ski season. The service is designed to more efficiently serve people using public transit to recreate in the Cottonwood canyons. It will be in place with canyon closure days. The UTA ski bus will be ferried from the UTA Park & Ride lot at 2000 East and 9400 South in Sandy to the Park & Ride lot at the mouth of Little Cottonwood Canyon by a Sandy City police escort. In its pilot year last season, the ski bus bypass service reduced travel time by 50 minutes, or 34 percent. Details are at rideuta.com/ski.

PARTNERSHIPS

• **CrossCountry Mortgage Partners** has partnered with **SimpleNexus**, a Lehi-based company offering a homeownership platform for loan officers, borrowers, real estate agents and settlement agents. With about 800 brand locations in all 50 states, CrossCountry is implementing CompenSafe to manage incentive compensation for its loan originators.

• **Medsphere Systems Corp.**, a Sandy-based provider of healthcare IT platform solutions and services, has entered into partnership with **Virgin Pulse**, a Rhode Island-based health, well-being and navigation company. The partnership makes Medsphere's Marketware physician relationship management platform the preferred solution for Virgin Pulse clients, and Virgin Pulse is now the preferred customer relationship management, patient acquisition and retention, and data/analytics solution provider for Marketware clients. The Marketware division of Medsphere is transitioning Virgin Pulse clients who are currently using the Physicianology PRM solution to PRM platform moving forward. Virgin Pulse discontinued Physicianology as of Dec. 31.

PHILANTHROPY

• The **Snell & Wilmer Charitable Foundation** has awarded **Guadalupe School** a three-year monetary grant. The amount was not disclosed. For over 56 years, the school has served diverse immigrant and refugee communities, the

majority of whom are Hispanic or Latino. It works to improve lives through education-based programs and services designed for children and adults alike. **Guadalupe School** serves families in the Poplar Grove, Rose Park and West Valley City area. Since its inception, the foundation has donated more than \$5 million to selected organizations.

• **Marlon Lindsay**, founder and CEO of 21stCentEd, based in Pleasant Grove, has pledged \$1 million to the **National Alliance of Black School Educators** (NABSE), a nonprofit organization devoted to furthering the academic success for the nation's children, particularly children of African descent. 21stCentEd is invested in creating interactive STEM tools for children.

• With the **Utah Refugee Connection**, employees of **Ken Garff** recently hosted a "Celebration of Light" for 2,000 Utah refugees. The event at Lincoln Elementary School in South Salt Lake featured gifts, photo booths, treats, crafts and more for refugee families.

• **Bank of Utah** recently partnered with businesses across the state to bring holiday joy to more than 200 children, many of whom have severe illnesses and medical needs. Employees and customers contributed to fulfill the children's Christmas gift wishes, listed on "giving tree" ornaments in each of the bank's 18 full-service locations. The businesses helped **Children and the Earth**, a Utah nonprofit, collect and distribute the gifts. **Holmes Homes**, a Utah homebuilder, shopped for all the unclaimed ornaments to ensure every child on the list received their wish gift. Children and the Earth works throughout the year to improve the lives of families caring for children with disabilities.

• **USANA Kids Eat** led a charity food pack to provide families with meals to help keep them safe and fed through the rest of the year. In all, more than 4,100 bags (equating to 164,000 meals) were packed and delivered to 40 schools from Ogden to Spanish Fork. Each bag contained 40 meals packed by community and corporate volunteers, including USANA executives, who packed 359 bags themselves (equal to 14,360 meals) and hand-delivered them to **Meadowlark Elementary School** in West Valley City. KidsEat was founded in 2013 to provide backpacks filled with food for youth to a large network of schools and

organizations in Northern Utah. In 2019, the **USANA Foundation** acquired KidsEat to form **USANA Kids Eat**, a nonprofit providing food sources to at-risk children, raising public awareness about food insecurity, and generating resources and revenue through local campaigns and volunteer opportunities.

• **Parker Migliorini International** (PMI Foods), Salt Lake City, has announced the planting of 10,000 trees in the Amazon in partnership with **One Tree Planted**, an environmental nonprofit tree-planting charity. The announcement is part of PMI Foods' longer-term plan to plant 1 million trees. PMI said the partnership with One Tree Planted will allow PMI to create more sustainable long-term value, help rebuild rainforests and make a positive social impact around the world.

• **Vivint Smart Home Inc.**, Provo, in partnership with **Vivint Gives Back** and the community positively impacted the lives of more than 6,000 people in need globally and raised nearly \$3 million for a variety of charitable programs, from disaster relief to STEM camps, in 2022, Vivint said. It included raising over \$300,000 for Ukrainian refugees, sending over 1,000 under-represented K-12 kids to STEM camps across the country this past summer, having 600 volunteers from Vivint Smart Home travel to Costa Rica to help communities in need, and hosting the 15th annual Sub for Santa program to help children in need enjoy the holiday season with gifts.

RECOGNITIONS

• **Whistic**, a Salt Lake City-based network for assessing, publishing and sharing vendor security information, has announced that **American Security Today** has awarded its Platinum Homeland Security Award for **Best Cyber Security Risk Management Solution**. The award recognized Whistic for providing "vendor assessments that are actually easy ... (and) eliminate time-consuming, manual processes and replace them with an integrated and simple way to assess risk."

• **Jump by Limitless Flight**, a Bluffdale-based wingsuit simulation company, recently won a **2022 Thea Award for Outstanding Achievement** for immersive/themed customer experiences, awarded by the **Themed Entertainment Association**. Founded in 1994, the award honors individuals, projects and technologies in the

arena of themed attractions and experiences worldwide. **Jump by Limitless Flight** was among 20 award recipients this year. Jump uses technology to create 3D landscapes of some of the world's most breathtaking BASE jumps.

RESTAURANTS

• **Sprinkles**, a dessert bakery, has opened its first domestic franchise at 4488 W. Teal Ridge Way, Suite H-145, Riverton. The owner is **Colin Larsen**. Sprinkles launched with a Beverly Hills bakery in 2005 and now has 23 bakeries and more than 50 "cupcake ATMs." It plans to have 100 domestic franchise locations and 100 international locations over the next three years.

RETAIL

• **Kum & Go**, an Iowa-based convenience store chain, has opened a store at 13639 S. 200 W., Draper. It is the company's first store in the Salt Lake City market. Other locations in the area are expected to open in the next year, with stores to open in South Jordan, Murray and Herriman in the first half of 2023. The family-owned chain started in Hampton, Iowa, in 1959.

SERVICES

• **Philo Ventures**, Provo, has launched **Philo Studio**, described as being "designed to bring order to the business of new beginnings through the application of proven, repeatable processes and the dedicated attention of functional early-stage experts." It will use new business ideas, internal capital and entrepreneurial expertise to "launch new startups with elevated levels of efficiency and success." Philo Studios' managing partner is **Cory Cozzens**.

• **Hand & Stone Massage & Facial Spa**, a massage and facial spa franchise, has opened a location at 875 S. North County Blvd., Pleasant Grove. It is owned and operated by wife and husband duo **Jarom and Anna Bettinger** of Feel-Good LLC. Jarom Bettinger has a Hand & Stone spa in Orem, alongside his father-turned-partner, Jeff. Launched in 2004, Hand & Stone has more than 500 spas across 35 states and Canada.

• **Junk King**, a junk removal company, has expanded into St. George with a service owned by brothers **Luke, Doug and Tim Wren**. Founded in 2005, Junk King is the second-largest junk removal company in North America, with more than 145 units.

Calendar

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

Jan. 9, 11 a.m.-1 p.m.

Grant Workshop, a Utah Division of Outdoor Recreation event focusing on helping fund outdoor recreation amenities. The DNR offers grant opportunities to governments and nonprofits. Event will discuss each funding program, including who is eligible, funding amounts, planning a successful application, and how to write it in a compelling way. Event takes place online. Registration can be completed at [Eventbrite.com](https://eventbrite.com).

Jan. 9, 11:30 a.m.-1 p.m.

"In The Know: Legislative Preview," a South Valley Chamber of Commerce event. Location to be determined. Cost is \$20 for members, \$25 for nonmembers. Details are at southvalleychamber.com.

Jan. 9, 4-5 p.m.

Utah Outdoor Classroom Grant Virtual Workshop. The grant funding is dedicated to permanent, built infrastructure that can support student learning and is limited to \$500 to \$15,000. Eligible applicants include nonprofits, public K-12 schools and tribal organizations. Event will feature an overview of the grant and offer resources in planning, building, curriculum development, and highlight the available online resources from the Utah Outdoor Classroom toolkit and the Outdoor Classroom Design Guide. Event takes place online via Zoom. Registration can be completed at [Eventbrite.com](https://eventbrite.com).

Jan. 10, 7:15-9 a.m.

ACG Utah Speaker Series, an ACG (Association for Corporate Growth) event. Speaker is Ryan Young, president and CEO of YESCO. Location is Marriott City Center, 220 S. State St., Salt Lake City. Free for members, \$30 for nonmembers. Details are at <https://www.acg.org/utah/events>.

Jan. 10, 8:30-11 a.m.

KeyBank Business Accelerator, a South Valley Chamber of Commerce event taking place every other Tuesday for 10 weeks. Location is Salt Mine Productive Workspace, 7984 S. 1300 E., Sandy. Cost is \$500 for members, \$750 for nonmembers. Details are at southvalleychamber.com.

Jan. 10, noon-1:30 p.m.

"Layoffs and Inflation: Should We Be Worried?" a Utah Tech Leads event featuring tech company experts discussing what they are expecting in terms of hiring and the economy for 2023. Event takes place online. Registration can be completed at [Eventbrite.com](https://eventbrite.com).

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

"State of the Chamber," a South Valley Chamber of Commerce event featuring chamber leaders discussing the chamber's impact in 2022 and its vision for the South Valley economy in 2023 and beyond. Location is South Valley Chamber Office, 9800 S. Monroe St., eighth floor, Sandy. Cost is \$20 for members, \$25 for nonmembers. Details are at southvalleychamber.com.

Jan. 11, 11:55 a.m.-1 p.m.

Women in Business, a Cache Valley Chamber of Commerce event. Location varies each month. Cost is \$16 for members, \$18 for nonmembers, \$20 at the door. Details are at cachechamber.com.

Jan. 11, noon

Women in Business Luncheon, a West Jordan Chamber of Commerce event. Speaker Robin Towle, Mrs. International Utah 2019, will discuss "Goals for the New Year (You)." Location is Legacy Retirement Center, 1617 W. Temple Lane, South Jordan. Cost is \$10. Registration can be completed at <https://nouri.ai/events/350>.

Jan. 11, 10-11 a.m.

"An Economy In Transition," a Zions Bank event featuring Robert Spendlove, the bank's senior economist, and focusing on economic challenges and how businesses can continue to thrive in an uncertain environment. Event takes place online. Free. Registration can be completed at [Eventbrite.com](https://eventbrite.com).

Jan. 11, 5-7 p.m.

"Business After Hours," an Ogden-Weber Chamber of Commerce event. Location is The Madison, 298 24th St., No. 250, Ogden. Free for chamber members and first-time guests, \$10 for nonmember guests. Details are at ogdenweberchamber.com.

Jan. 11, 6-7 p.m.

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

Jan. 12, 8 a.m.-noon

Utah Economic Outlook & Public Policy Summit, presented by the Salt Lake Chamber and the Kem C. Gardner Policy Institute. Location is Salt Lake Marriott Downtown at City Creek, 75 S. West Temple, Salt Lake City. Cost is \$95 for members, \$115 for nonmembers. Details are at slchamber.com.

Jan. 12, 9-11 a.m.

Altabank Business Accelerator. Location is Mountainland Technical College, 1410 W. 1250 S., Orem. Details are at thechamber.org.

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

"Annual State of The Community," presented by the Eagle Mountain and Point of the Mountain chambers of commerce and featuring the mayors of Eagle Mountain, Saratoga Springs and Lehi. Location is Eagle Mountain City Hall, 1650 Stagecoach Run. Details are at thepointchamber.com.

Jan. 12, 11:30 a.m.-2 p.m.

Information Session, a Utah Advanced Materials & Manufacturing Initiative event. Speaker KC Sanders will discuss UAMMI's programs for manufacturing companies. Location is UAMMI, 375 S. Carbon Ave., Price. Free. Registration can be completed at [Eventbrite.com](https://eventbrite.com).

Jan. 12, 6-8 p.m.

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

Jan. 12, 6-8 p.m.

"Entrepreneur 101," a Small Business Development Center (SBDC) event. Location is the Orem/Provo SBDC at Utah Valley University. Details are at <https://clients.utahsbdc.org/events.aspx>.

Jan. 17-March 21

Veteran Entrepreneur Program (The Startup Training Resources Inspiring Veteran Entrepreneurship, or STRIVE), presented by The Mill Entrepreneurship Center at Salt Lake Community College, in partnership with the Institute for Veterans and Military Families (IVMF) at Syracuse University. Online/hybrid classes are offered every Tuesday, 4:30-6:30 p.m. The course is open to all veterans, active duty, reserve, guard and their spouses. Details are at <https://themillatslcc.com/veteran-everyday-entrepreneur-program/>.

Jan. 17, 9 a.m.

"Azerbaijan," a World Trade Center Utah event featuring Ambassador Khazar Ibrahim and including information about energy security, multiculturalism and post-Soviet strategy in Azerbaijan. Location is World Trade Center Utah, 60 E. South Temple, Salt Lake City. RSVP deadline is Jan. 13. Registration can be completed at <https://wtcutah.formstack.com/forms/azerbaijan>.

Jan. 17, 11:25 a.m.-1 p.m.

Leadership Luncheon, a Cache Valley Chamber of Commerce event. Location is The Riverwoods Conference Center, 615 Riverwoods Parkway, Logan. Cost is \$16 for members and \$17 for nonmembers preregistered, \$20 for members and \$22 for nonmembers not preregistered. Details are at cachechamber.com.

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

Professional Development Series, a ChamberWest event. Speaker Natalie Gochnour, associate dean, David Eccles School of Business, University of Utah; and director of the Kem C. Gardner Policy Institute, will discuss "Utah Economic Insights 2023: What You Need to Know to Make the Best Decisions for Your Business." Location is Embassy Suites, 3524 S. Market St., West Valley City. Cost is \$25 for members before Jan. 12, \$35 for nonmembers and members after Jan. 12. Details are at chamberwest.com.

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

Business Alliance Networking Luncheon. Location is Boondocks Fun Center, 525 Deseret Drive, Kaysville. Details are at davischamberofcommerce.com.

Jan. 18, 5:30-6:30 p.m.

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

Jan. 18, 6-8 p.m.

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

Jan. 19, 8 a.m.-4 p.m.

Leadership South Valley, a South Valley Chamber of Commerce event that takes place monthly through Nov. 16, 2023. Locations change each month. Cost is \$1,299. Details are at southvalleychamber.com.

Jan. 19, 10:45 a.m.-1 p.m.

Connect 4 Lunch, presented

by the American Fork, Point of the Mountain, Pleasant Grove-Lindon and Eagle Mountain chambers of commerce. Location is Nori Sushi Bar & Grill, 821 N.W. State St., American Fork. Details are at thepointchamber.com.

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

2023 Annual Meeting, a Davis Chamber of Commerce event. Location is Megaplex Theatres at Legacy Crossing, 1075 W. Legacy Crossing Blvd., Centerville. Cost is \$25 for members, \$35 for nonmembers. Details are at davischamberofcommerce.com.

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

25th Anniversary Lunch Celebration, a Women's Business Center of Utah event. Location is Conference Center at Miller Campus, Salt Lake Community College, 9750 S. 300 W., Sandy. Cost is \$75. Details are at wbcutah.org.

Jan. 19, noon-2 p.m.

"Strictly Networking Luncheon," a West Jordan Chamber of Commerce event. Location to be announced. Free. Details are at westjordanchamber.com.

Jan. 20, 8 a.m.-noon

Executive Leadership Series, a Small Business Development Center (SBDC) event that is a six-session series designed to bolster communications, evolve companies, and elevate leadership skills. Location is Kaysville SBDC at the Davis Applied Technology Center. Cost is \$1,499. Details are at <https://clients.utahsbdc.org/events.aspx>.

Jan. 20, 8:30-10 a.m.

"Friday Connections" Speed Networking, presented by ChamberWest and the Magna, Utah Hispanic and Utah Black chambers of commerce. Location is Valley Fair Megaplex Theatres Event Space, 3620 S. 2400 W., West Valley City. Cost is \$5 for chamber members, \$10 for nonmembers. Details are at chamberwest.com.

Jan. 24, 11:30 a.m.-1 p.m.

2023 Athena Luncheon, an Ogden-Weber Chamber of Commerce event. Location is Timbermine, 1701 Park Blvd., Ogden. Cost is \$35. Details are at ogdenweberchamber.com.

Jan. 24, 11:30 a.m.-1 p.m.

Women in Business, a South Valley Chamber of Commerce event. Speaker is Tami Steggell,

To make — and keep — your New Year's resolutions, consider your ways

About 2500 years ago, a man by the name of Haggai gave three powerful words of advice to his friends and neighbors: "Consider your ways."

As we embark on a new year, I find myself pondering those three words. For many of us, this is a time of making New Year's resolutions. In doing so, we are inherently "considering our ways." We may have significant concerns to address in terms of health, education, how we interact with one another or any of a multitude of other things. If there is a time of year for setting new goals — and resolving to achieve them — this is it!

Even so, experts warn us that most New Year's resolutions fall apart quickly. "Why?," we must ask. I believe it is because of two fundamental reasons:

1. We don't put enough effort into considering our ways, and ...

2. We fail to fully assess and understand the costs we must pay to achieve the changes we desire.

Regarding the first of these, considering our ways should include a clear answer to the question, "What are the priorities in our lives, in our relationships, in our businesses, or in our careers?" Then, two follow-on questions are simple, but powerful: "Am I investing my time and efforts consistently in pursuit of those priorities?" And, if not, "What do I need to change?"

Answering these questions thoughtfully will help us be "all in" in setting our resolutions. However, this only gets us started in being a wise and successful resolution-setter. We must now determine the price to be paid to achieve our goals.

One of the most typical resolutions often made, and then abandoned, is weight loss. While there may be clinical reasons for failure to peel off the pounds, far too often the answer is that we simply don't have the discipline to consistently pay the price to get the results we desire. Such discipline starts with understanding what is required, and then proceeding to act on that understanding.

When I finished my MBA program at the Harvard Graduate School of Business over four decades ago, I took a month before starting my new job to ponder what I had learned in my two years and thousands of hours of study and coursework. I wanted to distill what I characterized as "drinking at the firehose" into some simple clear principles that I could live by. One of the first of these I summarized in an acronym: PACER—Plan, Act, Control, Evaluate, Revise.

This simple mental model synthesized the process I had learned from hundreds of business school case studies. Virtually every problem, challenge or opportunity we discussed or debated in the classroom brought us to a decision point: *What should the CEO or business manager do?* And that moved us to develop a plan to be enacted, which would require control, evaluation and revision.

In annually considering my

ways over the years since completing my master's degree, I have modified my use of my PACER model by starting with Evaluation of my performance in comparison to the priorities in my life. I then move to Revising my Plans; I set new resolutions. That process includes counting the costs required for success, defining them as clearly as I possibly can. Then I Act; I go to work. As I do so, I measure and record my actions and compare them to my plans. This is my Control mechanism, my way of maintaining the discipline required to keep my

resolution. As I do these things, I can then recycle back to Evaluating my progress.

Because life is inherently messy, I recognize that unforeseen challenges, interruptions and distractions will inevitably arise that will occasionally pull me off track. The key then is to be OK with mid-course corrections as I evaluate myself. I have to revise and recommit.

My PACER action model has served me well over the years and has been the basis for much of the coaching I have done with business leaders. It works as a basic

model for strong, successful strategic action, and it has proven to be a real assist for making and keeping resolutions. It's a simple model made even more powerful when combined with the simple advice from good old Haggai: *Consider Your Ways!*

I wish you all the best in setting — and keeping — your New Year's resolutions!

Richard Tyson is the founder, principal owner and president of CEObuilder, which provides forums for consulting and coaching to executives in small businesses.



RICH TYSON

SOUTH VALLEY CHAMBER BUSINESS INSTITUTE



The South Valley Chamber Business Bootcamps are 2-hour deep dives into topics critical to starting and running a business. Held monthly, we bring in the "best in their field" to lead you through hands-on instruction that will teach you skills that you can implement immediately. \$35 Members / \$50 Nonmembers



The Altabank Everyday Entrepreneur Program leads innovators through a 10-week program that helps you turn ideas into businesses. In partnership with Salt Lake Community College, this course will help you test your idea, create a brand, and plan for success. \$400 Members / \$600 Nonmembers



The Key Bank Business Accelerator is a proven 10-course series that helps small business owners and managers prepare for strategic growth. Entrepreneurs will learn about risk, strategy, sales, financial systems, management, customers & competitors, employees, growth, and more. \$500 Members / \$750 Nonmembers



The Clearlink Business Mastery is our mini-MBA for entrepreneurs and is ideal for graduates of our Accelerator OR if you have been in business for 5+ Years. This 10-course series is designed for ambitious business owners who are ready to accelerate revenue growth, achieve operational excellence and transform managers into inspiring leaders who work to deliver results. \$750 Members / \$1000 Nonmembers

VIEW DATES & REGISTER ONLINE at [SOUTHVALLEYCHAMBER.COM](https://southvalleychamber.com)

Questions? Email us at info@southvalleychamber.com

Powered by:



CALENDAR

from page 11

founder of RubySnap Bakery in Salt Lake City. Location to be determined. Cost is \$20 for members, \$25 for nonmembers. Details are at southvalleychamber.com.

Jan. 24, 2-3:30 p.m.

"Starting Your Business 101," a Salt Lake Small Business Development Center (SBDC) event that takes place online. Free. Registration can be completed at Eventbrite.

Jan. 24, 4-10 p.m.

Demo Day, an Altitude Lab event celebrating Utah's fastest-growing healthcare startups. Activities include startup demos, co-founder speed dating, networking, an after-party and People's Choice Awards. Location is Industry SLC, 650 S. 500 W., Salt Lake City. Details are at altitudelab.org.

Jan. 24, 4:30-5:30 p.m.

"Business Before 5," a West Jordan Chamber of Commerce event. Location is Chili's, Jordan Landing. Free (pay for food and drinks). Details are at westjordanchamber.com.

Jan. 25

"Phase II Proposal Preparation," part of a two-part Utah Innovation Center seminar series designed to help small businesses in the federal Small Business Innovation Research (SBIR) and Small Business Technology Transfer (STTR) programs. Second part of series is Feb. 28 and is titled "SBIR/STTR Cost Proposal & Government Accounting." Both seminars are taught by Jim Greenwood of Greenwood Consulting Group. Both seminars take place online. The series is funded in part through a cooperative agreement with the U.S. Small Business Administration. Details are at <https://business.utah.gov/innovation-center/utah-innovation-center-welcomes-national-sbir-expert-for-seminar-series/>.

Jan. 25, 8:30-10:30 a.m.

"Welcome to The West Quarter," a ULI (Urban Land Institute) Utah event. The development team, architect and hospitality group will discuss the unique features of the project and the plans for The West Quarter mixed-use development (a guided tour follows the discussion). Location is Le Meridien Hotel, Salt Lake City. Registration to open soon.

Jan. 25, 6-7:30 p.m.

"Online Marketing Fundamentals," a Small Business

Development Center (SBDC) event that takes place online. Details are at <https://clients.utahsbdc.org/events.aspx>.

Jan. 26, noon-1 p.m.

Women in Business, a Box Elder Chamber of Commerce event. Location to be announced. Cost is \$10. Details are at boxelderchamber.com.

Jan. 26, 3-5 p.m.

"Brand Power: Unlocking the Purpose of Brand Strategy," Presenter is Ryan Pilkington, CEO of DeZign Hemp. Location is The Mill, 9690 S. 300 W., Room 333, Sandy (online streaming is available). Registration can be completed at Eventbrite.com.

Jan. 26, 5-7 p.m.

"Business After Hours," a Salt Lake Chamber event. Location is The Leonardo, 209 E. 500 S., Salt Lake City. Free for members and \$30 for nonmembers before Jan. 24, \$20 for members and \$40 for nonmembers after Jan. 24. Details are at slchamber.com.

Jan. 31-Feb. 3, 8 a.m.-4:30 p.m.

OSHA 30-Hour General Industry Course, offered by the Utah Manufacturers Association and designed to educate workers on workplace and jobsite safety. Facilitator is Joshua Davis, UMA director of workplace safety. Location is Mountainland Technical College, 2301 W. Ashton Blvd., Lehi. Details are available at joshua@manufacturingutah.com.

Jan. 31-April 25

Everyday Entrepreneur Program, a Mill Entrepreneurship Center 12-week program (every Tuesday, 4-6 p.m.) designed to take an idea and turn it into a business in 12 weeks. Cost is \$600, with scholarships available. Details are at <https://themillat-slcc.com/education/everyday-entrepreneur/>.

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

Annual Membership Meeting, a ChamberWest event. Location is Viridian Event Center, 8030 S. 1825 W., West Jordan. Cost is \$20 for members, \$25 for nonmembers. Details to be announced at chamberwest.com.

Jan. 31, 8:30-10 a.m.

"Better Your Business" Employer Seminar, presented by Utah Department of Workforce Services Workforce Development Division and the Wasatch Front South Employer Connection Advisory Board. Speaker Mark Knold, chief economist at the Department of Workforce Services, will discuss "State of the Economy." Location is 5735 S. Redwood Road, Taylorsville.

Virtual option is available. Free. RSVPs can be completed by emailing jlay@utah.gov.

Feb. 1, 8, 15, 22

"Ms. Biz: Stepping Stones for Your Business Journey," a Women's Business Center of Utah series taking place 6-8 p.m. each day. Topics are Feb. 1, "Business Description"; Feb. 8, "Finances & Bookkeeping"; Feb. 15, "Marketing & Target Audience"; and Feb. 22, "Social Media, Building Your Team & Resources." Presenters are Sara Barstow and Jana Hassett. Events take place online via Zoom. Free. Details are available by emailing sarah@wbcutah.org.

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

"Women Making a Difference in the Public Sphere," a ULI (Urban Land Institute) Utah

event. A panel of women serving in city, county and regional organizations will discuss the unique land-use challenges and opportunities Utah communities are facing and how these women are making a difference. Speakers are Nann Worel, mayor, Park City Municipal Corp.; LaNiece Davenport, planning director, Mountainland Association of Governments; and Nicole Cottle, West Valley City Inc. Location is 650 Main, 650 Main St., Salt Lake City. Cost for members ranges from \$25 to \$30; cost for nonmembers ranges from \$35 to \$40. Details are at <https://utah.uli.org/events-2/>.

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

Business Alliance Networking Luncheon. Location is Boondocks Fun Center, 525 Deseret Drive, Kaysville. Details

are at davischamberofcommerce.com.

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

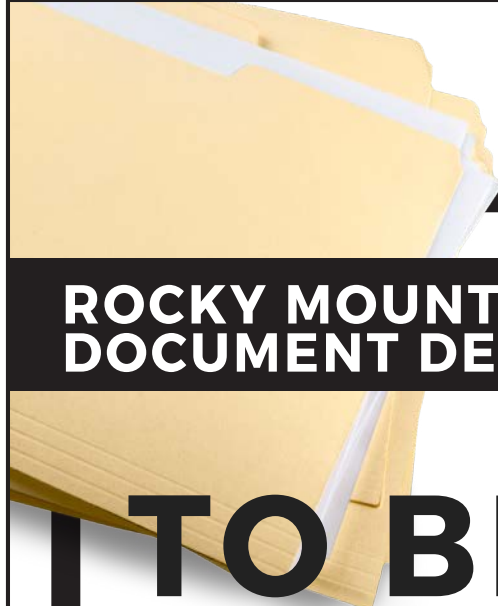
"Park City Business University: Marketing/Lead Generation Systemization," a Park City Chamber/Bureau event. Location is Blair Education Center, Intermountain Park City Hospital, 900 Round Valley Drive, Park, City. Details are at <https://www.visitparkcity.com/members/chamber-bureau-events/rsvp/>.

Feb. 3, 8-9:30 a.m.

"First Fridays Networking," a West Jordan Chamber of Commerce event. Location is Miller Free Enterprise Center, Salt Lake Community College,

see **CALENDAR** page 14





ROCKY MOUNTAIN DOCUMENT DESTRUCTION

TO BE SHRED, NOT SHARED

Keep your business' and your customer's information safe by shredding documents with NAID-certified professionals.





801-384-1900
<https://rmshred.com>

CALENDAR

from page 13

9750 S. 300 W., Room 203, Sandy. Cost is \$5. Details are at westjordanchamber.com.

Feb. 7, 9-10:30 a.m.

“Coffee Chat with the CEO,” a Park City Chamber/Bureau event that is an opportunity for a friendly, informal conversation with the organization’s CEO. Location is Kimball Junction Visitor Information Center, 1794 Olympic Parkway Blvd., Park City. Free. Details are at <https://www.visitparkcity.com/members/chamber-bureau-events/rsvp/>.

Feb. 8, 11:55 a.m.-1 p.m.

Women in Business, a

Cache Valley Chamber of Commerce event. Location varies each month. Cost is \$16 for members, \$18 for nonmembers, \$20 at the door. Details are at cachechamber.com.

Feb. 9, 11 a.m.-1:30 p.m.

2023 Economic Forecast, an Ogden-Weber Chamber of Commerce event. Speakers to be announced. Location is Ogden Eccles Conference Center, 2415 Washington Blvd., Ogden. Cost is \$49 for chamber members (two tickets), free for chamber partners, \$49 for nonmembers (one ticket). Details are at ogdenweberchamber.com.

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

Business Alliance Networking Luncheon. Location is Boondocks Fun Center, 525

Deseret Drive, Kaysville. Details are at davischamberofcommerce.com.

Feb. 16, 11:45 a.m.-1 p.m.

Connect 4 Lunch, a Point of the Mountain Chamber event. Location to be determined. Details are at thepointchamber.com.

Feb. 16, noon-2 p.m.

“Strictly Networking Luncheon,” a West Jordan Chamber of Commerce event. Location to be announced. Free. Details are at westjordanchamber.com.

Feb. 21-24, 8 a.m.-4:30 p.m.

OSHA 30-Hour General Industry Course, offered by the Utah Manufacturers Association and designed to educate workers on workplace and jobsite safety. Facilitator is Joshua Davis,

UMA director of workplace safety. Location is Mountainland Technical College, 2301 W. Ashton Blvd., Lehi. Details are available at joshua@manufacturingutah.com.

Feb. 21, 11:25 a.m.-1 p.m.

Leadership Luncheon, a Cache Valley Chamber of Commerce event. Location is The Riverwoods Conference Center, 615 Riverwoods Parkway, Logan. Cost is \$16 for members and \$17 for nonmembers preregistered, \$20 for members and \$22 for nonmembers not preregistered. Details are at cachechamber.com.

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

Athena Award Luncheon, a Davis Chamber of Commerce event. Location is Davis Conference Center, 1651 N.

700 W., Layton. Cost is \$30 for members, \$40 for nonmembers. Details are at davischamberofcommerce.com.

Feb. 23, noon-1 p.m.

Women in Business, a Box Elder Chamber of Commerce event. Location to be announced. Cost is \$10. Details are at boxelderchamber.com.

Feb. 27-28

2023 Intermountain Deal-Source Summit and Ski Event, an ACG (Association for Corporate Growth) Utah event. Location is Pendry Park City, 3720 N. Sundial Court, Park City. Cost before Feb. 2 is \$350 for members, \$450 for nonmem-

see CALENDAR next page

ALTAPORT

from page 1

said Altaport co-founder Robert Carroll. “Adopting Altaport’s technology early will enable landing locations to effectively prepare for the transition to electric and hybrid-electric aviation.”

The Altaport platform controls a range of activities to facilitate operations of ground infrastructure managers, including resource management and scheduling, ground movement safety monitoring, passenger management and fee collection. With Altaport, infrastructure managers can drive efficiency, revenue optimization and safety at their landing facilities, all while reducing staff workload, Carroll said.

Altaport is backed by the Philo Ventures startup studio and was co-founded by former Airbus and Google employees who saw the need to prepare today’s ground infrastructure for the future of high-volume eVTOL and cargo drone traffic.

“The industry is severely unprepared for the demand to come,” said Cory Cozzens, Altaport co-founder and Philo Ventures founding partner. “We’re only a couple years away from the introduction of eVTOLs, but most landing infrastructure managers are still using archaic toolsets to manage their operations.”

With eVTOLs expected to begin initial commercial flights by 2024, forecasts by NASA, McKinley, Morgan Stanley and others predict that the AAM market will grow into a \$9 trillion market by 2050. Forecasters said that an individual vertiport could serve over 100 autonomous flights per hour, in coordination with a network of as many as 300 vertiports within a single metropolitan area.

NASA’s “Vertiport Automation Software Architecture and Requirements” report, released in July 2021, highlights the necessity of a robust, interoperable vertiport operating and communications system to manage the magnitude of interactions to come between vertiports and operators. Altaport officials feel that their system fills these needs and that it both reflects and builds upon the system outlined in NASA’s whitepaper.

“We’ve spent more than a decade building and launching operations that are highly reflective of what future AAM operations will look like, giving us unique insight into the challenges and opportunities that such operations present,” said Cozzens. “The Altaport team has combined the learnings from those experiences with the technical standards established by the industry to date to build the leading vertiport automation platform. When the first eVTOLs begin commercial operations, Altaport will be prepared to serve landing locations around the world.”

While helping heliports in Bazil streamline their operations today, those operations also give the Altaport team an opportunity to gather invaluable real-time feedback within an environment that is highly analogous to the future AAM operations network, company officials said.

“Altaport’s VAS platform will play a critical role in establishing and growing a safe and efficient eVTOL ecosystem,” said Grant Fisk, co-founder of Volatus Infrastructure, a AAM infrastructure company based in Wisconsin. “We believe their VAS is a key piece in the Volatus vertiport package, which is why we partnered with Altaport early on. We particularly appreciate how their work with heliports today is going to directly translate to and benefit the eVTOL world.”

GO UTAH

from page 1

certainty” nationally, he said.

“We’re noticing that companies are moving slower with their decision-making,” Royal told the board. “We see there’s not as much movement as we experienced in times of normal economic goings-on in the country. A lot of companies have put a pause or hold on their applications that we’ve spoken to, but all in all I think it’s just a slower movement going on from the companies that we’ve been in contact with, that have applications and things like that.”

Erin Farr, senior business development manager at EDCUtah, told the Go Utah board that that organization likewise is seeing “a kind of slowdown.”

“We are definitely seeing companies holding on to their cash, making the timeline for their decisions longer and just generally moving slower,” she said.

Even recent projects, those announced since July, “have had a much smaller headcount than what we’ve been seeing, and a large square footage, so I think we’re seeing a lot of automation happening in a lot of these projects,” Farr said.

One element to keep in mind was that fiscal year 2022 was a record year for Go Utah and some of its corporate recruitment numbers for the first half of the current fiscal year top the entirety of fiscal 2021, which was dominated by the impacts of the COVID pandemic.

Projects approved for incentives by the Go Utah board in the first half of the current fiscal year are tied to the future creation of 1,658 high-paying jobs. That

compares with 20,478 for the full 2022 fiscal year and 8,841 for FY2021.

Capital spending for the current-year projects is estimated at \$790.7 million, compared with \$1.97 billion for the FY2022 full year and \$464.3 million in FY2021.

New total wages expected to be generated from the projects this year so far is about \$1 billion, compared with \$12.7 billion for the full fiscal year 2022 and \$5.5 billion in FY2021.

New state tax revenue is estimated at \$300.5 million for the current year so far, compared with \$942.4 million in full FY2022 and \$341.3 for FY2021.

Included in those figures are those for projects in rural Utah. Job creation in approved projects so far this fiscal year is 558, which compares with 8,972 for the full 2022 fiscal year and 2,747 the year before that.

Rural capital expenditure is \$555.6 million, which compares with \$1.27 billion for all of fiscal 2022 and \$201.2 million in FY2021.

New state tax revenue from rural Utah projects is pegged at \$252.8 million so far this fiscal year, compared with \$572.4 million in full FY2022 and \$116.7 million in FY2021.

Total wages from rural projects is estimated at \$397.2 million for the current fiscal year so far. It was nearly \$5.3 billion for the full FY2022 and nearly \$2 billion for FY2021

For EDCUtah, the numbers presented at the Go Utah board meeting in December were contextualized by comparing them with the organization’s goals for the current fiscal year. As of December, EDCUtah had 11 project “wins,” or 31 percent of its goal of 35 for the fiscal year. The number of jobs created or re-

tained was 1,776, or 15 percent of its goal of 12,000. Capital expenditure totaled \$314 million, or 21 percent of its goal of \$1.5 billion. Square footage had reached 891,600, or 36 percent of its goal of 2.5 million square feet.

Still, officials at Go Utah and EDCUtah expressed optimism that the first half of 2023, which is the last half of the current fiscal year, could be busy. EDCUtah had 121 active projects, mostly in manufacturing. Farr said new project “starts” have been averaging 10.6 per month, returning to figures seen before the COVID pandemic. “We don’t see any real worry at this point on new project starts,” she said.

Royal said four projects, all in manufacturing, likely will be up for Go Utah board consideration in the next couple of months. Those companies are involved in negotiations with cities and counties where their projects are being considered or they are working to refine their numbers, he said. About 1,200 total jobs are tied to those four projects, he added.

Go Utah does not provide upfront cash incentives. Its main incentive is economic development tax increment financing, or EDTIF. If a project is approved by the board, an incentivized company can receive a certain percentage of additional state taxes it would pay over the life of the agreement with the state. Each year that an incentivized company meets the obligations in its contract with the state, it will qualify to receive a portion of the new, additional state taxes the company paid to the state.

Go Utah and EDCUtah corporate recruitment and retention numbers never match exactly because not all of EDCUtah projects go through the state incentive process.



Revolutionizing Real Estate!

No matter what you are looking for, I can help you find it!

Why Brandon?

- Real-time notification of new listings and price changes.
- One-stop-shop access to ALL agent listings on one convenient website.
- Online access to large photos, home tours and maps that include Google® Street View.
- Prompt service and support to help you find that "just right" property.



Start your search today at: SoldByWixom.com

CALENDAR

from previous page

bers, \$1,600 for private equity group members, \$1,200 for intermediary capital providers. Details are at <https://www.acg.org/utah/events>.

Feb. 28

"SBIR/STTR Cost Proposal & Government Accounting," part of a two-part Utah Innovation Center seminar series designed to help small businesses in the federal Small Business Innovation Research (SBIR) and Small Business Technology Transfer (STTR) programs. First part of series is Jan. 25 and is titled "Phase II Proposal Preparation." Both seminars are taught by Jim Greenwood of Greenwood Consulting Group. Both seminars take place online. The series is funded in part through a cooperative agreement with the U.S. Small Business Administration. Details are at <https://business.utah.gov/innovation-center/utah-innovation-center-welcomes-national-sbir-expert-for-seminar-series/>.

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

Women in Business Luncheon, an Ogden-Weber Chamber of Commerce event. Location is Jeremiah's Lodge & Garden, 1329 W. 12th St., Marriott-Slaterville. Cost is \$20 for members and first-time guests, \$30 for nonmembers. Details are at ogdenweberchamber.com.

Feb. 28, 4:30-5:30 p.m.

"Business Before 5," a West Jordan Chamber of Commerce event. Location is Chili's, Jordan Landing. Free (pay for food and drinks). Details are at westjordan-chamber.com.

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

Business Alliance Networking Luncheon. Location is Boondocks Fun Center, 525 Deseret Drive, Kaysville. Details are at davischamberofcommerce.com.

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

"Park City Business University," a Park City Chamber/Bureau event. Location is Blair Education Center, Intermountain Park City Hospital, 900 Round Valley Drive, Park, City. Details are at <https://www.visitparkcity.com/members/chamber-bureau-events/rsvp/>.

March 3, 8-9:30 a.m.

"First Fridays Networking," a West Jordan Chamber of Commerce event. Location is Miller Free Enterprise Center, Salt Lake Community College, 9750 S. 300 W., Room 203, Sandy. Cost is \$5. Details are at westjordanchamber.com.

March 9, 11:30 a.m.-1 p.m.

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

March 15-May 17

Executive Certificate of Global Business Management, a Salt Lake Community College course offered to business executives, professionals, working staff, entrepreneurs and qualified students who wish to increase their knowledge and improve their strategies in global business practices. Application deadline is Feb. 24. Location is SLCC's Miller Campus, Sandy. Cost is \$995, with scholarships and discounts available. Details are at <https://themillatslcc.com/education/certificate-global-management/>.

March 15

Marketing Accelerator Program (MAP), a Mill Entrepreneurship Center event taking place every Tuesday for 20 weeks and designed for business owners ready to scale their marketing. Cost is \$3,500. Details are at <https://themillatslcc.com/map/>.

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

Business Alliance Networking Luncheon. Location is Boondocks Fun Center, 525 Deseret Drive, Kaysville. Details are at davischamberofcommerce.com.

March 16-17

2023 Wilson Sonsini Entrepreneur & Investor Life Sciences Summit. Location is Cleone Peterson Alumni House at the University of Utah. Details to be announced.

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

Chamber Luncheon, a Davis Chamber of Commerce event. Location is 450 Simmons Way, Kaysville. Cost is \$25 for members, \$35 for nonmembers. Details are at davischamberofcommerce.com.

March 16, noon-2 p.m.

"Strictly Networking Luncheon," a West Jordan Chamber of Commerce event. Location to be announced. Free. Details are at westjordanchamber.com.

March 22, 2-5 p.m.

Utah Valley Job Fair. Location is Utah Valley Convention Center, 220 W. Center St., Provo. Details are at thechamber.org.

March 23, 7:30-10:30 p.m.

Annual Gala, an Ogden-Weber Chamber of Commerce event featuring a celebration of annual award recipients and the official change in chamber board officers. Location is Peery's Egyptian Theater, 2415 Washington Blvd., Ogden. Cost is \$25. Details are at ogdenweberchamber.com.

March 23, noon-1 p.m.

Women in Business, a Box Elder Chamber of Commerce event. Location to be announced. Cost is \$10. Details are at boxelderchamber.com.

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

Women in Business Luncheon, an Ogden-Weber Chamber of Commerce event. Location is Jeremiah's Lodge & Garden, 1329 W. 12th St., Marriott-Slaterville. Cost is \$20 for members and first-time guests, \$30 for nonmembers. Details are at ogdenweberchamber.com.

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

Business Alliance Networking Luncheon. Location is Boondocks Fun Center, 525 Deseret Drive, Kaysville. Details are at davischamberofcommerce.com.

April 13, 6-9 p.m.

Pillar of the Valley 2023. Location is Utah Valley Convention Center, 220 W. Center St., Provo. Details to be announced at thechamber.org.

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

Business Alliance Networking Luncheon. Location is Boondocks Fun Center, 525 Deseret Drive, Kaysville. Details are at davischamberofcommerce.com.

April 27, 1-5 p.m.

Business Expo, a Davis Chamber of Commerce event. Location is Davis Conference Center, 1651 N. 700 W., Layton. Free. Details are at davischamberofcommerce.com.



Do you have *"banking PTSD"* when using the treasury management services at your current financial institution?

First Utah Bank offers a robust suite of Treasury Management tools that enable you to manage your business banking needs in a safe, protected, and user-friendly environment. The state-of-the-art products allow you to pay or collect payments electronically, use fraud controls to guard against unauthorized entries, manage user access, and much more all while on the go with our mobile app.

For more information about how Treasury Management services can help your small business, non-profit organization, or corporation contact our TM experts today at 801.308.2299 or tm@firstutahbank.com.



firstutahbank.com

Member
FDIC