

SALT LAKE BUSINESS JOURNAL

Focus



Technology
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OF NOTE



'Expecting an on-time arrival'

An examination of the top 30 major U.S. airports by financial technology website SmartAsset found that Salt Lake City International is third-best in the country this year for on-time operations. The survey found that 86.92 percent of SLC flights to date were on time, behind top-ranked Minneapolis/St. Paul's 88.96 percent and Detroit's 88.28 percent.



Their images projected onto a giant Delta Center video screen, Ryan Smith (left), owner of the Utah Jazz and co-founder and chairman of the Smith Entertainment Group, chats with Reed Hastings, co-founder and executive chairman of Netflix Inc. Their discussion was part of the two-day Silicon Slopes Summit, which attracted thousands of tech enthusiasts for the eighth annual event.

Summit exchange: Challenge, opportunity being 'new' guy

Brice Wallace

Salt Lake Business Journal

Taking over a well-known, established entity provides an opportunity for innovation, but also presents challenges, including determining "what do you give up versus what do you double-down on?"

That was the theme for a recent on-stage chat between Ryan Smith, owner of the Utah Jazz and co-founder and chairman of the Smith Entertainment Group, and Reed Hastings, co-founder and ex-

ecutive chairman of Netflix Inc. During the eighth annual Silicon Slopes Summit, Smith, the relatively new owner of the Utah Jazz, and Hastings, the new majority owner of the Powder Mountain ski resort, talked about the new phases of their lives.

Smith, founder and executive chairman of tech company Qualtrics, spoke of retaining elements of the past for the Jazz, including bringing back the Delta Center

see **SUMMIT** page 23

Qualtrics lays off 14% of workforce in 'restructuring'

Qualtrics, the Provo-based experience-management software company formerly owned by Utah Jazz owner Ryan Smith, is cutting about 14 percent of its workforce to reduce costs and restructure its organization, according to an internal memo to employees last week from Qualtrics CEO Zig Serafin. The memo cited a need to address the internal complexity created by its past hiring and growth.

The privately held firm, co-headquartered in Seattle, will lay off 780 employees, Serafin's memo said. Qualtrics' headcount was about 5,500 before the cuts.

"Rapid hiring was essential to enable our growth up to this point, but it also created complexity that does not support continued growth at our scale," Serafin wrote. "Simply put, the organizational structures, work processes and the way we made decisions previously don't work for the company we've become, or the company we aspire to be."

In addition to the layoffs, "several hundred roles are changing or moving locations over the next year," Serafin wrote in the memo provided by the company to the press and later made public on its website.

Serafin explained that the changes will "touch every team at the company," adding that they follow "a deep review of

see **QUALTRICS** page 23

Feds avoid shutdown, but state still ready to step in

Brice Wallace

Salt Lake Business Journal

The state of Utah was ready to step in to help keep its national parks open in the event of a federal government shutdown.

It still is.

At a special meeting late last month, the Governor's Office of Economic Opportunity (Go Utah) board approved using \$5 million from the state's Industrial Assistance Account to keep the parks operating if the shutdown occurred, but Congress avoided a shutdown with an agreement to

keep the federal government funded for 45 more days.

The Go Utah board motion says the \$5 million can be used for a shutdown occurring "in 2023."

"This isn't our first rodeo. We've had this happen a couple of times over the past number of years," Ryan Starks, Go Utah executive director, told the board before the vote, which took place a few days before a shutdown could have occurred.

"The key for us right now is to keep our national parks open. We're at the peak season for visitation and would hate to have those parks closed. The shoulder

communities really are dependent on the visitation and the spending that happens."

Starks said federal government shutdowns usually last two to four weeks but potentially could be in place for a couple of months. Go Utah does not anticipate using the entire \$5 million during a shutdown but does expect either state or federal reimbursement to occur if IAA funds are tapped.

"I think it sounds great," board chair Carine Clark said. "I think it's a great idea

see **SHUTDOWN** page 20



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Fortune Minerals, Rio Tinto partner to grow North American critical minerals production

Rio Tinto Kennecott's integrated copper mining and smelting operations in Utah will be the site for development of technology to improve recovery of the critical minerals, cobalt and bismuth, it was announced recently. Fortune Minerals Ltd. of London, Ontario, Canada, and mining giant Rio Tinto, owner of the Kennecott operations, are collaborating to develop the technology. Under a memorandum of understanding signed between the companies, testing will be done in Utah and at Fortune's planned Alberta, Canada, refinery.

The partnership aims to maximize the value of critical mineral supply chain investments and increase Fortune's planned cobalt and bismuth refining operations to process co-product streams of the minerals recovered from the Kennecott smelter in Utah.

In 2020, the Canadian and U.S. governments signed the "Joint Action Plan on Critical Mineral Collaboration" to enable more North American production of the critical minerals needed in new technologies. Cobalt and bismuth are both included in this list and are used for sustainable energy resources.

Cobalt is used to manufacture lithium-ion rechargeable bat-

teries and store energy in electric vehicles, portable electronics and stationary storage cells. Bismuth is used in automotive coatings, paints and low-temperature alloys and castings. Consumption is growing primarily as a non-toxic and environmentally safe replacement for lead for products used in potable drinking water sources and electronics, glass and ammunition. A significant new use for bismuth is in environmentally safe, high-density plugs to properly decommission oil and gas wells, preventing greenhouse gas leakage, blowouts and aquifer contamination. Manganese-bismuth magnets have also been identified for potential replacement of rare earth elements in electric vehicle powertrains.

"Working with Rio Tinto to recover metals from their co-product streams is part of our corporate strategy to expand production of critical minerals, and we are excited to be working with one of the world's premier mining companies on the first of these opportunities," said Robin Goad, resident and CEO of Fortune Minerals. "This collaboration could provide a solution to support greater production of the metals needed for the energy transition and growing sustain-

able economy."

"We are committed to find better ways to provide the materials the world needs to grow and decarbonize. We are enthusiastic about this partnership with Fortune Minerals as we continue looking at our waste streams to

develop new, sustainable sources of critical minerals here in North America," said Nate Foster, Rio Tinto Kennecott managing director.

Rio Tinto is a multinational diversified mining company with a global footprint that in-

cludes the Kennecott integrated operations in Salt Lake County. For 120 years, Kennecott has been mining and processing copper and other minerals including gold, silver, molybdenum and tellurium from the ore body of the Bingham Canyon Mine.

Stewart to chair Utah Aerospace and Defense Assoc.

The Utah Aerospace and Defense Association (ADA) has named former U.S. Rep. Chris Stewart as the newly appointed chair of the organization. Stewart resigned his seat in Congress earlier this year and returned to Utah to help his wife deal with an illness.

Stewart was first elected to Congress in 2013 and served on the U.S. House of Representatives Permanent Select Committee on Intelligence and the U.S. House of Representatives Appropriations Committee during his tenure in Washington, working mainly largely in defense, intelligence and foreign affairs. As a decorated Air Force pilot, Stewart possesses extensive firsthand knowledge of the aerospace and defense industry and its associated opportunities for growth, the

ADA said in announcing his appointment.

"When I went to Congress, I knew I could contribute to critical decisions related to aerospace and defense because it was a continuation of what I'd always done," said Stewart. "Leading the Utah Aerospace and Defense Association will allow me to leverage my expertise and continue serving Utahns in a critical way. This is my greatest passion and where I feel I can make a difference."

The Utah Aerospace and Defense Association has an announced goal of building the world's premier ecosystem for aerospace, defense and cyber companies in Utah. The organization convenes, promotes and advocates for companies de-

veloping the next generation of technology.

"Artificial intelligence, radars, deterrence systems, cyber security, machine learning, drones and more are critical technology areas for the future of our country that can be developed here in Utah," said Stewart.

Utah has more than 1,000 companies and half a dozen military installations statewide making up nearly 20 percent of the state's economic activity.

"Utah is a patriotic state well-positioned to defend our country," said Stewart. "The Utah Aerospace and Defense Association's work matters not only to the Utah economy but also to America's national security. I am honored to serve as their chair and look forward to improving Utahns' quality of life through our work."

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Seek Labs names Keith Marmer as president

Seek Labs, a Salt Lake City healthcare innovations company doing research in infectious disease diagnostic systems and pharmaceuticals, has named Keith Marmer as president, effective retroactively to July. As president, Marmer will be responsible for leading the company's commercialization strategy, a Seek Labs release said.

Marmer brings over 30 years of experience to Seek Labs as an entrepreneur, executive and investor in the life sciences industry. Prior to joining Seek Labs, Marm-

er was chief innovation and economic engagement officer at the University of Utah. Marmer "has a strong track record of building strong teams, raising investment capital and fostering a culture of innovation and collaboration," the release said.

"We are thrilled to have Keith join our team as the new president of Seek Labs," said Jared Bauer, company CEO. "Keith's extensive experience and leadership skills will help us drive forward innovation and achieve our strategic goals. Having had the privilege

of working with Keith for several years, I am confident he will play a positive role in the growth of Seek Labs."

Marmer received MBA, DPT, MPT and BS degrees in health sciences from the University of the Sciences in Philadelphia. Prior to his time at the University of Utah, he served as a co-founder and managing director of SG3 Ventures, a venture capital firm targeting early life science investments. He was also chief business officer at the University of Pennsylvania's Penn Center for Innovation.

Cal-Maine Foods to acquire Fassio Egg Farms

Ridgeland, Mississippi-based Cal-Maine Foods Inc., the nation's largest producer and distributor of fresh shell eggs, has acquired substantially all the assets related to the commercial shell egg production and processing business of Fassio Egg Farms Inc., headquartered in West Valley City. Fassio's egg farm is located in Erda in Tooele County, and has a current capacity of approximately 1.2 million primarily cage-free laying hens, a feed mill, pullets, a fertilizer production facility and a composting op-

eration.

The companies expect to close the transaction in the next few weeks, subject to customary closing conditions. No financial details were disclosed.

"We are excited about the opportunity to expand our market presence in Utah and the western United States with the proposed acquisition of these assets from Fassio," said Sherman Miller, president and CEO of Cal-Maine Foods. "The additional production capacity, especially for cage-free eggs, will enhance our ability

to serve our valued customers in this important market area. Fassio has been a leader in the egg production business since 1915 and enjoys a solid reputation in the community. We look forward to working with the Fassio team as we extend our market reach and deliver greater value to both our customers and shareholders."

Cal-Maine Foods sells the majority of its shell eggs in states across the southwestern, southeastern, mid-western and mid-Atlantic regions of the United States.

SEG Media launches Jazz+

Timed to coincide with the Utah Jazz's 50th season celebration, SEG Media, the sports media division of Smith Entertainment Group, a sports, entertainment, real estate and technology investment group which owns the Jazz and is headed by Ryan Smith, has launched Jazz+. The Jazz-branded, direct-to-consumer subscription streaming service will provide local fans with access to the organization via live games, exclusive footage and other new, original video-on-demand content that highlights the best of the Jazz and the beauty of Utah, SEG said in a release.

"Creating the best fan experience is top of mind in everything we do," said Smith, chairman of Smith Entertainment Group and governor of the Utah Jazz. "This season, we have so many reasons to celebrate being a Utah Jazz fan — from the return of Delta Center and our 50th anniversary season to the launch of Jazz+ and the ability for anyone in Utah to watch Jazz games on KJZZ. With Jazz+, we have created 24/7 digital access to the team."

Smith had announced earlier that all Jazz games will be available on over-the-air television station KJZZ in the Northern Utah market or through local cable and satellite providers such as Comcast, DirecTV or DISH that carry KJZZ.

Among the offerings of Jazz+ are:

- All Jazz games will be offered live along with full-length replays, excluding nationally televised games.
- Original Jazz-related shows, including behind-the-scenes footage with the team, its coaching staff, front office and ownership.
- Throughout the year, Jazz+ will offer a continuously expanding library of content. A 50th season documentary will premiere on Jazz+ beginning in November.
- During select games, including each of the five Decade Nights as part of the Utah Jazz's 50th anniversary season, Jazz+ will offer alternative broadcast streams featuring live commentary from Jazz alumni and other notable personalities.

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Utah gets 1st unionized medical marijuana shop

Employees of Dragonfly Wellness, a medical marijuana dispensary in Salt Lake City, have elected to become the first cannabis-sector employees in Utah to unionize, according to Phoenix-based United Food and Commercial Workers Local 99.

The recent unionization vote involved 30 employees, according to records of the National Labor Relations Board.

“Employees included in the newly formed cannabis union include Dragonfly Wellness associates, team leads, drivers, delivery leads, inventory specialists, pharmacists and head trainers,” according to a UFCW news release.

Dragonfly Wellness opened the state’s first licensed MMJ pharmacy — as dispensaries are called in Utah — in March 2020. Utah had 72,370 registered medical marijuana patients as of August, according to the Utah Department of Health & Human Services.

ARUP Labs launches new R&I Institute

ARUP Laboratories, a pathology reference laboratory based in Salt Lake City, has announced the formation of the new ARUP Institute for Research and Innovation in Diagnostic and Precision Medicine (R&I Institute). The institute will improve the lives of patients by advancing diagnostic and prognostic technologies and innovative tests.

“This institute will enable us to unite the exceptional expertise and operational capabilities at ARUP with industry partners to push the boundaries of diagnostic medicine,” said Dr. Tracy George, ARUP chief scientific officer

and president of ARUP’s newly formed Innovation Business Unit, of which the R&I Institute is part. “We are at the cusp of remarkable, landscape-altering technologies and by creating this institute, we are in a position to grasp that future and bring it to the present.”

George, who has been instrumental in the advancement of innovation at ARUP since joining the company in 2018, will steer the new institute’s efforts with the goal of maximizing patient impact. During her time as the executive director of PharmaDx, she was instrumental in developing companion diagnostic via industry partnerships. Now, with a broad vision as CSO and president of the Innovation Business Unit, her attention has turned to the R&I Institute.

As one of the largest single-site reference laboratories in the nation and with a close affiliation with the University of Utah, ARUP has long engaged in research and innovation. Many ARUP-devel-

oped technologies and assays have been introduced to the diagnostic industry.

“ARUP is known for its excellence in quality, across the board and across the entire range of diagnostics. Now, we’re witnessing the conglomeration of the right experts, the right community, and the right operational capabilities to translate that excellence into groundbreaking innovation,” said Dr. Robert S. Ohgami, who will oversee the institute as vice president and chief medical director. “We’ve seen the need and the opportunity, and now we’re here to fearlessly seek out the future of laboratory medicine.”

Joining the institute as its director is Erica Clyde, who started in laboratory medicine as a bench technologist more than 15 years ago and whose career has since expanded to include critical positions at ARUP. Recently, Clyde served as group manager in ARUP’s Clinical Trials department.

Stone named to lead Sportsman’s Warehouse

West Jordan-based Sportsman’s Warehouse Holdings Inc. announced recently that its board of directors has appointed Paul Stone as the CEO and president of the company. He will also become a member of the board, effective Nov. 1.

A Sportsman’s Warehouse release said Stone’s appointment followed an extensive search and selection process that considered both internal and external candidates. This process was led by the board and conducted with the assistance of a leading independent executive search firm.

Stone succeeds Joseph P. Schneider, who has served as interim CEO and president since April. Schneider will continue to serve as independent chair of the board until the end of 2023, when he will retire. Director Rich McBee will succeed him.

Stone is a seasoned executive with direct experience in the outdoor specialty retail space, having served as the chief retail officer of Cabela’s Inc., where he led the modernization of the company’s digitization strategy.

Most recently, he served as president and chief operating officer of Hertz Global Holdings Inc., where he oversaw more than 11,000 locations globally with a focus on operations and customer. He also served as interim CEO and on the board of directors of Hertz from May 2020 to October 2021, and helped drive the company’s successful emergence from bankruptcy.

“After carefully considering a wide range of candidates, the board believes that Paul is the ideal choice to lead Sportsman’s Warehouse through its next chapter of growth,” said Schneider. “Not only does Paul share the company’s passion for the outdoors, but he is also an experienced leader who has helped drive significant positive transformation in the retail sector. Paul’s prior retail leadership roles make him especially qualified to execute the company’s plan to catalyze growth, enhance the focus on our e-commerce platforms and private-label products, and improve our overall customer experience.

We are very pleased to welcome him to Sportsman’s Warehouse and believe it is a testament to the strength of our brand that we were able to attract a candidate as highly qualified as Paul.”

“As a lifelong outdoorsman, I am thrilled to be joining Sportsman’s Warehouse at such a pivotal time for the company,” said Stone. “Sportsman’s Warehouse has taken significant steps over the past several months to enhance shareholder value, including reducing its expense structure and managing inventory, and I am excited to begin working with the rest of the talented management team and the board to build on these actions and set the company’s strategic pathway.”

Martha Bejar, lead independent director of the board, said, “On behalf of the entire Sportsman’s Warehouse team, I want to express our gratitude to Joe for his many contributions to the board, first as a director, then as chair, and finally over the past several months as interim CEO and president.”

SLC to get food truck park

Salt Lake City development website Building Salt Lake is reporting that Salt Lake City will get its first food truck park. To open at the former site of Granato’s Gourmet Market at 1391 S. 300 W., the park will be a partnership between Granato’s and Danny Cheeng, owner of a Ballpark neighborhood commissary kitchen known as ComCom Kitchen.

Cheng plans to call the food truck park Block Party 300 and open it year-round.

“This is going to be a year-round thing — we’re going to open the indoor seating,” Cheng told Building Salt Lake. “We can open throughout the winter, whereas most food truck parks shut down.”

Salt Lake City ordinances re-

quire food trucks to have an agreement with a professional kitchen, and to park at that kitchen overnight. Block Party 300 will benefit from the fact that Granato’s is a commissary, so food truck owners can partner with the location, prepare food and find parking in one place. Cheng is now hoping to bring in the customers.

“Instead of driving for a half-hour, setting up for a half-hour, breaking down for a half-hour and heading home for a half-hour, you could save two hours every day if you partner with ComCom Kitchen,” Cheng said.

Cheng is currently soliciting food vendors who are interested in locating at Block Party 300 for either the commissary or the food truck park.

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Economic lessons learned over the past 150 years

One of the worst economic crises in U.S. history began in September 1873, just a month before Zions Bank opened for business. When banking institution Jay Cook & Co., which had invested heavily in the railroad, failed, it set off a wave of panic across the United States.

Back in the Utah Territory a few months earlier, pioneer leader Brigham Young had called together a group of prominent citizens to form a savings bank. Concerned about the economic climate, he felt it more important than ever to create a safe place for people to save their money.

Zion's Savings Bank and Trust Co., its name eventually shortened to Zions Bank, opened for business on Oct. 1, 1873. Over the next 150 years, the tiny, one-room pioneer bank would evolve and grow along with the surrounding economy of the Intermountain West.

As the oldest bank headquartered in the Intermountain West, Zions Bank's 150-year history highlights several important economic lessons:

Economic ups and downs are inevitable. Periods of contraction and expansion are a normal part of the economic cycle. Zions Bank opened for business during the infamous Panic of 1873, and over the next 150 years, would help Utahns weather a series of economic booms and busts, from the Great Depression to the pandemic-induced recession in 2020. We don't know when the next recession will come, but history tells us there will be peaks and valleys ahead and we should prepare accordingly.

The economic strides we make now will ripple into the future. In the late 1800s, financial assistance from Zions Bank helped launch railroad, power and mining companies that developed the Intermountain West. The investments and advancements we make in our economy today will impact the quality of life for future generations of Utahns.

Strong economies are built on strong communities. When

banking legend Roy Simmons led Zions Bank through a period of statewide expansion in the late 1900s, he emphasized local control and community involvement. In the decades since, our bankers have had a front-row seat in the economic development of these distinctive communities, including Utah County's emergence as a technology hub and Washington County's incredible growth in tourism and outdoor recreation. The unique strengths of the eco-

nomically diverse communities across Utah contribute to our collective success as a top-ranked state for economic vitality and business growth.

Small businesses are the backbone of the economy.

Over many decades, Zions has helped thousands of small businesses get the capital they need to grow and create jobs. These scrappy small businesses make up 99.3 percent of Utah companies and employ nearly half the state's workforce. They led the economic recovery of the COVID pandemic and will continue to power our economy into the future.

Economic inclusion drives growth and innovation. Some of Zions Bank's first customers were women, at a time when women were generally not allowed to open or control bank accounts without the consent of their husbands. These early customers contributed to the strength and stability of the bank, and by extension, the economy. As our state expands economic opportunity to more people, particularly underserved groups, we will continue to unlock untapped potential in our economy.

It's remarkable to consider Utah's transformation over the past century and a half from an agrarian society of farms and rudimentary business to our modern, diversified economy. As we look to the next 150 years, it's exciting to think about the changes and growth that might take place.

Robert Spendlove is the Zions Bank senior economist in Salt Lake City.



A view of the lobby of Zion's Savings Bank and Trust Co., later shortened to Zions Bank, in the late 1800s. In the right foreground is Bernhard Schettler, appointed assistant cashier by Brigham Young in 1873.

Intermountain West's oldest bank turns 150

In October 1873, at the height of one of the worst banking crises in U.S. history, a pioneer savings bank opened in the Utah Territory. Earlier that year, Church of Jesus Christ of Latter-day Saints President Brigham Young had become concerned about a financial crisis spreading across the nation and gathered a group of prominent citizens to organize a savings bank.

On its first day of business, Oct. 1, 1873, Zion's Savings Bank and Trust Company recorded deposits of almost \$6,000 by 46 depositors. Over the next 150 years, the company, its name eventually shortened to Zions Bank, would go on to serve the financial needs of businesses and individuals across the Intermountain West.

Commemorating its 150th anniversary in 2023, Zions Bank will host community celebrations at each of its 121 branches in October. Earlier this year, the bank dispatched a fleet of Zions Bank Jeeps across its tri-state footprint and rolled out celebratory drone shows at sporting, music and community events in honor of the milestone.

"Over the course of Zions Bank's 150 years in business, we have remained true to our founding, creating value for depositors, the community and shareholders," said Scott Anderson, Zions Bank president and CEO, who has served in his position since 1997. "This year, we've reaffirmed our commitment to cultivating a landscape of opportunity and growth on our Main Streets and neighborhood lanes by outlining our 'Five Commitments to Create Value for

the next 150 years."

During Utah's formative years, Zions Bank played a pivotal role in its economic growth and stability. Financial assistance from Zions Bank helped launch railroad, mining and power companies that developed the Intermountain West, including Bingham Copper Co. (Kennecott Copper), Salt Lake and Los Angeles Railroad Co. (Union Pacific), Big Cottonwood Power Co. (Rocky Mountain Power) and Salt Lake Gas Co. (Dominion Energy).

In 1960, The Church of Jesus Christ of Latter-day Saints sold majority control of Zions First National Bank to Keystone Insurance and Investment Co., which later became Zions Bancorporation. At the time of sale, the bank operated only four offices and branches. Under the leadership of Roy W. Simmons, who served as CEO of Zions Bancorporation and Zions Bank from 1964 to 1990, Zions underwent a period of rapid expansion, broadening its geographic reach from Salt Lake City to the entire state of Utah. After changes in federal regulations governing acquisitions, Zions Bank later expanded to Idaho in 1997 and to Jackson, Wyoming, in 2014.

Among Zions Bank's enduring operating principles has been a focus on building strong ties to the communities within its geographically diverse footprint, Anderson said. Each year, the bank contributes to hundreds of individual organizations through donations and sponsorships. Employees also take part in company-wide giving

and service initiatives. Over the past three decades, Zions Bank employees have painted and fixed up 1,287 homes for older adults, people with disabilities and veterans during the annual Paint-a-Thon service project. And since 2002, employees have volunteered in schools to teach more than 230,000 K-12 students their financial ABCs.

While continuing its legacy of local decision-making and community investment, Zions Bank is also pioneering technological advancements in the banking industry. The company recently completed a 10-year project to overhaul all its core processing systems — the largest technology transformation in its history.

Today, Zions Bank operates 121 full-service branches and nearly 200 ATMs throughout Utah, Idaho and in Jackson, Wyoming. It reported \$14.3 billion in average loans and \$19.2 billion in average deposits, as of June 30. The bank provides jobs for more than 1,500 employees.

Zions Bank is a division of Zions Bancorporation NA, a \$90-billion-in-assets bank which operates under local management teams and unique brand identities through nearly 416 branches offices across 11 Western states — Arizona, California, Colorado, Idaho, Nevada, Oregon, New Mexico, Texas, Utah, Washington and Wyoming. The company is a national leader in U.S. Small Business Administration lending and is included in the S&P 500 and NASDAQ Financial 100 indices.

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Industry Briefs

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

AUTOMOTIVE

• **Ken Garff West Valley Chrysler Jeep Dodge Ram** recently had a grand re-opening celebration at its dealership at 4175 W 3500 S., West Valley City. It featured Utah Jazz rookie Taylor Hendricks. The event marked the introduction of new features, incentives and products for customers.

ASSOCIATIONS

• The **Economic Development Corporation of Utah** has announced that **Judd Cook** of Dominion Energy will serve as the chair of EDCUtah's board of trustees for the 2023-24 fiscal year. Cook has served on the board since 2022 and succeeds **Gary Hoogeveen** as



Judd Cook

chair. Hoogeveen is president and CEO of Rocky Mountain Power. Cook is Dominion Energy's vice president and general manager over Western distribution/gas distribution. He assumed the role in 2022. In 2019, he was named director of gas operations. Cook joined Dominion Energy, formerly Questar Gas, in 1997 as a meter reader. He held several positions throughout his career, including working in the company's data security group, the corporate audit group and business development, as well as leadership and strategic planning positions. The EDCUtah board of trustees has five new members: **Brandon Gordon**, Utah County commissioner; **Brennen Brown** of D.A. Davidson & Co.; **Josh Caldwell** of Mortenson; **Reed Laws** with Your Employment Solutions; and **Beth Holbrook** with Utah Transit Authority. New ex officio members of the board are **Brian Steed** of the Janet Quinney Lawson Institute for Land, Water and Air; **Derek Miller** of the Salt Lake Chamber; **Jonathan Freedman** of World Trade Center Utah; and **Elizabeth Cantwell**, president of Utah State University. Fiscal year 2024 officer appointments include **Tom Morgan** of Zions Bank as the board's private-sector vice chair; Gordon as the board's public-sector vice chair; and Hoogeveen as board secretary.

• The **South Valley Chamber of Commerce** is rebranding its **Jr. WIB** program and announced that **America First Credit Union** will

be the organization's presenting sponsor. Jr. WIB is part of the chamber's Women In Business program in which high school seniors join in with the Women In Business Committee at their monthly lunches and in their planning meetings. They are assigned a mentor for the school year, are expected to attend monthly lunches, will meet with their mentor regularly and as a group plan and carry out a service project. They also have the opportunity to job shadow during the school year. At the end of the school year, if they have met all that is expected of them, the chamber provides them with a \$1,000 scholarship to a college or university of their choice. The Jr. WIB program currently has 24 members.



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BANKING

• **TAB Bank**, an Ogden-based online bank, has added **Laura A. Schulte** and **Martha F. McGuire** to its board of directors. Schulte served as a Fortune 100 divisional CEO and CFO, among other key leadership roles, during her career in financial services. Schulte is chair for the board of directors of Novant Health Inc. and serves on the board of directors of Grubb Properties Inc.



Laura Schulte



Martha McGuire

McGuire is a banking executive with more than 25 years of commercial and investment banking experience. Most recently, she was executive vice president of First Bank Chicago, where she led the Large Corporate and Lease Finance Groups lines. She had prior roles at Huntington Bank, Bank of Oklahoma and Wachovia

Bank. She began her career at First Chicago (now JPMorgan Chase).

• **Brighton Bank** has named **Bruce Ashcroft** as president and chief operating officer. Robert Bowen will remain with the bank as its vice chairman and CEO. Ashcroft has 38 years of experience in banking, including launching commercial lending and full-service banking operations for two banks entering the Utah market. Ashcroft's education includes a degree from Utah State University.



Bruce Ashcroft

ECONOMIC INDICATORS

• **Utah** is the No. 1 state in the U.S. for being **obsessed with true crime**, according to a study by research company **HubScore**. It based its rankings on data including Google Trends, most popular true crime podcasts, and statistics on crime-focused TV show ratings. Utah led the rankings in terms of interest in true crime media and online engagement with related topics. The least-obsessed state is Hawaii. Details are at <https://hubscore.co/rating/most-obsessed-with-true-crime-by-state>.

• **Utah** is ranked No. 2 among states for **interest in virtual reality gaming** in 2023, according to a study by **Research First** and funded by **Indivisible Gaming**. It gathered statistics and data about VR gaming. The most-obsessed state is Alaska. The least-obsessed state is New York. Details are at <https://docs.google.com/document/d/10x9E52RUcT7FSaZLYKsLpVEJrRbGyLbg3aAIUdMoGfs/edit>.

• **Utah** is ranked No. 8 among states for **highest divorce rates**, according to a study by **Formrush**. It studied rates in 45 states along 18 statistical factors. Utah has 3.3 divorces per 1,000 population. The highest rate is in Nevada. The lowest is in Massachusetts.

• **Several Utah cities** are on a list of **"Best Cities to Own a Swimming Pool,"** compiled by **Pool Gnome**. It compared over 380 of the biggest U.S. cities on access to pool installers and maintenance providers, costs, yard size and drought risk, among 15 total metrics. Utah cities in the rankings are No. 161 **Sandy**, No. 168 **Lehi**, No. 176 **Layton**, No. 193 **West Jordan**, No. 194 **Salt Lake City**, No. 203 **St. George**, No. 214 **Orem**, No. 222 **West Valley City** and No. 224 **Provo**. The top-ranked city is Fort Myers,

Florida. The No. 384 city is Flint, Michigan. Details are at <https://poolgnome.com/blog/studies/best-cities-backyard-swimming-pool/#rankings>.

• **Hee Haw Farms Fall Festival** in Pleasant Grove has been voted **Utah's favorite pumpkin patch**, according to a survey by **FamilyDestinationsGuide.com**, which asked families to rate their favorite pumpkin-picking spots. Coming in second was **Glen Ray's Corn Maze and Pumpkin Patch** in Spanish Fork and in third place was **Cornbelly's Corn Maze & Pumpkin Fest** in Lehi. Details are at <https://familydestinationsguide.com/pumpkin-patches-survey/>.

• **Salt Lake City** is ranked No. 15 and **West Valley City** is No. 188 on a list of **"Best Cities for Golfers,"** compiled by **LawnStarter**. It compared the 200 biggest U.S. cities based on six categories, including public and premium course access, course quality, golfer groups and climate. The top-ranked city is Scottsdale, Arizona. The No. 200 city is Pasadena, Texas. Details are at <https://www.lawnstarter.com/blog/studies/best-cities-for-golfers/#rankings>.

EDUCATION

• The **Lassonde Entrepreneur Institute**, a division of the David Eccles School of Business at the University of Utah, has welcomed the fourth group of Lassonde Founders for the 2023-24 academic year. Thirty-four students, including some returning to the program for the second or third year, were admitted into the residential entrepreneur program for undergraduate students. They moved into Lassonde Studios in August. They will live with other student entrepreneurs, join entrepreneurship classes and complete the three-course Lassonde+X academic program, where they will learn the entrepreneurial mindset. Lassonde+X is provided in partnership with the Department of Entrepreneurship & Strategy at the Eccles School.

HEALTHCARE

• The **Receiving Center** at the **Huntsman Mental Health Institute** has officially re-opened at 501 S. Chipeta Way, Salt Lake City. The Receiving Center aims to offer a supportive and effective alternative to the emergency room visits for those experiencing severe or acute mental health crises. The center will play a role in the community's mental health crisis response until the Kem and Carolyn Gardner Mental Health Crisis Care Center opens in 2025, which will include even more capacity for patients. The center

closed while renovations on the new expansion were completed. The renovations will increase the center's capacity from 6 to 12 patients. This expansion will help ensure that individuals aged 18 and older receive comprehensive assessments and appropriate care during mental health crises. Clients will undergo assessments and may be admitted for observation for up to 23 hours before being discharged to local community resources or admitted to in-patient care, if necessary.

HOSPITALITY

• **Woodbury Corp.**, a Salt Lake City-based real estate management and development company, has broken ground for a new Residence Inn by Marriott in downtown Lincoln, Nebraska. The **Residence Inn Lincoln Downtown** will have 122 suites. The architect for the building is **Line29 Architecture**, with interior design done by **EDGEiD**. **Sampson Construction** is the general contractor. Woodbury Corp. also owns and operates the adjacent Courtyard by Marriott Lincoln Downtown/Haymarket.

INVESTMENTS

• **Tower Arch Capital**, a Salt Lake City-based middle-market private equity firm, has promoted **David Calder** to partner and **James McKean** to principal. Calder joined the firm in 2015 as



David Calder



James McKean

a vice president and rejoined the firm in 2021 as a principal. Prior to rejoining Tower Arch Capital, he was a principal at The Halifax Group. He began his career in the investment banking groups at Deutsche Bank Securities, UBS Investment Bank and Leucadia National Corp. Calder serves on the board of directors of APIC Solutions, Panoramic Doors and Syracuse Utilities. His education includes a Bachelor of Arts in Asian studies from the University of Utah. McKean joined the firm in 2014 as an associate and rejoined the firm in 2020 as a vice president. Prior to joining Tower Arch Capital, he worked for McKinsey & Co. He currently serves on the board of directors of Infolinks. His education includes a Bachelor of Science in account-

see BRIEFS next page

Industry Briefs

from previous page

ing and Master of Accountancy from Brigham Young University.

LOGISTICS

• **Bill Wyatt** has been named to serve on the board of the **Utah Inland Port Authority**. Wyatt, executive director of the Salt Lake City Department of Airports, will serve as an ex-officio board member bringing experience in both port development and air infrastructure. Wyatt spent 16 years as executive director of the Port of Portland, where he oversaw four marine terminals, two general aviation airports and Portland International Airport. He previously served for seven years as chief of staff to former Oregon Gov. John A. Kitzhaber, preceded by six years as president of the Oregon Business Council, and five years as executive director of the Association for Portland Progress.

MANUFACTURING

• **Purple Innovation Inc.**, a Lehi-based manufacturer of comfort products, has appointed **Tricia McDermott** as chief legal officer. McDermott's career spans multiple companies with well-known brands, including Perry Ellis International, Spectrum Brands and Office Depot. Most recently, McDermott led the legal team

at Shoe Show Inc. as its chief legal and risk officer and corporate secretary. McDermott succeeds **Casey McGarvey**, who has served as chief legal officer since the company was founded. McGarvey plans to take a step back from day-to-day operations in order to spend more time with his family and will shift to serve Purple as an advisor to the senior leadership team.



Tricia McDermott

MILESTONES

• **Weave**, a Lehi-based company offering an experience platform for small and medium-sized healthcare practices, announced that its more than 27,000 customers used its platform to interact with their patients more than 1.8 billion times in the past 12 months.

PARTNERSHIPS

• **American Battery Factory Inc.**, an American Fork-based emerging battery manufacturer developing the first network of lithium iron phosphate (LFP) battery cell gigafactories in the U.S., has entered into an agreement with **First Phosphate Corp.** to support the production of more than 40,000 tons of annual fully North American manufactured lithium iron phosphate cathode active material. The agreement contemplates production of LFP CAM

with an annual monetary value of between \$500 million to \$1 billion at future raw material prices. The initiative aims to bring production of LFP batteries for the battery storage sector to North America.

• **TAB Bank**, an Ogden-based online bank, has entered into a partnership with **Biz2X**, a subsidiary of Biz2Credit Inc. TAB says the partnership will enable it to streamline its small-to-medium business lending decision-making, expand lending options, and make it easy for SMBs to get the capital they require for growth.

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PHILANTHROPY

• **Pluralsight**, a Draper-based technology workforce development company, has announced that its social impact organization, **Pluralsight One**, is providing \$2.5 million in immediate cash grants to new and existing nonprofit partners. These grants, in addition to 41,000 free Pluralsight Skills licenses the organization is donating, aim to help those strategic partners expand access to technology skills development for historically underrepresented populations in the communities they serve. Over the last year, Pluralsight has partnered with 10 new nonprofits: **AnitaB.org**, **Annie Cannons**, **Apprenti**, **Empowr Co.**, **I.C. Stars**, **Intern XL**, **LGBT Tech**, **Rhiza Babuyile**, **Tech-Moms** and **Unlocked Labs**.

REAL ESTATE

• **515 Tower** at 515 E. 100 S., Salt Lake City, has been sold by **Nearon Enterprises**, based in California, to the **Perpetual Housing Fund of Utah**, in partnership with **Rocky Mountain Homes Fund**. The amount was not disclosed. The 171,193-square-foot office building will be converted to multifamily housing. The current parking garage will be razed to provide for additional apartments

and condos in a second phase. **CBRE's** Patrick Bodnar and Eric Smith represented Nearon in the transaction.

• **Crewe Advisors**, which manages more than \$1.5 billion and provides wealth management and family office services to high-net-worth families, has relocated its headquarters to 650 Main in downtown Salt Lake City. It offers investment banking, merchant banking and securities services to middle market companies. **Crewe Foundation**, a 501(c)(3) public charity, also relocated to 650 Main.

RECOGNITIONS

• The **Economic Development Corporation of Utah** recently announced the recipients of its annual awards. The **Price family** (John, Marcia and Steve Price and family) received the **2023 Nick Rose Award for Leadership in Economic Development**. They are real estate developers who also have been philanthropists. Their most recent investment was \$50 million into the new John & Marcia Price College of Engineering at the University of Utah. **Nick Duerksen** is the recipient of the **2023 Thayne Robson Award for Leadership in Economic Development**. He served Sandy City for nearly 29 years in several key roles: 12 years as the economic development and redevelopment agency director, 15 years as the assistant community development director, and two years as the senior planner. **Zions Bank** received the **2023 Larry H. and Gail Miller Family Cornerstone in Economic Development Award**. The bank was founded in 1873 and was among several community leaders that launched EDCUtah.

• **Domo**, an American Fork-based company offering a data experience platform, and **Regional One Health** have been named recipients of an **ROI Award** from **Nucleus Research** for achieving a total return on investment of 190 percent through the adoption of Domo's data experience platform. The platform enabled significant improvements in patient care, advanced operational efficiencies and revenue for **Regional One Health**. Using Domo, it was able to streamline care practices through data visualizations, reduce patient length of stay at the center, improve patient access to prescriptions and decrease harmful events for patients.

• **Weber State University** and **America First Credit Union** recently celebrated local entrepreneurs who have grown

their businesses with free start-up funding from the **Wildcat MicroFund**. The Wildcat MicroFund offers \$3,000 cash award grants to early-stage entrepreneurs in any industry across Utah. The grants support entrepreneurs in achieving specific business goals and milestones, and applicants must demonstrate a genuine need for the services through an application and pitch process. The fund encourages problem-solving, new venture creation and positive community impact and supports diverse entrepreneurs in Utah. Since 2018, it has awarded over 300 grants to businesses in various industries, including construction, education, outdoor recreation and tourism.

TECHNOLOGY

• **GoTo**, a Boston-based company focused on IT management, support and business communications, has promoted **Damon Covey**, based in Salt Lake City, to chief product officer. He will be responsible for leading the product teams and UX for the company's full IT management, support and business communications portfolio. Covey most recently served as senior vice president and head of product, positions he held since joining GoTo in 2021. Prior to GoTo, Covey served as vice president of product management at Cox Automotive and held various leadership roles for 14 years at Symantec.

• **Diamond Lake Minerals Inc.**, a Salt Lake City-based multi-strategy operating company specializing in the development and support of digital assets and SEC-registered security tokens, has appointed **Michael J. Malik Sr.**

as its newest strategic advisor. Malik has experience in the gaming, sporting and entertainment industry spanning over five decades. Malik

began his career as a consultant and developer in Indian gaming in the 1980s, serving as a partner in North American Gaming. Since then, he has been an prominent entrepreneur and leader in casino development, including playing roles in the establishment of casinos in Michigan.



Damon Covey



Michael Malik



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Work Daze

Confessions of an Office Ten

Are you the best-looking person in your office?

Let's find out.

Do your coworkers make goo-goo eyes when they pass you in the hallway? Do new employees snuggle their trays next to yours in the company cafeteria, even when it's Meatloaf Monday? Do the IT people rush to fix computer problems when you report them, sometimes even in the same month?

If you answered.

"Oh, my gosh, that happens to me all the time," you could be an Office Ten.

As writer Danielle Cohen explains in a recent issue of *New York* magazine, an Office Ten is "a person who falls somewhere between average to mildly good-looking in the world at large but skyrockets to wildly attractive within the confines of an open-concept desk plan."

It's the transformative nature of the Office Ten that makes it so exciting and so dangerous — both to the Office Ten

and to the co-workers who drool over them. You need a smart three-point strategy to help you deal, and here it is.

No. 1: If you want to stay an Office Ten, stay in the office.

Like the elegant Count Dracula, who transforms into a blood-sucking monster the moment he steps out of his castle, the moment an Office Ten steps out of their office, they turn into an Out-of-the-Office Five (or Four, or Two).

This is why an Office Ten will want to spend as much time in the office as possible, enjoying the adulation of their co-workers.

Be the first to arrive in the morning. (It's perfectly OK to show up to work in your PJs. On an Office Ten, everything looks good.) Though you will receive endless invitations, never ever go out to lunch. Seeing the face on your lunchmate turn from adoration to repulsion as they watch you cruising the buffet table at the Smorgy Bob's will be dis-

heartening — almost as disheartening as the Ham & Bananas Hollandaise.

You will also need to think up excuses to stay late at work. You could explain that you want to go over your report one more time, because your high standards demand nothing less than total perfection, but coming from you, no one will believe it. A better reason to stay late is because your home is overrun with rabid chinchillas and you're waiting for the pest-control company to round them up.

Coming from an Office Ten, it's an excuse everyone will believe.

No. 2: Recognize your role as a fantasy creature.

In fantasy sports, players recruit real athletes to be on their imaginary teams. As an Office Ten, you have been recruited by your co-workers to be part of their fantasy team at the office. And considering how awful your office is, who can blame them?

Office Tens represent "desires we fabricate to make our work lives more interesting," writes Danielle Cohen." What

else could make dragging your bleary body into a half-vacated zombie of an office sound remotely appealing?"

Your responsibility to fulfill the fantasy life of your coworkers could include telling tall tales of vacation adventures, like climbing K2 in your house slippers, or using a can opener to fight off a pirate attack while single-handing your yacht across the Strait of Malacca.

Just don't get so carried away that you slip into true-life adventures, like the time you nabbed the last container of nonfat cottage cheese the day before your 10-cents-off coupon expired.

Depending on how desperate your coworkers are for excitement, it could work, but I wouldn't push your luck.

No. 3: Resist. Resist. Resist.

With everyone at work going moo-moo-goo-goo over you, you could be tempted to indulge in a little coworker canoodling.

You must resist.

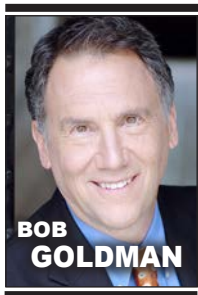
You don't need me to tell

you the risks of any office relationship that goes behind sharing a box of paper clips. For the Office Ten, the consequences can be much more serious, since even an illicit snuggle, when conducted outside the office, can lead to something truly disastrous, like your former admirer, shaking their head as if waking from a dream, screaming with horror as they see your transformation. Worse, they could go running back to the office to explain that everyone has been bamboozled — the Office Ten is really an Out-of-Office Five (or Four or Two).

The bottom line: If you want to keep enjoying your Office Ten fantasy, don't let it get real. You owe it to yourself, and to all the people who are crushing on you and hoping against hope that someday you will ask to share their box of paper clips.

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

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BOB GOLDMAN



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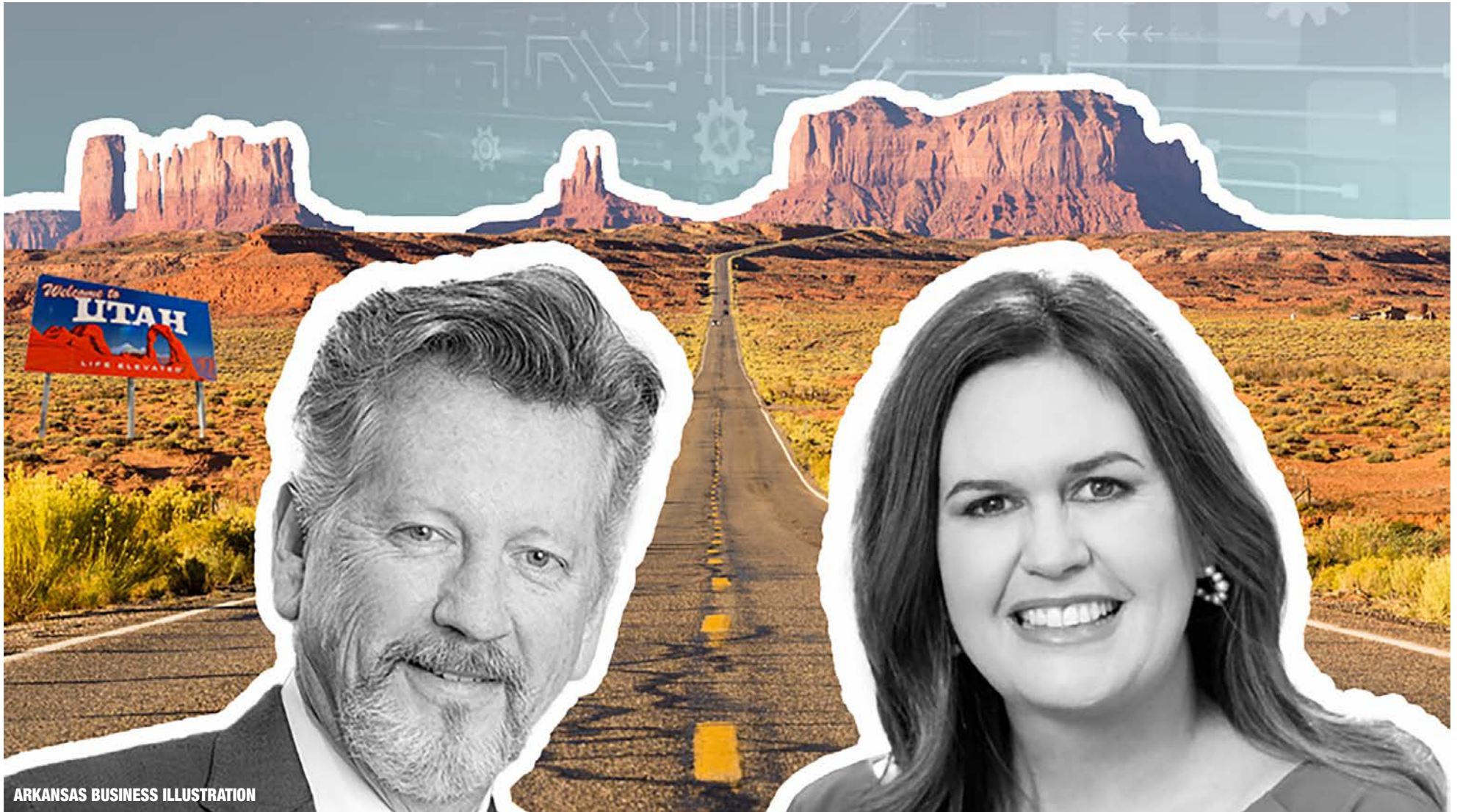
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Technology



ARKANSAS BUSINESS ILLUSTRATION

Arkansas Commerce Secretary Hugh McDonald (left) feels that his state should look to Utah as a model for economic development — especially in the high-tech arena. He feels

the growth is possible under the administration of Gov. Sarah Huckabee Sanders (right), who has twice cut corporate tax rates in an effort to attract entrepreneurs to the state.

Arkansas sees Utah's success as a model for its own economic development

This news article was originally published in *Arkansas Business*. Used with permission.

During speaking engagements and interviews in his first few months in office, Arkansas Commerce Secretary Hugh McDonald repeatedly mentioned one state he felt Arkansas should turn to as a model for economic development: Utah.

Specifically, what McDonald was referring to is how Utah, which has a population about equal to Arkansas', has been able to become one of the top states in the country for entrepreneurs and for high-tech industries, ranging from Internet startups and biotech firms to pharmaceuticals, defense contractors and fintech companies.

And in other areas, according to national survey after national survey, Utah ranks at or near the top. In its latest "Best States" rankings, *U.S. News & World Report* listed Utah as first for its economy and fiscal stability, fifth for education and fourth for infrastructure. Overall, *U.S. News* ranked Utah as first in the nation in its 2023 "Best States"

survey. (Arkansas ranked 45th in the survey.)

In 2020, Utah also came in first as the best state to start a business, according to *Forbes*. The 2023 "Rich States, Poor States" survey listed Utah as first in the country for economic outlook.

"We look to Utah as a state that has been at this for a while," McDonald told *Arkansas Business*. "They have been successful, and we want to try to learn from their successes and implement those things that have worked [in Utah] here in Arkansas."

Following Utah as an example, McDonald and other commerce officials are working to create an ecosystem that draws in startups, venture capital dollars, entrepreneurs and a skilled workforce that would diversify the state's economy from one largely driven by agriculture to one that is also powered by a strong high-tech sector.

"One of the things I want to do with the Arkansas Economic Development Commission is to refresh its economic development strategy," McDonald said at a Little Rock Rotary Club meeting earlier this year. "I want to place greater

emphasis on entrepreneurship and small business. We want to build that [entrepreneurial] network, that ecosystem and support it as a state a lot better."

There are some factors that have helped Utah achieve economic success in the tech and entrepreneur space that Arkansas probably won't be able to replicate. For one, Utah is not too far from Silicon Valley. The state has benefited from its proximity to San Francisco-area entrepreneurs and companies looking to move somewhere more affordable.

"We are way cheaper than the Bay Area or Silicon Valley," Phillip Dean, chief economist at the University of Utah's Kem C. Gardner Policy Institute, said. "We now have an ecosystem like Silicon Valley that is growing here."

Utah raised its national and international profile with the 2002 Winter Olympics in Salt Lake City, which leaders say contributed to significant growth.

"Utah, we kind of flew under the radar for a long time," Lance Soffe, director of targeted industries in the Utah Governor's Office of Economic Opportunity, told *Arkansas Business*. "The Olympics in 2002 was the start of us being recognized, and it has gone nowhere but up since then."

It seems unlikely that Arkansas will land an event on the scale of the Winter Olympics any time soon. And recruiting from the West Coast is difficult, as former Gov. Asa Hutchinson learned. Early in his tenure, he shifted his strategy from trying to lure California tech companies to supporting homegrown firms.

But there are other ways that state leaders believe they can follow Utah's example.

Emphasis on Research

Utah's universities have a long history in Internet-related research. In 1969, the University of Utah in Salt Lake City became the fourth node connected to ARPANET, the first version of the Internet.

Word processing application WordPerfect was developed at Brigham Young University in Provo, Utah, and University of Utah professors founded computer graphics firm Evans & Sutherland in the late 1960s.

That early research created a pipeline of students who graduated and started their own companies, helping the IT sector to organically develop.



LARA FARRAR

TECHNOLOGY COMPANIES (UTAH-BASED)

Ranked by Total Employees

SALT LAKE
BUSINESS
JOURNAL **List**

	Company Name Address	Phone Web	Total Employees	Year Founded	Nature of Business	Top Executive
1	Vivint Solar (acq. by Sunrun Solar) 1850 Ashton Blvd. Lehi, UT 84043	833-324-5886 sunrunsolar.com	8,500	2007	Residential solar energy design, installation & maintenance	Mary Powell, CEO
2	NICE CXone 75 W. Towne Ridge Parkway Sandy, UT 84070	801-320-3200 niceCXone.com	7,500+	1997	Cloud contact center omnichannel software development	Paul Jarman, CEO
3	Vivint Smart Home (acq. by NRG Energy) 4931 N. 300 W. Provo, UT 84604	801-506-6182 vivint.com	6,500	1999	Residential energy management, home security & automation design, installation & management	David H. Bywater, CEO-Vivint; Mauricio Gutierrez, CEO-ENR
4	Qualtrics 333 W. River Park Drive Provo, UT 84604	801-374-6682 qualtrics.com	5,600	2002	SaaS-based experience management platform for data collection and analysis for businesses	Zig Serafin, CEO
5	Ivanti 10377 S. Jordan Gateway, Ste. 600 South Jordan, UT 84095	801-208-1500 ivanti.com	3,200	1985	Software for IT security, service management, asset management and identity management	Jeff Abbott, CEO
6	About Time Technologies 58 N. 1100 W., Ste. 2 Payson, UT 84651	801-465-8181 888-315-8463 abouttimetech.com	2,650	2003	Platform for management of time, labor, assets, productivity and forms for the construction industry	Ryan Remkes Founder & CEO
7	Entrata 4205 Chapel Ridge Road Lehi, UT 84043	801-375-5522 877-826-9700 entrata.com	2,345	2003	Internet property management software	Adam Edmunds CEO
8	Pluralsight 42 E. Future Way Draper, UT 84020	801-784-9007 pluralsight.com	2,250	2004	Online video training & education	Aaron Skonnard CEO
9	InMoment 10355 S. Jordan Gateway, Ste. 600 South Jordan, UT 84095	800-530-4251 inmoment.com	1,700	2002	Customer experience management, market research, data analysis for wide array of industries	John J. Lewis, CEO
10	DigiCert 2801 N. Thanksgiving Way, Ste. 500 Lehi, UT 84043	801-701-9600 digicert.com	1,600	2003	SSL, EV Code and document signing certificates for healthcare, automotive and industrial sectors	Amit Sinha, CEO
11	Podium 1650 W. Digital Drive Lehi, UT 84043	801-758-0580 podium.com	1,451	2014	Online reputation, customer interactivity and relationship management	Eric Rea Co-Founder & CEO
12	Instructure 6330 S. 3000 E., Ste. 700 Cottonwood Heights, UT 84121	800-203-6755 instructure.com	1,291	2008	Educational software, including Canvas Learning Management System	Steve Daly, CEO
13	Clearlink 42 Future Way Draper, UT 84020	801-424-0018 clearlink.com	1,215	2003	Digital marketing & sales conversion platform, search engine marketing	James Clarke, CEO
14	Health Catalyst 257 E. 200 S., Ste. 1300 SLC, UT 84111	801-322-4444 healthcatalyst.com	1,200	2008	Healthcare data and analytics	Daniel Burton, CEO
15	Solutionreach 2600 Ashton Blvd. Lehi, UT 84043	801-331-7100 solutionreach.com	1,050	2000	Patient relationship management software for healthcare providers.	Ken Ernsting, CEO
16	Workfront (acq. by Adobe) 3301 N. Thanksgiving Way, Ste. 500 Lehi, UT 84043	801-373-3266 workfront.com	1,000	2001	Project/work management platform for automation and collaboration	Alex Shootman, CEO
17	Lucid Software 10355 S. Jordan Gateway, Ste. 150 South Jordan, UT 84095	844-465-8243 lucid.com	970	2011	Brand templating and visual workplace platforms	Dave Grow, CEO
18	Domo 772 E. Utah Valley Drive American Fork, UT 84003	801-899-1000 domo.com	917	2010	Cloud-based business intelligence tools and data visualization	Josh James, CEO
19	MX Technologies Inc. 3401 N. Thanksgiving Way, Ste. 500 Lehi, UT 84043	801-669-5500 mx.com	900	2010	Financial technology serving banks, credit unions & other industries	Jim Magats, CEO
20	AdvancedMD 698 W. 10000 S. South Jordan, UT 84095	801-984-9500 advancedmd.com	800	1990	Cloud-based management software development for medical practices	Amanda Hansen President
21	Control4 Corp. 11734 S. Election Road SLC, UT 84020	801-523-3100 control4.com	700	2003	Automation and networking systems for residential and business	Martin Plaehn, CEO
22	Simplus-Salesforce Consultant 10 W. Broadway SLC, UT 84101	833-746-7587 simplus.com	650	2014	Salesforce quote-to-cash consulting and managed service software	Ryan Westwood CEO
23	Xactware 1100 W. Traverse Parkway Lehi, UT 84604	801-764-5900 xactware.com	520	1986	Technologies for the property insurance, remodeling, restoration, and mortgage and lending industries	Jim Loveland, CEO
24	Divvy (a division of Bill.com) 13707 S. 200 W., Ste. 100 Draper, UT 84020	855-229-3111 getdivvy.com	500	2016	Financial technology company	Blake Murray, CEO
25	VLCM Document Technology 852 E. Arrowhead Lane SLC, UT 84107	800-817-1504 vlcmtech.com	130	1983	Cybersecurity, enterprise technology & data, networking, cloud, professional IT	Michael Linton, CEO

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Christian Lous Lange, a Norwegian historian, once stated, "Technology is a useful servant but a dangerous master." The rise of a business leader with advanced tech understanding reflects the wisdom of this quote. Tech advancement in commerce means people need to know technology more than technologists need to know the business.

Today's leaders must understand technology's benefits in business, the significance of system updates and the importance of knowing how to use technology.

Why Do Businesses Need to Know About Technology?

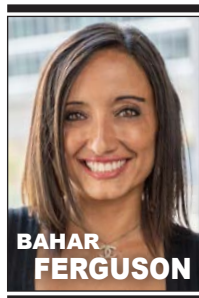
Although businesspersons do not need to be tech Einsteins, they should have more than an entry level of understanding. It is vital for firms to know about tech and use it in their tasks for many benefits.

Tech can hugely enhance daily tasks and sales output. It will take your business to the next level. Here's how:

1. Tech Safeguards Modern Business. Firms rely greatly on digital technology to establish a global presence. Tech allows firms to protect company and client data. This will guard their operations' integrity. But this move leaves them open to cybersecurity threats.

Tech offers many services to ease security, including cloud storage and data recovery. The systems also

have antivirus software and passwords to help secure your firm. Also, tech devices like motion sensors and CCTVs help deter criminals and protect your physical business. You can tailor the systems to watch your firm from your location via mobile apps.



2. Tech Enhances Innovation. Tech opens the door for creativity. This leads many firms across various sectors to become more creative. They can use tech to develop services and products that were hard to make in the past.

For instance, you can have a system that lets you scan and predict big data. You can use the vast data to make well-informed decisions. Also, the data can help you develop solutions to remain in the competition.

Tech also offers agility to help your firm adapt to vital shifts in your industry. This flexibility provides long-term value by ensuring your firm's resiliency. You can rely on it to stay relevant and ahead of other firms.

3. Tech Automates and Streamlines Operations. Automating and streamlining daily tasks is one of the most vital benefits of tech. It lets you automate repetitive tasks in various sections. This includes marketing, sales, HR, accounting and IT sectors. Hence, streamlining the tasks helps you save time and focus your time on more vital projects. Automation also lets you save costs caused by human error.

4. Tech Improves Marketing and Customer Service. The competitive business world demands solid marketing tactics. Tech advancements offer a wide selection of solutions and software to help firms to enhance their marketing tactics. Thus, whether a five-second clip or a five-minute ad, you can pick the most effective choice for your needs.

The right tech can elevate your firm's efficiency to please modern clients' demands. It allows firms to create appealing websites to interact with clients. Email marketing and social media provide more efficient communication tools to share special offers, news and updates with clients. As such, you boost your client service and overall bottom line.

5. Tech Boosts Communication. Tech systems provide project handling solutions and tools that improve communication between departments and staff. It aids in reducing communication gaps, enabling participants to be on the same page. This quality boosts trust and honesty while ensuring timely action on an initiative. Staff members can also get the necessary information anytime to enhance clarity.

Additionally, tech helps firms survive crises by allowing remote working. Communication platforms assist remote staff in proceeding in the same direction while completing daily tasks.

Is It Important to Have the Most Up-to-Date Technology?

Tech is ever-changing and requires many updates to improve or maintain high output. Having the most up-to-date tech is vital because updates provide better software to tackle issues more quickly. Updated tech can benefit your firm in three aspects:

- **Security.** Modern tech has an automatic update. This offers the latest software version with newer bug fixes. The updated security features protect your data against threats like hacking.

- **Safe Internet connections** allow your clients to use your network without phishing attacks. Also, backup options help you handle poor connection issues without downtime or leaving your data prone to hackers. Older systems lack top security systems to prevent such high-level cyber threats.

- **Efficiency.** The most up-to-date tech allows organizing to boost a firm's output. Updated content management systems, advanced OS and secure cloud-based services mean you can maintain smooth and automated processes.

Modern tech, like phone systems, also enhances efficient communica-

tion. As such, they deliver smooth service to staff and clients. Innovative aspects like voicemail to email help you handle missed calls and return the calls from where you are. It converts voicemails to an mp4 file before sending it as an attachment to a set email address.

- **Costs Savings.** The more efficient your firm is, the more money you save. Up-to-date tech uses modern software with better performance to boost speeds and output. Thus, it helps you save more time, which you can use to finish other work deals.

Why Should Business Leaders Understand How to Use Technology?

Firm leaders must know how to use tech to ease daily tasks and growth. The knowledge helps them learn how tech works to automate their systems. It also lets them know how it affects their firm's global digital presence. Plus, a good grasp allows them to know how other firms in the market use tech.

Leaders with tech mastery can come in two ways. One features people that learn and create tech skills. The other involves those learning and training in business skills. The union between the required skill sets of businesspersons and technologists shows the growing need to know both fields.

Regardless of the means, leaders that know the tech world help enhance management and preparedness. It means they can swiftly address the firm and market challenges needing technical solutions. Tech proficiency and grasp give leaders the insights to make effective strategic decisions.

In the past, the norm was to get reports from others with tech expertise. But the world now demands hybrid leaders with high-level technical know-how. This knowledge is vital in growth. It allows leaders to build behind the scenes and produce solid business lines to stay ahead of other firms.

Tech innovation offers leaders a chance to muscle their way into new markets. Unlike past approaches, modern firms no longer have to remain in one area. Dynamic operations denote most firms. This is a vital aspect for survival in the ever-growing and ultra-competitive markets. Additionally, you can leave an impression among clients and competitors with your innovative revelations. As a result, this will boost your firm's portfolio.

Bahar Ferguson is president of Wasatch I.T., a Utah provider of outsourced IT and managed compliance services for small and medium-sized businesses.

BIOTECHNOLOGY COMPANIES

Ranked by Number of Employees

SALT LAKE
BUSINESS
JOURNAL **List**

	Company Name Address	Phone Web	Total Employees	Year Founded	Nature of Business	Top Executive
1	Edwards Lifesciences 12050 Lone Peak Parkway Draper, UT 84020	801-565-5200 edwards.com	15,700	1958	Manufacturing of cardiac surgery products and transcatheter heart valve systems	Bernard J. Zovighain CEO
2	Merit Medical 1600 W. Merit Parkway South Jordan, UT 84095	801-253-1600 merit.com	6,300	1987	Developer & manufacturer of disposable medical devices used in intervention, diagnostic & therapeutic procedures in cardiology, radiology, oncology, critical care & endoscopy	Fred P. Lampropoulos CEO
3	ARUP Laboratories 500 Chipeta Way SLC, UT 84108	800-522-2787 aruplab.com	4,000+	1984	Clinical and anatomic pathology reference laboratory, blood services provider	Andy Theurer CEO
4	Biomerics (formerly BioFire) 6030 W. Harold Gatty Drive SLC, UT 84116	801-355-2705 888-874-7787 biomerics.com	3,200+	1994	Contract manufacturing of medical devices for the healthcare industry	Travis Sessions CEO
5	BioMerieux 515 S. Colorow Drive SLC, UT 84108	801-736-6354 biofiredx.com	2,700	1990	Developer and marketer of BioFire diagnostic panels for viruses, bacteria, parasites, yeasts and antimicrobial-resistant genes	Randy Rasmussen CEO
6	Myriad Genetics 320 Wakara Way SLC, UT 84108	800-469-7423 myriad.com	2,600	1991	Development and commercialization of molecular diagnostic tests and equipment for inherited diseases	Paul J. Diaz President & CEO
7	Varex Imaging 1678 S. Pioneer Road SLC, UT 84104	801-972-5000 vareximaging.com	1,900	2016	Supplier of medical X-ray tubes and image processing equipment	Sunny S. Sanyal President & CEO
8	Ancestry Corporate 1300 W. Traverse Parkway Lehi, UT 84043	800-615-6560 ancestry.com	1,400	1983	DNA testing, gene analytics and online family history	Deb Liu, CEO
9	Ultradent Products 505 W. 10200 S. South Jordan, UT 84095	801-572-4200 ultradent.com	1,344	1978	Developer, manufacturer and distributor of dental products and devices	Dirk S. Jeffs, CEO
10	Spectrum Solutions 12248 S. Lone Peak Parkway Draper, UT 84020	801-569-0465 spectrum-solutions.com	850	2005	Clinical project support, medical diagnostic solutions, biosample collection, medical device manufacturing	Stephen Fanning CEO
11	Nelson Laboratories 6280 S. Redwood Road SLC, UT 84123	801-290-7500 nelsonlabs.com	830	1985	Full lifecycle microbiology testing for the medical, pharmaceutical and natural products industries	Jeffrey Nelson, CEO
12	Recursion Pharmaceuticals 41 S. 400 W. SLC, UT 84101	385-269-0203 recursionpharm.com	524	2013	Develops and commercializes drugs for treatment of genetic, inflammatory and infectious diseases	Chris Gibson CEO
13	Bard Access Systems 605 N. 5600 W. SLC, UT 84116	801-522-5000 801-595-0700 bardaccess.com	519	1990	Innovator and marketer of vascular access devices and systems	Tom Polen, CEO
14	Utah Medical Products 7043 S. Cottonwood St. Midvale, UT 84047	800-533-4984 utahmed.com	221	1978	Producer and marketer of medical devices for the healthcare industry	Kevin L. Cornwell CEO
15	Clinical Innovations (a Laborie Company) 747 W. 4170 S. Murray, UT 84123	801-268-8200 laborie.com	171	1993	Manufacturer and distributor of labor and delivery medical devices for hospitals	Kenneth Reali, CEO
16	Deseret Laboratories Inc. 1414 E. 3850 S. St. George, UT 84790	435-628-8786 deseretlabs.com	165	1983	Custom contract manufacturing for the nutraceutical, pharmaceutical and homeopathic industries	Scott Gubler President & CEO
17	Xlear Inc. 723 S. Auto Mall Drive American Fork, UT 84003	877-599-5327 xlear.com	115*	2000	Import, manufacture & distribute xylitol products	Nathan Jones Founder & President

*Did not disclose. Please note that some firms chose not to respond, or failed to respond in time to our inquiries. NOTE: If asterisk follows a number, data is from the previous year and not currently disclosed. All rights reserved. Copyright 2023 by Salt Lake Business Journal. The Journal strives for accuracy in its list publications. If you see errors or omissions in this list, please contact us at lists@slbusinessjournal.com.

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- David Solomon,
CEO Goldman Sachs

**"mild to hard
recession"**

- Jamie Dimon,
CEO JPMorgan Chase

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awakening"**

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ARKANSAS

from page 11

University of Utah alumni include John Warnock, co-founder of Adobe Inc., and Ed Catmull, co-founder of Pixar.

The crucial role universities in Utah have played in research, as well as training future entrepreneurs, is a foundational component for the sustainable growth of technology sectors, according to business leaders.

They believe it's something that other states, like Arkansas, can replicate.

"We had some very strong entrepreneurs coming out of our universities, and that led to additional kinds of high-tech development," Kelvyn Cullimore, president and CEO of BioUtah, a life sciences trade association, said. "The research universities are a real fundamental piece in what we do."

The University of Utah's reputation in research factored into a standoff last year over who would become the next chancellor of the University of Arkansas. Daniel Reed, a computer science professor from the University of Utah, reportedly had the backing of the UA System president and powerful business leaders, including the Walton family, who believed Reed would help advance research and development on the Fayetteville campus.

The job went to Charles Robinson, who had been serving as interim chancellor and vowed to continue building on the U of A's Carnegie Foundation status as an institution with "very high research activity."

Robinson took over after the U of A logged a record \$184 million in research expenditures in fiscal year 2022. This year, the university broke ground on a one-of-a-kind silicon carbide chip research and fabrication facility and started building the 144,000-square-foot Institute for Integrative & Innovative Research (I3R).

"There is already a lot of groundbreaking research happening on our campus, but we are always looking for ways to improve," Robinson told *Arkansas Business* in December. "We are creating new positions for tenured and tenure-track faculty, which will boost our research output across all disciplines as well as meet the teaching needs of a growing student population."

Elsewhere in Arkansas, some universities are starting new programs that would allow graduates to work in cutting-edge tech sectors. The University of Arkansas at Pine Bluff is establishing a Center for Biotechnology and Nanosciences to "help advance the economic and research productivity of the state, region, nation and global community," according to its website.

Under McDonald's leadership, the Arkansas Economic Development Commission is trying to focus education on workforce development. Officials with the AEDC say a goal of Gov. Sarah Sanders' administration is to "reshape the state's workforce to meet the demands of different industry sectors."

"A key to meeting this challenge is to create an education system driven by the needs of employers," an emailed response from AEDC said.

This year, Utah lawmakers passed a bill for the creation of the Utah Innovation Lab, a nonprofit that allocates government funds to provide seed money to startups. Cullimore, who testified on behalf of the bill, said it sends an important message to universities that there is support for research.

The \$15 million fund "will be managed in a way that targets the translation of intellectual property from the universities in the state to be an investable concept," Cullimore said. "Not only is the signaling important in that regard, but it opens the door for additional funding to come in outside of the legislative appropriations."

Utah has not relied on incentives or subsidies to draw businesses in. Cullimore, who has also served in local government, said he believes avoiding subsidies is a strategy that works long-term.

"It's not always the case, but companies that go where the greatest incentives are, are under-capitalized," Cullimore said. "And if you are under-capitalized you are going to struggle. Post-

	Arkansas	Utah
Population	3.1 million	3.4 million
GDP	\$126.5 billion	\$192 billion
Top Individual Income Tax Rate	4.7%	4.65% for all levels
Top Corporate Income Tax Rate	5.1%	4.65%
Major Companies	Walmart, Tyson Foods, Stephens Inc., Murphy USA	SkyWest Airlines, Zions Bancorporation, Overstock.com/Bed Bath & Beyond, PROG Holdings

performance incentives attract a better type of company."

Helping Founders

Entrepreneurial support organizations have also played a key role in Utah, particularly a nonprofit called Silicon Slopes, which has also become the moniker for an area around Lehi, Utah, where dozens of tech companies have offices.

Founded in 2015 by a group of tech executives, Silicon Slopes serves several purposes. It created a brand for Utah's entrepreneurs and startups. That branding brought in more companies, and it also piqued the interest of venture capital investment, which was still siloed in Silicon Valley.

"The whole goal was to bring capital attention or awareness, and to bring talent, and for the state to be recognized as a technology hub," Clint Betts, Silicon Slopes CEO, told *Arkansas Business*. "Our goal was pretty simple: brand the state."

The results have been strong. *U.S. News & World Report* ranked Utah ninth for venture capital investment in its 2023 "Best States" survey.

To bolster the Silicon Slopes brand, the organization created a "world-class tech summit," Betts said. The annual summit draws in tech giant heavyweights, like Meta CEO Mark Zuckerberg and Apple CEO Tim Cook. The 2023 Silicon Slopes Summit, happening this week (Sept. 27 & 28), features executives from Google, Yahoo, ESPN and Time.

"The summit is a big deal," Betts said. "The fact that we are attracting

Zuckerberg and Cook, I think that put us on the map as much as anything else as an organization."

In terms of government support, Betts said the state has "done really, really well with putting the entrepreneur at the center of the community and the ecosystem."

"Putting entrepreneurs at the center and having entrepreneurs lead [development], it has really helped the community accelerate super, super far," Betts said.

Those working to build Arkansas' high-tech sector say this is an approach that the state can adopt.

"We have to realize that economic developers don't create companies — entrepreneurs create companies," said Lee Watson, founder and CEO of the Forge Institute of Little Rock, which works to create public-private partnerships for economic and national security initiatives. "The economic development establishment is critically important to the mix but so is everyone else."

Watson continued: "Academics are a critical stakeholder. Investors are a critical stakeholder. Corporate institutions are

critical stakeholders. But at the end of the day, all of their jobs are to do those things that support the entrepreneur."

To help provide such support, AEDC in June announced it was restructuring its Small Business and Entrepreneurship Development Division to consolidate and better leverage its resources across the agency. The agency said that in contrast to previous economic leadership under Hutchinson, "a new emphasis has been placed on small business and entrepreneurship," adding that "nurturing and supporting innovators, tech startups, as well as mom-and-pop businesses is critical for economic development."

Arkansas is also steering funding toward entrepreneurs. McDonald said this month that the state is funneling \$45 million it received from the federal government to venture capital firms to fund startups based in Arkansas.

In Utah, economic officials say they've been reactive, instead of proactive, allowing industries to organically grow, then providing whatever support is needed to help them continue to flourish. Lower taxes and fewer regulations have also helped.

"We have done everything we can through different avenues to accelerate [growth] and foster it and to make sure regulations don't get in the way," Soffe of the Utah Governor's Office of Economic Opportunity said. "Different industries come in and talk to the governor, and we also go out and visit on-site and listen to what is needed and ask, 'What can we do? Is there anything that

is getting in your way?'"

Lower taxes have been part of Sanders' plan to encourage business growth. In her first year in office, the Republican governor has twice cut the state's individual income tax and corporate income tax rates.

Sanders' goal is to phase out the state income tax. She has said it puts Arkansas at a competitive disadvantage with neighboring states like Texas and Tennessee, which don't have an income tax.

Outside the Office

Beyond Utah's focus on research and business-friendly government policies, the state has worked to promote its natural resources and outdoor recreation activities.

A 2021 survey, spearheaded by the University of Utah's Kem C. Gardner Policy Institute, found that access to outdoor recreation is the "number one factor for tech sector employees to live and work in Utah."

"From my front door, I can be skiing in 22 minutes," Soffe said. "I can ride my mountain bike out my front door. I don't mean get into a car. That is one of the biggest carrots for the younger generations, the software developers and IT workers."

Arkansas has taken a similar approach, highlighting its natural amenities to lure new workers. A key component of Sanders' administration is to grow the state's outdoor economy to create more jobs and help attract more skilled workers. After taking office in January, she created the Natural State Advisory Council to promote the economic impact of outdoor infrastructure investment.

Outdoor amenities have been an important selling point in regional recruiting efforts, as well. In 2020, the Northwest Arkansas Council launched its "Life Works Here" campaign that offered entrepreneurs, tech workers and others in creative industries a \$10,000 cash incentive to relocate to the area — along with a free bike to join the area's rapidly growing cycling community. Within a couple of months, more than 20,000 people applied.

Cullimore, and others who have witnessed Utah's explosive growth, say it developed over several generations, cautioning other states to not expect new sectors to immediately thrive. Quality of life, education and support for entrepreneurs are key components — but so is gauging the national perception of a state and working to rebrand if necessary.

"Spend the money to rebrand," Cullimore said. "When companies are thinking about where they are going to go right now, what would make them think of Arkansas?"

He continued: "I would say having a good 30-year plan based on where you want to go and the industries you want to attract, and that should not be wishful thinking, but based on what kind of resources Arkansas can offer to help that. Focus on what [the state's] strengths are. What is it that we do well? What can we develop and do well? Have a good plan and understand it's just going to take time to get there."

Lara Farrar is a technology and telecom writer for *Arkansas Business* in Little Rock.

Calendar

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

Oct. 10 and 17, 5-8 p.m.

“Cash Flow is King” Workshop Series, a Small Business Development Center event. Oct. 10 session is “Cash Flow Management.” Oct. 17 is “Cash Flow Projections.” Location is Salt Lake SBDC at Salt Lake Community College. Cost is \$30 for individual sessions. Registration can be completed at [Eventbrite.com](https://www.eventbrite.com).

Oct. 10 and 24, 9-11 a.m.

“Master Class: Utah Economy Fundamentals, Outlook and Policy Insights,” a Salt Lake Chamber event. Presenters are Phil Dean and economists from the Kem C. Gardner Policy Institute. Location is Kem C. Gardner Policy Institute, 411 E. South Temple, Salt Lake City. Cost is \$199. Details are at slchamber.com.

Oct. 10, 9-11 a.m.

“Pay the IRS Less Without Going to Jail,” a Small Business Development Center event that takes place online. Cost is \$16. Details are at <https://clients.utahsbdc.org/events.aspx>.

Oct. 10, 11:30 a.m.

Annual Fall Speaker Event, a Bank of Utah event. Speaker Larry Gelwix, known as the “Getaway Guru” and the “Winningest Coach in America,” will discuss “Attitude & Effort: The Muscle of Resilience.” Location is Eccles Conference Center in Ogden. RSVP is required. Details are at <https://campaign.documatix.com/DPS/Events/Registration?GUID=yK1x9I25KUG2Ogi4JMKXwg>.

Oct. 10, 11:30 a.m.-1 p.m.

Women in Business Professional Growth Series, a ChamberWest event. Speakers Dr. Camillo Moreno and Dr. Elizabeth (Liz) Graul will discuss “Every Body Talks.” Location is Embassy Suites, 3524 S. Market St., West Valley City. Cost is \$35. Details are at chamberwest.com.

Oct. 11, 8:30 a.m.-noon

“Meet the Money,” a Small Business Development Center event. Location is the Kaysville SBDC at Davis Applied Technology Center. Details are at <https://clients.utahsbdc.org/events.aspx>.

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

Women in Business, a Cache Valley Chamber of Commerce event. Location is Adams Wealth Advisors, 701 S. Main St., Logan. Cost is \$16 for members, \$18 for nonmembers, \$20 at the door. Details are at cachechamber.com.

Oct. 11, noon-2 p.m.

Women Tech Awards, a Women Tech Council event. Location is Grand America Hotel, 555 S. Main St., Salt Lake City. Registration can be completed at <https://www.womentechcouncil.com/awards/>.

Oct. 11, 5-7 p.m.

“Business After Hours,” an Ogden-Weber Chamber of Commerce event. Location is DayBreak Senior Services, 1351 Valley Drive, Ogden. Free for chamber members and first-time guests, \$10 for nonmember guests. Details are at ogdenweberchamber.com.

Oct. 11, 6-7:30 p.m.

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

Oct. 12, 11:30 a.m.

“Mexico,” a World Trade Center Utah “Crossroads of the World” luncheon event, in partnership with Brigham Young University, the Governor’s Office of Economic Opportunity and the Salt Lake Chamber. Event features Ambassador Esteban Moctezuma Barragán and information about business opportunities in Mexico. Location is World Trade Center Utah, 60 E. South Temple, Salt Lake City. Cost is \$15. Details are at wtcutah.com.

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

“Witches, Werewolves and Women in Business” October Luncheon, a Davis Chamber of Commerce event. Location is Lagoon at the Biergarten, 375 N. Lagoon Drive, Farmington. Cost is \$25 for members, \$35 for nonmembers (registration is required). Details are at davischamberofcommerce.com.

Oct. 12, 6-8 p.m.

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

Oct. 13-14

Blade Show West, presented by Blade Magazine. Event is a Western knife event featur-

ing knifemakers, manufacturers and knife enthusiasts. Location is Salt Palace Convention Center, 100 S. West Temple, Salt Lake City. Cost is \$20 for a single-day ticket, \$35 for both days. Details are at www.bladeshowswest.com.

Oct. 17-18

“Access to Capital and Meet the Resource Partners,” a Small Business Development Center event that takes place Oct. 17, 8:30-11:30 a.m., at the Beaver County Fairgrounds; Oct. 17, 1:30-4:30 p.m., at the Garfield County Commission chambers; and Oct. 18, 8:30-11:30 a.m., at the Southwest Technical College. Details are at <https://clients.utahsbdc.org/events.aspx>.

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

Business Women’s Forum: “Telling Your Story: Tips and Tricks for Today’s Job Market.” Speaker is Marian Janikula, executive recruiter, Intermountain Health. Location is Ken Garff University Club, Rice-Eccles Stadium, 451 S. 1400 E., Salt Lake City. Cost is \$35 for members, \$50 for nonmembers. Details are at slchamber.com.

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

Professional Development Series, a ChamberWest event. Speaker Major Gen. Jefferson Burton (retired), will discuss “Leadership’s Impact on Culture and Success: A Blueprint for Thriving Organizations.” Location is Conservation Garden Park, 8275 S. 1300 W., West Jordan. Cost is \$25 for chamber members registered by Oct. 12, \$35 for nonmembers and members thereafter. Details are at chamberwest.com.

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

Business Bootcamp, a South Valley Chamber of Commerce event. Speaker Erik Foglman, transformation partner at Impact Utah, will discuss “Harvesting More Profit Through Operational Excellence.” Location is Draper City Hall, 1020 E. Pioneer Road, Draper. Cost is \$35 for members, \$50 for nonmembers. Details are at southvalleychamber.com.

Oct. 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.

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

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

Oct. 18, 6-8 p.m.

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

Oct. 19, 10-11:30 a.m.

Peer Roundtable: “Retaining Top Talent,” a Salt Lake Chamber event that is in-person and for members only. Location is Salt Lake Chamber, 201 S. Main St., No. 2300, Salt Lake City. Free, but registration is required. Details are at slchamber.com.

Oct. 19, 11:30 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 Texas Roadhouse, 1402 E. Main St., Lehi. Details are at thepointchamber.com.

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

Chamber 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.

Oct. 19, 6-8 p.m.

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

Oct. 19, 6:30-8 p.m.

“How to Make Your Website Sell, So You Don’t Have To,” a Small Business Development Center event that takes place online. Free. Details are at <https://clients.utahsbdc.org/events.aspx>.

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

“Friday Connections Speed Networking,” presented by ChamberWest and the Utah Black, Utah Hispanic, Pacific Island, Magna Area and Murray Area chambers of commerce. Location is Utah Trucking Association, 4181 W. 2100 S., West Valley City. Cost is \$5. Details are at chamberwest.com.

Oct. 20, 11 a.m.

“Implementing Solutions” Roundtable, a U.S. Small Business Administration event, in collaboration with Utah Living Color and Mountain West Small Business Finance and the second part of a two-part initiative to empower and support minority-owned small businesses in Utah. All stakeholders, particularly

those passionate about advancing minority entrepreneurship, lenders and small-business owners, are encouraged to participate. Event will feature a panel discussion featuring organizations who are official Steering Committee members of the new Utah Small Business Alliance: Sidni Shorter, Black Chamber of Commerce; Alyn Toalepai, Pacific Islander Chamber; Luna Banuri, Utah Muslim Civic League; Juan Pascua, Utah Hispanic Chamber; Marla Trollan, U.S. Small Business Administration; and John Evans, Mountain West Small Business Finance. SBA Regional Administrator Aikta Marcoulier also will share information about efforts to better support underserved business owners. Location is Zions Bank Technology Center, 7860 Bingham Junction Blvd., Midvale. Free. Details are available at [Eventbrite.com](https://www.eventbrite.com).

Oct. 23, 8 a.m.-6 p.m.

Super Crowd Utah, a conference for investors and entrepreneurs empowering community builders, social entrepreneurs and diverse founders. New investors will learn to invest like pros and entrepreneurs will learn to raise capital. Location is the Conference Center at Salt Lake Community College’s Miller Campus, 9750 S. 300 W, Sandy. Costs vary. Details are at <https://events.humanitix.com/supercrowdutah23?discountcode=THEMILL>.

Oct. 24, 7:30 a.m.-5:30 p.m.

“Trends” Conference, a ULI (Urban Land Institute) Utah event featuring a deep dive into the most current state and national real estate trends, with a focus on what to expect in the future. Theme is “Shape Today, Transform Tomorrow.” Keynote speaker is Spencer Levy, global client strategist and senior economic advisor for CBRE. Location is Hyatt Regency Salt Lake City, 170 S. West Temple, Salt Lake City. Cost ranges from \$230 to \$355. Details to be announced at <https://utah.uli.org/events-2/>.

Oct. 24, 10-11:30 a.m.

“LGBTQ in the Workplace” Training, presented by the Utah Advanced Materials & Manufacturing Initiative and Equality Utah. Speakers are Olivia Jaramillo, director of public outreach for Equality Utah, and Adam White, Equality Utah trainer. Event takes place online. Cost is \$100 for two attendees. Registration can be completed at [Eventbrite.com](https://www.eventbrite.com).

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

Women in Business, a South Valley Chamber event. Speaker Kristi Knight will discuss “Unlocking the Future: Empowering Women in Data-Driven Marketing and Customer Experience.” Location is Riverton Hospital, 3741 W. 12600 S., Riverton. Cost is \$20 for members, \$25 for nonmembers. Details are at southvalleychamber.com.

Oct. 24, 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 \$25 for members and first-time guests, \$35 for nonmembers. Details are at ogdenweberchamber.com.

Oct. 25, 8 a.m.-5 p.m.

Annual Symposium titled “APEX 2023,” presented by the Utah APEX Accelerator. Theme is “Government Contracting at Its APEX: Accelerating Opportunity, Empowering Success.” Event features one-on-one matchmaking appointments with large prime contractors and government agencies and breakout sessions. Location is Salt Lake Community College’s Gail Miller Conference Center, 9750 S. 300 W., Sandy. Cost is \$60. Details are at https://business.utah.gov/events/list/?tribe_eventcategory%5B0%5D=13.

ness.utah.gov/events/list/?tribe_eventcategory%5B0%5D=13.

Oct. 25, 8 a.m.-1 p.m.

Second Annual NUME (Northern Utah Manufacturing Excellence) Conference and Networking. Location is Cache County Event Center, 490 S. 500 W., Logan. Cost is \$65, \$25 for each additional attendee in a group. Details are at cachechamber.com.

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

Business Success Series, a ChamberWest event. Location is Kearns Library, 4275 W. 5345 S., Kearns. Cost is \$25 per session. Details are at chamberwest.com.

Oct. 25, 5-7 p.m.

“Connect After Hours,” a South Valley Chamber of Commerce event. Location is FatCats, 13901 S. Redwood Road, Bluffdale. Cost is \$15 for members, \$20 for nonmembers. Details are at southvalleychamber.com.

Oct. 25, 6-7 p.m.

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

Oct. 26, 11:45 a.m.-1 p.m.

“Lunch and Learn,” a Point of the Mountain Chamber of Commerce event. Speaker is Dallin Knudsen. Location is Fat

Cats, 212 W. Pioneer Crossing, Saratoga Springs. Details are at thepointchamber.com.

Oct. 26, noon-1 p.m.

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

Oct. 26, 5-7 p.m.

“Business After Hours,” a Salt Lake Chamber event. Location is Humane Society of Utah, 4242 S. 300 W., Murray. Free for members and \$30 for nonmembers through Oct. 23, \$20 for members and \$40 for nonmembers thereafter. Details are at slchamber.com.

Oct. 26, 5-6 p.m.

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

Oct. 27, Nov. 3; 8 a.m.-1 p.m.

Government Affairs Boot Camp 2023, a Salt Lake Chamber two-day event. Location is Capitol Board Room, 350 State St., Salt Lake City. Cost is \$750 for members, \$1,000 for nonmembers. Details are at slchamber.com.

Oct. 27, 7:30 a.m.-noon

2023 Northern Utah Business (Nubiz) Symposium. Location is Weber State University, 3916 W. Campus

Drive, Ogden. Details are at ogdenweberchamber.com.

Oct. 31, noon-1:30 p.m.

Membership Luncheon, a Utah Valley Chamber of Commerce event. Speaker is Ty Bennett, entrepreneur and author. Location is Experience Event Center, 1440 Moon River Drive, Provo. Cost is \$15 for members, \$25 for nonmembers. Details are at thechamber.org.

Nov. 1, 8 a.m.-5 p.m.

Cache Business Women’s Conference, a Cache Valley Chamber of Commerce event. Location is The Riverwoods Conference Center, 615 Riverwood Parkway, Logan. Details to be announced at cachechamber.com.

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SHUTDOWN

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be organized and prepared.”

“Not that this board needs convincing,” Starks said, “but I would just say too that this is a really strong statement from our board to support our economic needs, especially in that part of the state.”

The Utah Office of Tourism, part of Go Utah, said the earmarked funds would cover basic operating expenses for various foundations affiliated with the national parks. The foundations would not operate the parks but would transfer state funds to the parks to underwrite basic operations.

“Our first priority is watching out for visitors who have traveled from all over the world to have once-in-a-lifetime experiences. Our national parks will remain open,” Vicki Varela, managing director of the office, said prior to the anticipated shutdown. “We are also mindful of the communities that rely on the visitor economy, and of course, protecting the natural environment of these beautiful places.”

The National Park Service estimated that visitor spending at national parks in Utah contributed \$2.6 billion to the state’s economy in 2022. The tourism office also said Utah ranks among the top three states for jobs supported by national park economic output, at 23,300. It also cited *US Travel*, which said a shutdown could cost the U.S. travel economy as much as \$140 million a day.

Before the anticipated shutdown, Gov. Spencer Cox announced that Utah had a contingency plan in place to continue the WIC federal nutrition program for women, infants and children and to keep national parks in the state open.

“Our tourism economy is also of vital importance, and we’ve communicated to Interior Secretary [Deb] Haaland our plan to keep Utah’s national parks open if she is willing to work with us, and our expectation that any state dollars spent will be restored to the people of Utah,” Cox said.

State funds were used to keep national parks open during federal

government shutdowns in 2023 and 2018-19. Any repeat in the future requires the approval from Haaland.

The Industrial Assistance Account also has been tapped recently for up to \$4 million for other economic projects, primarily to provide \$2 million to help the Department of Natural Resources’ cloud-seeding program to help alleviate the effects of Utah’s drought; funds to help Silicon Slopes with its 2023 Silicon Slopes Summit, in which thousands from the tech industry gathered Sept. 27-28 at the Delta Center in Salt Lake City; and funds to grow the Manufacturing Modernization Grant program.

“Silicon Slopes is a really important piece of Utah’s economic fabric,” Starks said before the IAA vote for the summit. “It really puts Utah on the map. ... As we go on trade missions, as we go on corporate recruitment visits, the theme or the topic of Silicon Slopes always gets brought up. So, in our opinion, this is something we need to support because it is an important piece of our economic strategy.”

The Go Utah board last year used \$1 million in IAA funds for the cloud-seeding program and this year doubled the amount. The funds will be used for the engineering, design and fabrication of cloud-seeding machines that will be used to augment wintertime snowfall.

The cloud-seeding machines use propane burners to put sodium iodide into the air and can result in 5 percent to 15 percent more precipitation from a storm, at a cost of \$10 to \$15 per acre-foot for the additional water, the DNR says. This year, the Legislature allocated \$12 million in one-time funding and provided an annual budget of \$5 million to the division. Local sponsors also help pay for cloud-seeding costs.

“We know that this will be a long-term win,” Starks said. “We’re probably not necessarily going to see immediate results. Economic development and water do go hand-in-hand. ... We thought this would be a good investment to help try to secure whatever water we can.”

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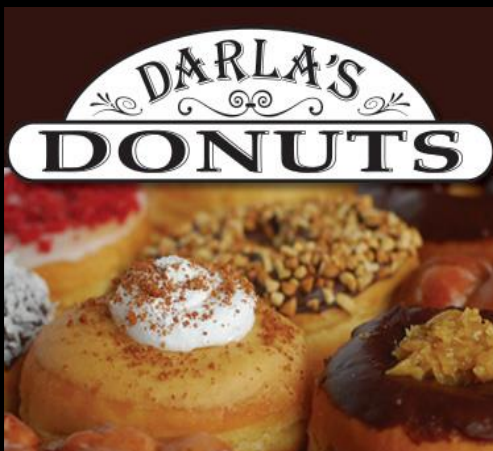
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CALENDAR*from previous page***Nov. 1, 11:30 a.m.-1 p.m.**

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

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

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

Nov. 1, noon-1:30 p.m.

Information Session about the Goldman Sachs 10,000 Small Businesses program. Location is Ogden-Weber Chamber of Commerce, 2380 Washington Blvd., Suite 290, Ogden. Details are at <https://themillslcc.com/info-session/>.

Nov. 1, 6-9 p.m.

Titan Awards Gala, a South Valley Chamber of Commerce event. Reception takes place 6-7 p.m., followed by 7 p.m. dinner, entertainment and program. Award recipients are Abby Cox, first lady, state of Utah; Chuck and Crystal Maggelet, Maverik Inc./FJ Management; and Brandon Fugal, chairman, Colliers International. Location is Little America Hotel, 500 S. Main St., Salt Lake City. Details are at southvalleychamber.com.

Nov. 2, 8 a.m.-3 p.m.

Utah Valley Growth and Prosperity Summit 2023, featuring several panels addressing Utah County's biggest issues and opportunities. Panel topics include business environment, workforce development, transportation and infrastructure, water, housing, healthcare, natural resources and education. Location is Utah Valley University, Sorensen Student Center, 800 W. University Parkway, Orem. Cost is \$50 for members and \$60 for nonmembers through Oct. 18. Details are at the-chamber.org.

Nov. 2, 8 a.m.-3:30 p.m.

Women & Business Conference 2023, a Salt Lake Chamber event. Theme is "Thriving in the Hive." During the luncheon, the chamber will present the Athena International Award and recognize business and community leaders with Pathfinder Awards. Location is Grand America Hotel, 555 S. Main St., Salt Lake City. Cost is \$125 for members and \$150 for nonmembers before Oct.

19, \$150 for members and \$200 for nonmembers thereafter. Luncheon only is \$85 for members and \$100 for nonmembers before Oct. 19, \$105 for members and \$120 for nonmembers thereafter. Details are at slchamber.com.

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

"First Friday Speed Networking," presented by the South Jordan and West Jordan chambers of commerce. Location is Salt Lake Community College, 9750 S. 300 W., Room 203, Sandy.

Details are at westjordanchamber.com.

Nov. 4, 6-10 p.m.

UMA Annual Awards Banquet, a Utah Manufacturers Association event. Location is Hyatt Regency Salt Lake City, 170 S. West Temple, Salt Lake City. Cost is \$400 for couples, \$1,800 for a table of 10. Registration can be completed at Eventbrite.com.

Nov. 8, 11:30 a.m.-1 p.m.

"Let's Do Lunch," a South

Valley Chamber of Commerce event featuring the Leadership South Valley graduation. Location is Larry H. Miller Group Corporate Office, 9350 S. 150 E., Suite 900, Sandy. Cost is \$20 for members, \$25 for nonmembers. Details are at southvalleychamber.com.

Nov. 8, 5-7 p.m.

"Business After Hours," an Ogden-Weber Chamber of Commerce event. Location is Weber Human Services, 237 26th

St., Ogden. Free for chamber members and first-time guests, \$10 for nonmember guests. Details are at ogdenweberchamber.com.

Nov. 9

Mayer Brown Utah Life Sciences Summit, a BioUtah event. Location is Salt Palace Convention Center, 100 S. West Temple, Salt Lake City.

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**What We Do:**

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



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



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



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

SOUTH VALLEY CHAMBER

Who We Are:

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

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 or Call 801-566-0344

CALENDAR

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Cost through Oct. 20 is \$225 for BioUtah members, \$325 for nonmembers; group tickets (five or more) cost \$200 each. Registration can be completed at https://whova.com/portal/registration/biohi_202311/.

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

“Lunch & Learn,” a Box Elder Chamber of Commerce event. Location is Bridgerland Technical College, 325 W. 1100 S., Brigham City. Cost is \$10 per person. Details are at boxelderchamber.com.

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

Women in Business Lunch-

eon, an Ogden-Weber Chamber of Commerce event. Location is Jeremiah’s Lodge & Garden, 1329 W. 12th St., Marriott-Slaterville. Cost is \$25 for members and first-time guests, \$35 for nonmembers. Details are at ogdenweberchamber.com.

Nov. 14, 7:15 a.m.-2:30 p.m.

Annual Fall Business Conference, a ChamberWest event. Location is Utah Cultural Celebration Center, 1355 W. 3100 S., West Valley City. Details to be announced at chamberwest.com.

Nov. 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.

Nov. 16, 8 a.m.-1:30 p.m.

2023 Annual Women in Business Summit, a Davis Chamber of Commerce event. Theme is “Grit & Grace.” Location is Davis Conference Center, 1651 N. 700 W., Layton. Cost is \$65 for members, \$85 for nonmembers (registration is required). Details are at davischamberofcommerce.com.

Nov. 17, 8:30-10 a.m.

“Friday Connections Speed Networking,” presented by ChamberWest and the Utah Black, Utah Hispanic, Pacific Island, Magna Area and Murray Area chambers of commerce. Location is Utah Trucking

Association, 4181 W. 2100 S., West Valley City. Cost is \$5. Details are at chamberwest.com.

Nov. 22, 11:30 a.m.-1 p.m.

“Business Success Series,” a ChamberWest event. Location is Kearns Library, 4275 W. 5435 S., Kearns. Cost is \$25 per session. Details are at chamberwest.com.

Nov. 28-30

“Carbon Fiber 2023,” designed for engineers, executives, fabricators, OEMs and plant managers in aerospace, automotive and energy. Location is Little America Hotel, 500 S. Main St., Salt Lake City. Cost is \$1,795, \$1,895 on-site. Details are at <https://www.carbonfiber-event.com/>.

Dec. 1, 8-9:30 a.m.

“First Friday Speed Networking,” presented by the South Jordan and West Jordan chambers of commerce. Location is Salt Lake Community College, 9750 S. 300 W., Room 203, Sandy. Details are at westjordanchamber.com.

Dec. 5, 11 a.m.-1 p.m.

Women in Business Holiday Luncheon, a ChamberWest event. Location to be announced. Details to be announced at chamberwest.com.

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

“Park City Business University: Product/Service Fulfillment & Automation,” a

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

Dec. 12, 8:15-10 a.m.

Women in Business Breakfast and Gift Exchange, an Ogden-Weber Chamber of Commerce event. Location is Jeremiah’s Lodge and Garden, 1329 W. 12th St., Marriott-Slaterville. Cost is \$25 for members, \$35 for nonmembers, \$25 for first-time guests. Registration deadline is Dec. 5. Details are at ogdenweberchamber.com.

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

Women in Business Holiday Soiree, a South Valley Chamber of Commerce event. Location is Hale Centre Theatre, 9900 Monroe St., Sandy. Cost is \$20 for members, \$25 for nonmembers. Details are at southvalleychamber.com.

Dec. 13, 11:30 a.m.-1 p.m.

Women in Business, a Cache Valley Chamber of Commerce event. Location is Adams Wealth Advisors, 701 S. Main St., Logan. Cost is \$16 for members, \$18 for nonmembers, \$20 at the door. Details are at cachechamber.com.

see CALENDAR next page



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SUMMIT

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name of the team’s arena, while also being unconventional in attempting to win an NBA championship in Utah.

Smith said he has found that some things considered sacred were, upon further review, not sacred. “And I think that I’ve encouraged the people taking over Qualtrics, like, ‘There’s nothing sacred here,’” he said.

Hastings, who also served as Netflix CEO until 2020 and for the next three years was co-CEO, said Powder Mountain has “incredible potential” but will see several infrastructure changes related to lifts and parking. Detailed plans for “the next version of Powder” will be announced next summer, he said.

While retaining the thrills of the ski experience, Powder Mountain will try to advance beyond that, he said. It is difficult to compete with Alta and Snowbird for “adrenaline,” so Powder Mountain will also offer a place for reflection, beauty, stillness, peacefulness and spirituality, he said.

It likely will take a couple of years for it to happen, but Hastings said the goal for Powder Mountain is to become “the premium place in the world for being and doing.”

Hastings said that both attending Jazz games and skiing Powder Mountain are ways for

people to gather and enjoy emotional connections with others.

For the Jazz, those emotional connections will be built not just at the Delta Center but via television, with games back on over-the-air TV via local station KJZZ, and on other electronic devices with Jazz+, a new direct-to-consumer streaming service offering live games and exclusive content.

“Your entry ticket is streaming. I’m glad you’re streaming, but it’s like you’ve barely begun,” Hastings told Smith, adding that now comes the challenge of building and strengthening relationships with 3 million fans in Utah and 30 million outside the state.

CALENDAR

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Dec. 13, 4:30-7 p.m.

Holiday Open House, a South Valley Chamber of Commerce event. Location is South Valley Chamber, 9800 S. Monroe St., Sandy. Details are at southvalleychamber.com.

Dec. 13, 5-7 p.m.

“Business After Hours,” an Ogden-Weber Chamber of Commerce event. Location is Eccles Community Art Center, 2580 Jefferson Ave., Ogden. Free for chamber members and first-time guests, \$10 for non-member guests. Details are at ogdenweberchamber.com.

People like Netflix because its focus has been on having good shows and movies, and with that strong underlying product, the emotion of making connections to the programming becomes a relationship between Netflix and its customers, he said.

“Think of streaming as electricity. It’s not going to be novel,” he cautioned Smith. “Streaming fades into the background, just kind of like, ‘Oh, you’ve got electricity now; that’s great.’ ... It’s just going to be the default, the fabric.”

However, Hastings promised, “Once you have electricity, the amount of innovation is phenomenal.”

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

Women in Business Holiday Lunch, a Davis Chamber of Commerce event. Location is 1803 Woodland Park Drive, Layton. Details are at davis-chamberofcommerce.com.

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

“Friday Connections Speed Networking,” presented by ChamberWest and the Utah Black, Utah Hispanic, Pacific Island, Magna Area and Murray Area chambers of commerce. Location is Utah Trucking Association, 4181 W. 2100 S., West Valley City. Cost is \$5. Details are at chamberwest.com.

QUALTRICS

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every function in the company.” The changes are meant to improve collaboration, time to market and the ease of doing business with customers and partners, he wrote.

He thanked and apologized to departing employees, outlining plans for a minimum of 10 weeks of severance pay for U.S. employees, depending on tenure and level, in addition to other benefits and career services.

Qualtrics joins hundreds of tech companies that have laid off staff over the past few years amid a broader industry downturn, which came after a COVID pandemic-driven software boom.

Founded in 2002, Qualtrics bills itself as the leader and creator of the “experience management”

category. Its products help companies collect and analyze data, through surveys and other technologies, to make customer and employee decisions. More than 90 percent of the Fortune 100 are Qualtrics customers.

German software giant SAP acquired Qualtrics from Smith for \$8 billion in 2019. The company spun out of SAP two years later and raised \$1.55 billion in an initial public offering.

Earlier this year Qualtrics went private again, with California private equity firm Silver Lake buying the company in partnership with the Canada Pension Plan Investment Board in a \$12.5 billion deal. In the first quarter of this year — the last time Qualtrics publicly reported financials — it reported \$409.8 million in revenue, up 22 percent year-over-year. The company has 28 offices globally.

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