

OF NOTE



They just keep coming

Although Utah has been one of the most popular “move-to” states over the past few years, 2022 saw a drop of 45 percent in the ratio of inflow to outflow, according to relocation tech company moveBuddha. Salt Lake City dropped the most while St. George and Cedar City have maintained their high ratio of move-ins. Twenty percent of new Utah residents are coming from California.

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Knold: Recession may give break in labor issues

Brice Wallace
The Enterprise

A state economist acknowledged recently that some companies might see a recession as a “break” from labor issues.

Speaking at a briefing arranged by the Employer Connection Advisory Board, Mark Knold, chief economist at the Department of Workforce Services, said actions by the Federal Reserve to slow the economy might lead to Utah’s annual job growth

dropping from near 4 percent to something between one and a half and 2 percent.

“But that’s not job loss,” Knold said. “It’s still job creation. It might be a reprieve to some, to say, ‘I could really use a break on some of this labor shortage and pressures’ and so on. If you do have labor shortages as the new norm going forward, sometimes recessions will feel like a break. ‘I need a break here for a little bit. I need a breather’ and so on.”

But Knold cautioned that if the Fed is successful in slowing the economy, com-

panies seeing the recession as a short-term situation might not want to let go of their employees.

“If you’re a business that’s saying, ‘I only see this recession as something that’s short-term; I don’t think I want to let my labor go because it’s harder for me to get it back. It might not even be there when I want to get it back. So maybe I’ll just hang

see **RECESSION** page 14



The extraction of salt and other minerals from the Great Salt Lake is among the industries that are threatened as the lake’s water level drops. The Great Salt Lake Strike team released a report that offers six recommendations to government leaders to help mitigate the effects of the drying trend.

Task force offers suggestions for dealing with GSL low water

Brice Wallace
The Enterprise

Farmers and mineral extractors have a role to play in keeping the Great Salt Lake from shrinking, according to a group that has studied the lake.

The Great Salt Lake Strike Team — consisting of state agency professionals and experts in public policy, hydrology, water management, climatology, and dust — unveiled a report last week containing six recommendations for gubernatorial and legislative support in the coming year.

“The Strike Team stands ready to support state leaders in this important work,” it said. “This policy assessment provides a first step. As responsible stewards, we have many more steps to take.”

Among the recommendations are setting a lake elevation range goal, investing in conservation, investing in water monitoring and modeling, developing a holistic water management plan, and requesting an in-depth analysis of policy options.

According to the Utah Division of

see **TASK FORCE** page 14

Utah consumer sentiment rises

The Utah consumer sentiment index saw a significant increase from 68.7 in December to 75.6 in January, according to the Kem C. Gardner Institute’s Survey of Utah Consumers.

“For the second month in a row, Utah consumers are feeling better about the economy,” said Phil Dean, chief economist at the Gardner Institute. “Subdued inflation, lower fuel prices and rising incomes are positively impacting Utahns’ sense of economic well-being.”

A similar survey, the University of Michigan’s Survey of Consumers, also found sentiment increased from December (59.7) to January (64.9) among people nationwide.

The Utah Consumer Sentiment Survey uses comparable questions to the Michigan survey, which polls the nation as a whole to arrive at its index number. Both surveys include a random sample of consumers, including demographic questions to assess the representativeness of the sample.

Utah’s survey of includes five questions concerning current and expected future economic conditions. These questions are identical to those included in the University of Michigan’s survey. Two of these questions refer to business or economic conditions in the country as a whole (rather than in one’s home state, for example). The Gardner survey supplements these two questions with alternative versions that refer to the state of Utah rather than the whole United States.

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



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UofU launches fintech education fund to enhance entrepreneurial experience

The University of Utah has announced the launch of a new donor initiative meant to supercharge the student entrepreneurial experience in the financial technology sector. The announcement was made by UofU President Taylor Randall recently.

Randall said the university, in partnership with the Stena Foundation and founders Steve and Jana Smith, will create the Stena Center for Financial Technology. He said the foundation has arranged total funding of up to \$65 million over the next 10 years to support the center, including industry-sponsored labs, a start-up incubator, venture funds and fintech-focused degrees and certificates. Reinvestments from the venture funds are ultimately expected to fund the center in perpetuity.

Randall characterized pairing education with fintech is like putting chocolate with peanut butter — “magic.”

“The Stena Center for Financial Technology provides the ability to accelerate and incubate important advances in financial technology innovation and businesses that will continue to propel the fintech industry forward and cement Utah as a center of excellence,” Randall said. “This world-

class center will leverage our unparalleled research and education with resources that provide critical hands-on experiences for students.”

The center will collaborate significantly with academic units on campus to develop programs and degrees, including the David Eccles School of Business, the John and Marcia Price College of Engineering and the S.J. Quinney College of Law, as well as the president’s office. As part of the new financial technology center program, the university recently began offering a minor emphasis in fintech. Over the next four years, the university will also begin offering undergraduate and master’s degrees in fintech.

“We provide exceptional foundations in education, humanities, science, social and health sciences. The chance to put your ideas and knowledge to work in the real world, is the next step,” said Randall.

Center initiatives will launch with an incubator — the fintechXstudio — and venture capital funds will be made available to qualifying student founders working in the field of financial technology. With six research-focused labs, industry-sponsored projects, an innovation hub and stu-

dent-focused investment funds, the center aims to unite education and industry to accelerate financial innovation and inclusion in Utah and beyond. The center will be led by executive director Ryan Christiansen.

“The Stena Foundation is delighted to partner with the University of Utah and other leading financial technology organizations in the creation of the Stena Center for Financial Technology,” said Steve Smith, chairman of the Stena Foundation. “This progressive center, in alignment with its strategic partners, will build on the success of the fintech community in Utah and will become a major hub for ongoing financial technology innovation and real economic impact.”

Smith is the former chairman, CEO and co-founder of Murray-based financial platform Finicity and a founding member and current co-chair of the Financial Data Exchange. He and his wife, Jana, founded the Salt Lake City-based Stena Foundation as a way to strengthen economic prosperity through the fundamental building blocks of increased financial inclusion and access to quality education.

The fintechXstudio will start with an annual cohort of 10 stu-

dent entrepreneurs and businesses working on financial technology innovation. Students will have access to expert faculty, office space, industry mentors, technology solutions partners, curated courses, prototyping tools and technology, venture capital and the university’s global education programs. Each year, the venture fund will invest a total of at least \$1 million in 10 or more stu-

dent-led fintech companies.

“The Stena Center will blend Utah’s broad fintech industry experience with U students’ energy and creativity,” said Christiansen. “This unique partnership will connect financial technology leaders’ workforce skills and experience with students’ passion and ideas, accelerating innovation to place Utah at the forefront of global fintech excellence.”

Boeing ICBM contract means jobs

Aircraft manufacturer and defense contractor Boeing has signed a contract with the U.S. Air Force to continue as the prime contractor for the nation’s intercontinental ballistic missile (ICBM) guidance subsystems support. The contract is worth up to \$1.6 billion over 16 years and will be primarily performed in Boeing’s Ogden operations. The contract is expected to support a significant number of direct and indirect jobs in Utah.

Boeing’s contribution will maintain the around-the-clock readiness and accuracy of Minuteman ICBM guidance systems — which have logged more than 40 million hours of continuous operation — to en-

sure safe, secure and effective strategic deterrence into the late 2030s, the Air Force said in a release.

“We built the Minuteman’s guidance system, so no one knows it like Boeing. Our highly specialized facilities and top-flight engineers enable us to sustain it with unmatched quality and precision,” said Ted Kerzie, program director of Strategic Deterrence Systems. “We look forward to continuing our partnership with the Air Force on this all-important mission.”

The Boeing-built ICBM weapon system has served as the backbone of the U.S. nuclear triad since the inception of strategic deterrence.



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Fishbowl acquires North Carolina's Sellware

Fishbowl Inventory, a provider of enterprise resource planning software for small-to-enterprise-sized businesses and a portfolio company of Diversis Capital, has announced that it has acquired Sellware, a leader in international multi-channel e-commerce for small and mid-sized businesses based in Cary, North Carolina. Fishbowl is headquartered in Orem.

Founded in 2001, Fishbowl Inventory offers both SaaS and desktop software solutions with hosted capabilities, accounting integrations and embedded payment processing. It serves diverse industries with inventory management, warehousing and manufacturing.

Founded in 2004, Sellware provides inventory management and order management systems, paired with a marketplace listing solution.

"The acquisition of Sellware will enable Fishbowl to promptly address the e-commerce

needs of our current customers and swiftly expand into new markets for future growth," said Peter Osberg, CEO of Fishbowl.

Last year, Fishbowl acquired Red Salt, its largest distribution partner, located in Brisbane, Australia.

Anthony Musselwhite, founder and CEO of Sellware and now a member of the Fishbowl senior management team, said, "This is an exciting opportunity to accelerate innovation and increase the value of the Sellware platform for our customers and partners worldwide. We are thrilled to join the talented team at Fishbowl and partner with Diversis Capital to further expand the capabilities of our industry-leading solution."

Fishbowl said current users of Sellware can expect no changes in the day-to-day utilization or functionality of the software.

Inside Real Estate buys BoomTown

Inside Real Estate, a Murray-based real estate software company with 400,000 clients nationwide, has acquired BoomTown, a real estate sales and marketing automation platform. Based in Charleston, South Carolina, Boomtown serves more than 100,000 real estate professionals.

Inside Real Estate said "this combination creates an industry-leading provider of residential real estate software and services, across product and customer segments. In addition to exceptional product innovation, Inside Real Estate will now deliver even higher value through top-shelf client support and services, and one of the largest and most engaged communities of top-producing real estate professionals."

Inside Real Estate's Joe Skousen will continue as CEO, leading the executive teams from both Inside Real Estate and BoomTown, including Nick Macey as president and Grier Allen of BoomTown as chief strategy officer. The combination of the two companies will maintain offices in Murray, Charleston and Carlsbad, California, with employees located throughout the U.S.

"I'm thrilled to welcome BoomTown to the Inside Real Estate family," said Skousen. "I commend Grier and the BoomTown team for what they have built and accomplished with their clients over the past 15 years. Our companies share a common DNA that is focused on driving

real results for every client, every day. Together, we will deliver an unmatched experience for every user from single agents, to top-performing teams and mega teams, to robust national enterprise brands. Our No. 1 job is being a tech partner to our clients; this combination reinforces that commitment."

"This combination brings together significant capability to innovate as a true technology partner and support the needs of our customers," said Macey. "Our passionate, capable team is committed to leading the market with the features, products and solutions that drive agent, team, brokerage and enterprise brand success."

"This is the first day of an exciting new chapter for BoomTown and our clients," said Allen. "Joining Joe and the talented Inside Real Estate team enables us to continue on our combined mission to serve the real estate industry with world-class technology and services. With a clear vision for the future, we look forward to accelerating the pace of innovation to fuel our clients' growth and success."

PCF Insurance buys Oak Point Risk Advisors

Lehi-based PCF Insurance Services has acquired Oak Point Risk Advisors, a niche risk management and insurance agency focusing on commercial insurance for the maritime, oil and gas and construction industries based in Gray, Louisiana.

"We are excited to welcome Oak Point Risk Advisors to our PCF Agency partner network,"

said Peter C. Foy, founder, chairman and CEO of PCF Insurance. "Oak Point is a growing agency with a unique and deep understanding of the risks businesses along the Gulf Coast face, and their expertise in mitigating risks in the hazardous industries that they serve will be invaluable to our partner network."

"At our very core, Oak Point

Risk Advisors is a client service organization that prides itself on being a trusted advocate for our clients," said Ronny Sternfels, president of Oak Point Risk Advisors. "By joining the PCF Agency Partner network, we are empowered to build upon and expand our risk management and insurance packages to protect the workforce and business continuity of our clients."

VISTA Staffing names Nelson as new president

VISTA Staffing Solutions Inc., a Cottonwood Heights-based healthcare talent agency, has named Andrea Nelson as its new president. With more than 20 years of healthcare leadership experience, Nelson previously served as chief operating officer, where she headed the company's client services.

VISTA Staffing is one of the Ingenovis Health family of brands.

"Andrea has deep experience in locum tenens staffing optimization and she is a force in spearheading the transformation of companies, people and technology," said Sean Ebner, president of physician services for Ingenovis Health. "She is a proven and dynamic leader focused on delivering industry-leading results for our clinicians and clients while instilling a performance-driven organizational culture."

As president, Nelson and her team will continue to nurture and retain impactful relationships with clients and clinicians, VISTA said in a release. They will also work to garner top net promoter scores, deliver exceptional employee experience and retention and develop new business and clinician pipeline strategies.

"It's a great honor to be chosen for this role," Nelson said. "The organization has experienced significant changes over

time, and I look forward to being a part of its continued innovation, evolution and success as part of the Ingenovis Health family."

During her tenure at VISTA, Nelson led the company in

launching new service lines to respond to the COVID-19 pandemic and support healthcare delivery in some of the most underserved communities in the country.

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Succeeding in Your Business

My 'Entrepreneur of the Year' nomination (Part 2 of 2)

Entrepreneurs are today's American heroes, and that's a good thing. But too many people have an unrealistic picture in their heads of how things are going to go. They think that being a successful entrepreneur means they will be universally loved and rewarded, both financially and psychologically, and that everything will go without a hitch as long as they find the right idea.



CLIFF ENNICO

Anyone who's ever run their own business — especially a startup in an emerging industry or field of technology — can tell you it doesn't work like that. Being an entrepreneur is not about being loved, being secure or being happy. There are days, weeks, months and years of sheer terror and existential despair as the obstacles and roadblocks

come at you one after the other, leaving you hardly any time at all to react, much less prepare for the next tsunami of even bigger challenges.

You may find yourself having to do all of the things my reader in last week's column had to do, namely:

- Hit up relatives and total strangers for money.
- Hit them up again when the money runs out.
- Max out your credit cards.
- Put your house at risk

by taking out a second or third mortgage (if your spouse will let you).

- Put your marriage and family ties at risk.
- Do things yourself because you can't afford to pay others to do them.
- Make bad and costly mistakes, over and over again.
- Make contractual commitments without having all the facts you need.
- Spend most of your time putting out fires, most of them of your own making.

Startups are not for sissies. There's a reason many really successful entrepreneurs are in their teens and 20s: They have no fear of death and nothing to lose in the way of assets, they can pull multiple all-nighters without sleep, and they are too dumb to worry about failure because they've never experienced it. After a certain age, it's impossible to walk the tightrope without looking down. After a certain age, your arthritis won't let you walk the tightrope at all.

Even if you are successful, there are lots of people who will hate you because you are disrupting their safe, secure little lives and threatening their livelihoods with your new way of doing things. Think about the taxi drivers who are currently trying to shut Uber down, or the parcel delivery companies watching the skies for Amazon's coming fleet of drones. These people will want to shut you down and, in extreme cases, even try to kill you. If you want to be loved, become a teacher. Or a motivational speaker.

Starting your own business — of any kind — requires the strength and focus of a bull elephant in heat, the faith of a saint, the courage of a Medal of Honor winner and the self-confidence, if not arrogance, of a presidential candidate. Being nice is something that may have to wait until after you've succeeded.

As for the reader who sent me last week's email, I have only one piece of consolidation (and no, it's not the much overused "Keep calm and carry on").

It is this: Think about the

story you have just told me and think how amazing it will be to tell it to your grandchildren decades from now. After you have (somehow) pulled through these tough times. After you have opened your 50th outlet and have paid back all those tight-fisted investors. After your business is a household name, you are universally recognized as "the" industry leader and business schools are writing case studies about you. After you sign a \$2 million book deal for your memoirs (ghostwritten, of course). After your spouse comes back on board or you have dumped him or her for a spouse who really gets and supports what you are doing. After you have taken all those nasty words people have called you and shoved them back down their throats.

Somebody once said that "success is the best revenge," and it's true. What gets you through the tough times as an entrepreneur is often not hope, not faith, but simple rage. Rage against the people who didn't believe in you. Rage against the people who tried to stop you. Rage against the people who held you back. Rage against the people who said, "You can't do that."

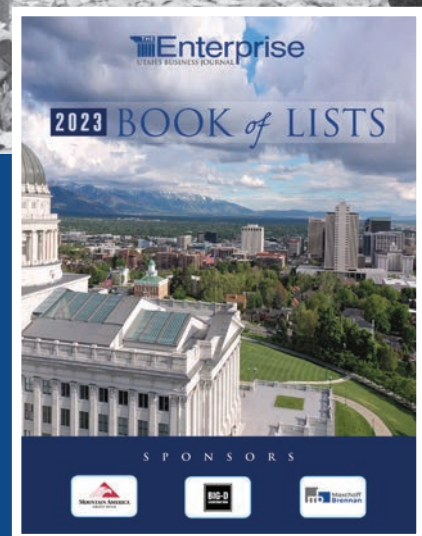
Get yourself good and righteously angry (but not so angry that you stop thinking clearly), and you will find the resources within you to get through your current "slough of despond."

If you need further inspiration, remember the words of the Norwegian playwright Henrik Ibsen: "The strongest man in the world is he who stands most alone." Picture yourself, years from now, telling your success stories on a television talk show or business convention. Picture the look in your audience's eyes as they give you the adulation and hero-worship you are not getting from anyone right now.

And get back to work.

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

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Three investments that will give your small business a boost

Sometimes you have to spend money to make money and although that may feel like a risky proposition for a small-business owner, there are areas where you can get a lot of bang for your buck. Here are three investments you should consider to give your small business a boost:

spend money to make money and although that may feel like a risky proposition for a small-business owner, there are areas where you can get a lot of bang for your buck. Here are three investments you should consider to give your small



MATT BLOYE

Technology. Upgrading or investing in technology can be an area that will enhance your business and create efficiencies. This category can be broad so consider what makes the most sense for your business. Whether

it's adding logistics software to help manage inventory, upgrading credit card machines for businesses with a lot of foot traffic, purchasing newer computer systems to run the business more smoothly or adding a high-end security system to cut down on theft, each of these upgrades can streamline operations that will eventually create a return on your investment.

Equipment. If your business relies heavily on equipment to succeed, it's time to take stock. Are you using old mixers and ovens that require significant maintenance costs to keep them running? Are you constantly in the shop getting your delivery trucks fixed? Are the second-hand machines you were given slowing down production? Upgrading your equipment can be costly for a small

business but start tracking the money you're losing now compared to what you could be gaining if you invested in your business.

Yourself. As a small-business owner, you may not pay yourself in the beginning, but ideally, your compensation should be part of your business plan. According to a study specific to women business owners that looked at pay, ownership and valuation, 55 percent of the early-stage women entrepreneurs surveyed do not pay themselves for the work they do for the company.

One of the most important benefits of paying yourself is that it helps you build up your personal savings. That's a good thing for you, obviously, but it can also benefit your business. If you want to buy a space at some point, for example, depending on the way your business

is set up, your own personal savings may be instrumental in helping secure a loan. Paying yourself also looks good to investors as well as banks and other finance companies. Your willingness to invest in yourself demonstrates a high level of commitment and confidence in the health of your business.

Owning and running a small business is no small feat as it comes with the added responsibilities of meeting payroll, paying rent and keeping a positive cash flow. But there may be business purchases that may help you run your business more smoothly, more efficiently and ultimately help you save money in the long run, which means more for your bottom line.

Matt Bloye is the region bank director for Wells Fargo in Salt Lake City.

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Packsize International, a Salt Lake City-based manufacturer of corrugated packaging systems, has launched its new **X5 shipping box system**. The company markets the product to e-commerce companies that face the need for multiple-sized shipping containers, billing the X5 as “the most advanced, flexible, efficient and sustainable platform available for the e-commerce industry.” The X5 solution produces ready-to-pack, right-sized erected boxes at industry-leading speed, the company said.

The X5 significantly enhances e-commerce providers’ and manufacturers’ ability to meet customer demand, while addressing labor shortages, associated costs and waste concerns. The X5 reduces packaging waste caused by oversized boxes, negates void filler like plastic air pillows, reduces shipping emissions and improves the end-consumer’s overall experience. By right-sizing boxes, companies can minimize their costs and environmental impact while improving parcel logistics and fitting 66 percent more boxes on freight and delivery carriers, Packsize said.

“Unpredictable marketplace challenges over the last two years have compelled retailers and manufacturers to solve complex challenges around packaging technology, labor shortages and throughput issues to meet consumer demand with sustainable solutions up and down the supply chain,” said **Rod Gallaway**, CEO of Packsize. “Our innovations with the X5 solution alleviate these concerns while increasing efficiencies at scale and reducing the environmental impact of e-commerce. We continue to reimagine the future of packaging and create solutions at the nexus of technology, efficiency and sustainability.”

The X5 is driven by Packsize’s Right-sized Packaging on Demand automated platform and integrated with its PackNet production and optimization software. The X5 solution delivers up to 600 ready-to-pack, right-sized erected boxes per hour while automatically and accurately applying up to two labels per box.

Eltropy, a Lehi-based banking software company, has received a patent for a digital notary product, **Video Notary**. The company said that with declining financial institution branch traffic, technology that simplifies and speeds up the notary process is critical to today’s credit unions and community banks. “We’re very proud to receive this patent for our Video Notary technology, an area in which we have deep expertise. It’s yet another example of our commitment to innovation and excellence as the pioneer and leader in video banking,” said **Jed Taylor**, chief product officer

at Eltropy. “While other vendors may say they have video banking, it’s really just video chat,” Taylor said. “The key differentiator with Eltropy is we’re not just doing video chat, we’re enabling services that have historically been available only in physical branches.”

Lyberate Nutrition, a dietary supplement manufacturer based in South Jordan, has released its line of nine all-natural nutritional supplements. Made in the U.S. in an FDA- and GMP-approved facility, **Lyberate Nutrition Supplements** contain a blend of ingredients that include herbs, vitamins and amino acids and have proved to be effective in relieving the effects of insomnia, anxiety and stress and in generating overall well-being, the company said. The supplements, available in capsule form, are called Focus, Femme, Strong, Slumber, Relief, Brainzymes, Boost, Mag-G+ and Lift. “Our company was born during the COVID pandemic as a way to provide help to those who similarly struggle with common yet painful, stress-induced or mental-illness related symptoms who want relief with all-natural, high-quality ingredients,” said **Jonathan Mitchell**, founder and CEO of Lyberate Nutrition.

Salt Lake City-based **pieFi Inc.**, a Web3 products producer, has launched **Upside.coop**, a customer retention and growth platform. The company said brands can use Upside.coop to build a one-of-a-kind customer loyalty and retention program by rewarding customers with ownership in the business through their purchases, referrals and any other value-creating activities that the brand chooses. “Brands spend endless time and cash chasing better customer experience and stronger customer relationships. What they’re chasing is a community that has an ‘ownership mentality,’” said **Tyler Morrey**, CEO of pieFi. “That’s why we’re so passionate about Upside.coop. We give brands the tools and infrastructure they need to take their community straight to an ‘ownership mentality’. We make it as easy as flipping a switch. This new model stands to change the way we cultivate customer relationships.”

Recursion, a clinical-stage biotechnology drug-discovery company based in Salt Lake City, has released **MolRec**, an interactive internal tool to explore Recursion’s proprietary maps of biology and chemistry. Just as a regular map is a navigation tool in the physical world, Recursion’s maps are designed to help scientists understand the topology and connectedness of human biology and chemistry to navigate the path to new medicines more efficiently. Recursion also released **RxRx3**, an open-source cellular imaging dataset that is 76 times larger than all previous Recursion datasets combined. “With the release of MolRec and the RxRx3 dataset, anyone in the



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world can now explore some of the same insights that our scientists are using to generate novel therapeutic hypotheses and advance new discovery programs,” said **Ben Mabey**, chief technology officer at Recursion.

Security Metrics, a data security and compliance company based in Orem, has released its “**2023 Guide to HIPAA Compliance**” to help healthcare organizations understand healthcare data security and maintain compliance. The guide helps healthcare IT and risk officers understand how to comply with the HIPAA security, privacy and breach notification rules, such as best practices for conducting risk assessments. Security Metrics’ principal security analyst Jen Stone said, “Many healthcare organizations understand the importance of HIPAA. They want to ensure the privacy and security of patient data, but they struggle because the law says what to do, not really how to do it. Our HIPAA Guide helps bridge that gap to give healthcare providers and business associates a way to implement policies, procedures, and security controls in a meaningful, HIPAA-compliant way.”



Everee, a Salt Lake City payroll technology platform, has launched **Instant Pay**, which allows companies to streamline payment operations and deliver earnings seconds after a worker finishes a shift. “Workers expect instant payment options from gig companies like Uber and DoorDash. Everee’s Instant Pay allows platforms to compete for the same workforce by paying people instantly, every day, including weekends and holidays,” said **Piers Mainwaring**, chief innovation officer at Everee. “We’ve found that 68 percent of workers live paycheck to paycheck and can’t afford transportation costs to their job each day. Instant Pay breaks that cycle. It means getting them the resources they need to do their jobs. It means paying a delivery driver when they complete a drop-off. It means giving people what they’ve earned as they earn it.”

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UtahRealEstate.com (URE), a multiple listing service in Salt Lake City providing software and services to over real estate professionals, has launched property showing management software **Aligned Showings**. Aligned Showings is included as a free member benefit for URE members and is integrated into URE’s suite of products, including its MLS software. **Brad Bjelke**, CEO of UtahRealEstate.com, said, “Aligned Showings gives our members a tool that is easy to use, modern in design and focused on the core aspects of showing properties. It allows for interactivity between the listing agent, showing agent, and the homeowner, and it simplifies the calendaring of appointments. With the software being owned by (UtahRealEstate.com owner) MLS Aligned, we know that all future changes and enhancements will be laser-focused on the needs of our members and their clients.”

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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 Automotive Group**, Salt Lake City, has launched a diversity, inclusion and belonging program centered on three imperatives, with a goal to employ 30 percent of its workforce as female leaders in a male-dominated industry. Designing and leading the DIB program are **Ninny Rencher**, vice president of diversity, inclusion and belonging, and **Dana Geddes**, senior director of DIB. Garff Enterprises, the parent company of Ken Garff Automotive Group, employs over 5,000 people across its 65 dealerships in eight states.

CONSTRUCTION

• **Rand**, a Virginia-based construction company, has opened an office in Salt Lake City, its



Correy Selden



Ben Weaver



Gordon Dutson

sixth. The office is in the Sugar House neighborhood and is already underway on its first sizable project in the city for a nonprofit health-care company. **Correy Selden** has joined the company as a director and will be responsible for managing day-to-day operations at the office. Selden has 16 years of experience in estimating, budgeting, scheduling, project procurement, value engineering, bidding, and contract negotiation in the sector of tenant improvements. Other recruits include **Ben Weaver** as a project manager and **Gordon Dutson** as a superintendent.

ECONOMIC INDICATORS

• **Salt Lake City** is No. 1 on a list of where the housing market is likely to see the biggest gains in the **number of homes for sale** in 2023, compiled by fintech company **Knock**. Its Buyer-Seller Market Index, which ranks the markets with the largest expected inventory gains in 2023, shows that despite a slight increase in home prices (0.7 percent) from December 2021, homes nation-

wide sold at a lower price than the asking price in all but six of the 100 largest markets. Median days on the market increased to 29, a full two weeks longer than a year earlier. The report indicated that inventory declined by 20.3 percent in Salt Lake City between December 2019 and December 2022. Salt Lake City, Las Vegas and New Orleans are the only markets forecast to see price declines over the next 12 months.

• **Salt Lake City** is ranked No. 15 on a list of **"Best Places to Live and Work as a MovieMaker"** in 2023, compiled by **MovieMaker**. It compiles its annual list based on surveys, production spending, tax incentives, additional research and personal visits (whenever possible). During the past year, 15 films and five television series with a combined production budget of \$124 million filmed in Utah.

• **Utah** is No. 26 on a list of where **non-mortgage debt** was highest entering 2023, compiled by **LendingTree**. Utahns had an average of \$39,121 in debt from auto loans, credit cards, student loans, personal loans and other debt excluding mortgages. The study found that between December 2021 and December 2022, the average non-mortgage debt in Utah jumped by \$5,796, the third-highest across the U.S. The highest overall average was in Georgia, was at \$45,778. The lowest was in Minnesota, at \$35,201. The report is available at <https://www.lendingtree.com/debt-consolidation/state-debt-study/>.

• **Salt Lake City** is ranked No. 55 and **West Valley City** is No. 195 on a list of **"Best Cities for Kid-Friendly Vacations,"** compiled by **Lawn Love**. It ranked the 200 biggest U.S. cities based on family-friendly accommodations, attractions and restaurants, transportation options, affordability and safety among 23 total metrics. The top-ranked city is New York City. The No. 200 city is Clarksville, Tennessee. Details are at <https://lawnlove.com/blog/best-cities-kid-friendly-vacations>.

• **Utah** is ranked No. 7 on a list of **"most romantic states in the U.S.,"** compiled by **Wisevoter**. It considered indicators of love and romance, such as marriage rate, romantic communication, spending on Valentine's Day gifts, overall happiness and openness to love. The most romantic state is Nevada. The least-romantic state is Kentucky. Details are at <https://wisevoter.com/state-rankings/most-romantic-states-of-the-us/>.

• **Young people in Utah** expect to earn no more than \$53,972 per year during their

careers, according to a study by online course platform **Teachable**. That puts Utah at No. 39 among states. The national average is \$65,205. The highest figure is in Massachusetts, at \$97,000. The lowest is in Oklahoma, at \$45,486. Details are at <https://teachable.com/blog/income-expectations>.

• **Moab** is ranked No. 5 on a list of **best "staycation" destinations** in the U.S., compiled by **Travel Lens**. It considered locations that have the most restaurants and attractions per 10,000 people, as well as those that are the safest, most affordable, and have the highest average temperature. Among Moab's 2021 stats are an average cost of accommodation of \$116 per night (weekend), about 115 restaurants per 10,000 people, an average temperature of 56.1 degrees, and 1,144 crimes in Utah per 10,000 people. The top-ranked destination is Myrtle Beach, South Carolina. Details are at <https://www.travellens.co/us-staycation-index/>.

EDUCATION/TRAINING

• **Western Governors University**, a Salt Lake City-based online, nonprofit, has announced a change for 14-to-18-year-old students for academic programs in WGU's School of Education, Leavitt School of Health, College of Business and College of Information Technology. Students those ages may apply for and enroll in select WGU bachelor's degree programs. Accepted teenage students at WGU will begin classes on March 1, with a capacity for 500 students in the first cohort.

• **Salt Lake Community College** has named **Sidni Shorter** as its first Minority Business Center director. Shorter served as CEO of the Utah Black Chamber since the spring of 2022



Sidni Shorter

and has experience as a small-business owner, partner relations and community development expert, and working with nonprofits and federal grant initiatives. Before moving to Utah, Shorter acquired and ran the finance and accounting firm Execute Now in Louisiana. She also held executive director and director roles at Louisiana Health and Rehabilitation Center and at Louisiana Housing Alliance. At Nerjyzed Entertainment, she helped establish the first and only woman-led African American-owned video game studio producing Xbox 360 content. Shorter

also developed entrepreneurship courses for Baton Rouge Community College as well as Social Impact Investment curriculum for a national client. She spent three years managing the largest Red Cross operation in the world and returned to Baton Rouge after Hurricane Katrina to lead the workforce development On-The-Job program for the city of Baton Rouge through the National Emergency Federal Grant. The Minority Business Center is the result of a Minority Business Development Agency grant awarded to SLCC last fall by the U.S. Department of Commerce to assist minority-owned businesses. The center will be located at SLCC's Miller Campus as a division of The Mill Entrepreneurship Center.



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EVENTS

• **Fortune**, in partnership with **Threshold Ventures**, will have the inaugural gathering of the **Fortune Founders Forum** on July 9-10, immediately preceding the 22nd annual **Fortune Brainstorm Tech** conference in Park City. The tech conference will be at the Montage Deer Valley from July 10-12. This year's theme, "Reset and Reinvent," reflects the extreme highs and lows of the last few years. The forum and Brainstorm Tech membership are by invitation only.

GOVERNMENT

• The **Utah Division of State Parks** has selected **Laurie Backus** as deputy director of operations. Laurie succeeds **Dave Harris**, who recently retired after over 30 years of service. Backus has 23 years of experience, including a short stint working with the U.S. Forest Service, serving as a



Laurie Backus

law enforcement park ranger at Wasatch Mountain State Park, and serving as assistant region manager, Jordanelle State Park manager, and most recently the north region manager. Backus graduated from the University of Utah with a degree in parks, recreation and tourism.

HEALTHCARE

• **Zion Healing Inc.**, a St. George-based behavioral health and substance abuse treatment franchisor, has appointed **James Amos** to its board of directors.



James Amos

Amos is the former CEO of Mailboxes Etc. (now The UPS Store) and a 2012 inductee into the International Franchise Association's Hall of Fame. He is a former Marine Corps captain and veteran of split combat tours in Vietnam, and an author of several books.

INSURANCE

• **Alliant Insurance Services** has hired **Alex Gloeckner** as senior vice president within its Employee Benefits Group. Based in Salt Lake City, Gloeckner will design, implement and manage employee benefits solutions for a diverse and growing client base. Gloeckner has more than 20 years of benefits experience. Prior to joining Alliant, he was vice president at a Utah-based insurance brokerage and employee benefits consulting firm. He studied at the University of Utah.

• **Bamboo Insurance**, a Midvale-based insurance organization, has launched its homeowners coverage in Arizona. Since 2018, Bamboo has established a niche for providing homeowners coverage in disrupted markets.

INVESTMENT

• **Wasatch Global Investors**, a Salt Lake City-based investment manager, has promoted **Natalie Pesqué** to portfolio manager on the Wasatch Micro Cap Fund. She previously was an associate portfolio manager. Pesqué joined Wasatch Global Investors as an analyst in 2015. Prior to joining Wasatch, she was an entrepreneur and teaching assistant for business law at the University of Utah. She earned a Bachelor of Science in Marketing from the

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Industry Briefs

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Natalie Pesqué

UofU. Wasatch Global Investors also announced the addition of 17 new employee shareholders, bringing the total to 49. This equity distribution represents employees from across the firm, including investment research, operations, compliance, marketing and sales. More than half of all employees at Wasatch are now owners of the firm.

LAW

• **Clyde Snow & Sessions** has hired **Michael Affleck** and elected **Jake Taylor** as shareholder. Affleck's practice focuses on criminal defense and civil litigation. Prior to joining Clyde Snow, he worked as a prosecutor with the Salt Lake City Prosecutor's Office. Affleck graduated from the University of Utah's S.J. Quinney College of Law in 2021. Taylor started working with Clyde Snow & Sessions



Michael Affleck



Jake Taylor

in January 2020. His practice focuses on white-collar criminal defense, securities enforcement, regulatory defense, and government and independent investigations. Prior to joining Clyde Snow, Taylor served as a deputy district attorney at the Salt Lake County District Attorney's Office. He also previously served as an assistant attorney general at the Utah Office of the Attorney General. At both agencies, he prosecuted numerous white-collar cases in Utah state courts.

NONPROFITS

• **Sutherland Institute**, a Salt Lake City-based, nonprofit, nonpartisan policy and educational think tank, has added **Jean B. Bingham** to its board of directors. From 2017-22, Bingham served as the general president of the Relief Society of The Church of Jesus Christ of Latter-day Saints. Prior to that service, she earned a master's degree in teaching and taught English as a second language to immigrants and refugees. Bingham serves on the SHOW UP for Foster Care Community Committee, an initiative of Utah First Lady Abby Cox.

• The **Center for Economic Opportunity and Belonging**, a nonprofit organization housed under the EDCUtah Foundation, has appointed **Robert Roake** as director of operations. Roake has a broad range of experience in nonprofit management, com-



Robert Roake

munity partnership building, and fundraising, most recently serving as chief operations officer at NeighborWorks Salt Lake. He previously worked for U.S. Rep. Jim Matheson. The center was launched in 2021 as the private sector's commitment to the Utah Compact on Racial Equity, Diversity and Inclusion.

OUTDOOR PRODUCTS

• **Black Diamond Equipment Ltd.**, a manufacturer and distributor of outdoor equipment, apparel and footwear and a subsidiary of Salt Lake City-based Clarus Corp., has appointed **Neil Fiske** as brand president. Fiske joins



Neil Fiske

Black Diamond from Marquee Brands, a brand accelerator with a portfolio of 13 brands. Fiske served as a CEO for almost 20 years, including at L Brands' Bath and Body Works division; Eddie Bauer; Billabong International; and Marquee brands, which owns Dakine and Body Glove.

PHILANTHROPY

• The **Utah Museum of Fine Arts** at the University of Utah has received a \$5 million gift from longtime benefactors the Price family, establishing an endowment to support the UMFA executive director position. The **Marcia and John Price Executive Director Endowment for the Utah Museum of Fine Arts** will provide funding in perpetuity to support the salary, benefits, professional development, travel and other needs of the museum's executive director. The Prices have been major supporters of the UMFA for many decades.

• The **Boy Scouts of America's** 37th annual "Scouting for Food" has begun and will continue through March 3. Local sponsors are **Bank of Utah**, **Arctic Circle**, **Boy Scouts of America**, **Red Hanger Cleaners**, **Young Automotive**, **Yesco**, **Smith's**, **Utah National Guard** and **Souper Bowl of Caring**. The campaign seeks donations of non-perishable food items like chili, soups, canned meats, canned fruits and vegetables, along with boxed meals and peanut butter. Details are at www.utahscouts.org/scoutingforfood.

RECOGNITIONS

• The **Crown Council's Dental Hall of Fame** has induct-

ed **Dr. Dan Fischer**. He is the founder and CEO emeritus of Ultradent Products Inc., a South Jordan-based developer and



Dan Fischer

manufacturer of high-tech dental materials, devices and instruments. The ceremony took place Jan. 28 at the council's 28th annual meeting. Fischer started Ultradent at his kitchen table 44 years ago. Today, the company operates 16 offices around the world, in addition to its South Jordan headquarters. The company makes over 500 products and sells them in over 130 countries worldwide. His humanitarian work has included Ultradent donating products to dental humanitarian missions around the world and leading efforts to raise funds for the Utah Food Bank for several years, as well as making donations to catastrophic natural disaster relief efforts globally. Fischer founded and works to support and fund Ultradent's long-standing charity, The Diversity Foundation, which focuses on providing education to and help young people who leave the FLDS community.

• **Vivint Smart Home Inc.**, a Provo-based smart home company, has been selected as "Home Security Company of the Year" in the seventh annual **IoT Breakthrough Awards** program. IoT Breakthrough is a market intelligence organization that recognizes the top companies, technologies and products in the global Internet of Things (IoT) market. This year's program attracted more than 4,000 nominations from companies all over the world.

• **Joyce University of Nursing and Health Sciences**, Salt Lake City, is ranked as one of Utah's top nursing schools by several organizations. The reports identified colleges and universities based on a number of criteria, including accreditation, tuition and graduation rate. **Niche**, a platform that connects individuals with their future schools, neighborhoods or employers, ranked Joyce University as a top nursing program in Utah due to its high acceptance rate and flexible programs. Additionally, **Niche** ranked Joyce as one of the top five safest college campuses in the nation and a top 50 nursing college in America. **Nurse.org**, dedicated to helping nurses at every stage of their careers, ranked Joyce in the top nursing programs in Utah based on its tuition, NCLEX scores and flexible programs. **Incredible Health**, focused on helping employers find

specialized nurses and nurses find their next permanent role, ranked Joyce among Utah's top nursing programs due to its accreditation, 94 percent job placement rate and innovative simulation center.

• **Twenty finalist teams** have been named in the **2023 Utah Entrepreneur Challenge**, a statewide business-model competition. The student startup teams advance to the final round of the competition, open to college students across Utah. Teams are competing for over \$60,000 in cash and prizes, including a \$30,000 grand prize. The winners will be announced online on Feb. 25, following the final event competition. The competition is managed by the **Lassonde Entrepreneur Institute**, a division of the David Eccles School of Business at the University of Utah. The finalists are **Beadology**, Utah Valley University; **Budget Buds**, Snow College; **Homestead Home**, Utah State University; **House of Posters**, UVU; **Hushie**, Salt Lake Community College; **Inxson**, Southern Utah University; **Isodox Enigma**, UVU; **Mentally Real**, Weber State University; **MindSmith**, Brigham Young University; **Off the Rack**, University of Utah; **On-V**, UofU; **PhotoHive**, USU; **Pure Solutions**, UofU; **Qwela**, SLCC; **Santa Cruz Savory**, USU; **SelMeat**, Snow College; **Swish**, BYU; **The CR3W Museum**, SUU; **Village Mobile-Based Rehabilitation Program**, WSU; and **Zaymo**, BYU.

• **TCN**, a St. George-based provider of a comprehensive cloud-based call center platform for enterprises, contact centers, BPOs, and collection agencies, has been named a finalist for "Best Use of Telephony/Unified Communications in Cloud Computing" in the **2022-23 Cloud Awards**. TCN received the recognition for TCN Operator,

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Top 20 teams announced in Lasonde Institute's 2023 Utah Entrepreneur Challenge

The top 20 teams in the 2023 Utah Entrepreneur Challenge have been announced. The student startup teams now advance to the final round of the statewide business-model competition that is open to college students across Utah. Teams are competing for over \$60,000 in cash and prizes, including a \$30,000 grand prize. The winners will be announced online on Feb. 25, following the final event competition.

The competition is managed by the Lasonde Entrepreneur Institute, a division of the David Eccles School of Business at the University of Utah, and sponsored by Zions Bank.

The top 20 teams come from universities across the state and represent a wide variety of products and services.

"We are impressed by the quality of this year's cohort of teams," said Alex Louisot, the student co-chair of the Utah Entrepreneur Challenge. "This year's competition will be among our most competitive yet. We are excited to see these teams pitch in person at the UofU Alumni House."

The top 20 teams who will advance to the final judging and awards event are, in alphabetical order: Beadology (Utah Valley University), a do-it-yourself bead studio located in Provo; Budget Buds (Snow College),

a floral rental company; Homestead Home (Utah State University), an agricultural consulting company that teaches private landowners how they can produce food on their property and maximize their land through renewable production practices; House of Posters (Utah Valley University), a designer and seller of posters targeted to college students ages 18-24; Hushie (Salt Lake Community College), a producer of sound-proof, blanket baby-carrier covers; Inxson (Southern Utah University), an audio entertainment business; Isodox Enigma (Utah Valley University), a video game; Mentally Real (Weber State University), a provider of advocacy and

access to solutions for those with mental-health challenges; Mind-Smith (Brigham Young University), a generative, AI microlearning authoring tool and learning management system; and Off the Rack (University of Utah), a host of monthly pop-up events at universities.

Also in the top 20 are On-V (University of Utah), a nano-camera system that can snap onto dental handpieces; Photo-Hive (Utah State University), a hub for endurance race photos; Pure Solutions (University of Utah), a line of products that enables consumers to easily analyze water samples within seconds; Qwela (Salt Lake Community College), a subscrip-

tion-based, smart, scheduled and subsidized bus system running on a mobile application for daily commuters; Santa Cruz Savory (Utah State University), a shoppable cooking ingredients business; SelMeat (Snow College), a wholesale meat-subscription delivery service; Swish (Brigham Young University); CR3W Museum (Southern Utah University), an online 3D museum for artists; Village Mobile-Based Rehabilitation Program (Weber State University), technology to improve development of children with disabilities; and Zaymo (Brigham Young University), a drag-and-drop, email-design tool that enables users to embed interactive web apps in an email.

BRIEFS

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a call center platform with a set of easy-to-use, automated agent tools and advanced apps. In its 12th year, the Cloud Awards program celebrates the most innovative products and companies in cloud computing and is open to organizations worldwide.

TECHNOLOGY

• **Entrata**, a Lehi-based provider of an operating system for the multifamily industry, has hired **Mark Coffman** as senior vice president of tech enabled services. He will help to guide the operations teams for utility management, invoice processing and Leasing Center. Coffman has over a decade of experience leading some of the largest companies in the multifamily industry, including most recently at RealPage, where he served as senior vice president of utility management. He previously was the COO of AUM. Prior to working in the multifamily industry, he led teams at United Airlines and Comcast as a managing director and regional vice president.

• **AMP Smart**, a Lehi-based smart home company, and **Titanium**, a California-based solar installer, have finalized their merger and now offer consumers smart home and solar sales and installation solutions. The transaction was financed by AMP Smart's existing investors, **Seacoast Capital** and **St. Cloud Capital**. **Global Power Partners LLC** and **Stang Capital Advisory LLC** acted as financial advisors in the transaction.



Mark Coffman

Study: Economic trends driving change in small healthcare practices

Weave, a Lehi-based customer communication and engagement platform, has released its "2023 Healthcare Business Insights Report," which examines how multiple factors, including inflation and recession fears, are driving small healthcare offices to deliver a better patient experience.

Inflation has had a significant influence on patient experience, the study found. Fifty-one percent of practices raised prices in the last 90 days of 2022 and 49 percent of practices plan to raise prices in 2023. More than half of patients (53 percent) report ex-

periencing anxiety before medical appointments and nearly two in three patients (62 percent) indicate that they have felt rushed, not heard or not paid attention to by a healthcare provider over the past 12 months. At the same time, 52 percent of providers believe patient expectations have increased since the pandemic.

While providers navigate macroeconomic shifts, patients are asking for better in-office experiences and the desire for providers to deliver digital-first solutions. And although 98 percent of providers say that technology is important to providing a great

patient experience and increasing revenue, 46 percent of offices haven't updated their office technology in over two years. This disconnect is testing an already disrupted patient-provider relationship originally brought on by the COVID-19 pandemic. As the "convenience economy" pushes businesses across industries to adopt modern technology that enhances user experience, consumers now expect the same conveniences from their healthcare providers, such as text communication; text-to-pay; buy now, pay later options; online scheduling; and more.

"As staffing shortages and increased patient expectations continue to drive modernization, providers are more focused than ever on engaging patients digitally," said Brett White, CEO of

Weave. "Implementing modern communication technology is key to bridging this expectation gap and improving both provider and patient experiences in 2023 and beyond."

The study found that 40 percent of providers say dealing with demanding patients is the biggest inconvenience for their healthcare office, while 87 percent of providers think their patients are not completely truthful during appointments, exemplifying lack of trust.

Weave commissioned an independent market research firm to study 360 healthcare providers and 1,040 patients. The margin of error for this study is +/- 3 percent at the 95 percent confidence level. Online sampling was conducted in partnership with Qualtrics.

UMA releases 2023 Redbook

The Utah Manufacturers Association has released its 2023 Competitiveness Redbook for the state of Utah. The book provides a snapshot of Utah's economic health by using data-driven comparisons with other states in a variety of key indicators, the association said.

The report shows that Utah remains in the top 10 in multiple positive rankings, including age group by percentage, net migration, top states for business, total enrollment in higher education, national assessment of educational progress, the average electricity retail price per kilowatt-hour for commercial and residential customers and airport on-time performance.

Utah continues to be ranked very highly in economic diversity, best states to do business, budgeting and fiscal effectiveness, and many other areas.

"A healthy and vibrant business climate is essential to Utah and its continued long-term busi-

ness success. The continual evaluation of relevant business data, such as that in the Competitiveness Redbook, and the ongoing implementation of public policy are critical to growing the economy and improving the business climate in Utah," said Todd Bingham, president and CEO of the Utah Manufacturers Association. "Utah often is recognized for being the No. 1 state in the country in a variety of areas, most recently, the best place to start a business. It is hard to get to a No. 1 rank. It is even more difficult to stay No. 1. These indicators of Utah's business climate are critical to the continued success of the state."

"We encourage readers to use this book as a resource as employers, policymakers and others work to grow and strengthen Utah's economic engine," said Bingham.

The Redbook is available online at the UMA website, manufacturingutah.com.

In 2022, Utah small businesses received \$1.3M in EDLF loans

The Salt Lake City Department of Economic Development has announced that during the 2022 calendar year, the Salt Lake City Council approved seven Economic Development Loan Fund (EDLF) loans, totaling approximately \$1.3 million. This initiative supports recipients in diverse business ventures ranging from cafes and nightlife spots to health and wellness companies.

The EDLF program's goal is to invest in viable businesses that produce strong economic returns and contribute to a greater quality of life with positive social and environmental impacts, the Department of Economic Development said in a release.

"Businesses like our 2022

EDLF recipients contribute to our robust economy, which in turn supports a greater quality of life for residents," said Lorena Rizzo Jenson, director of the Department of Economic Development. "Being able to connect small businesses with funds that then help them serve the larger community is exactly why the EDLF exists. We know these businesses sometimes need funding assistance, and we're grateful for the mayor's vision of the program and the city council's support."

The 2022 EDLF loan recipients were The Current Exchange, Chip Cookies, Kalo Clinical Research, Kahve Café, Club Verse, Buddies Inc. and Mindful Living Wellness.

Calendar

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

Feb. 14, 7:15-9 a.m.

Speaker Series, an ACG (Association for Corporate Growth) Utah event. Speaker is Brandon Johnson, CEO and board member, Mountain Contractors Supply Group. Location is Tanner, 36 S. State St., Suite 500, Salt Lake City. Free for members, \$30 for nonmembers. Details are at <https://www.acg.org/utah/events/february-14-breakfast-meeting-brandon-johnson>.

Feb. 14, 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>.

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

“What Do Women Want In the Workplace?” part of the ChamberWest Women in Business Professional Growth Series. Facilitator is Nick Markosian, president of Markosian Auto. Location is Hampton Inn Suites West Jordan, 3923 W. Center Park Drive, West Jordan. Cost is \$35. Details are at chamberwest.com.

Feb. 15, 22

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

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

Business Bootcamp, a South Valley Chamber of Commerce event. Speaker Tony Wiseman of Wiseman Strategies will discuss “Communication 101: Breaking Down Silos.” Location is Sandy City Hall. Cost is \$50 for members, \$75 for nonmembers. Details to be announced at southvalleychamber.com.

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

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

Feb. 15, 4-7 p.m.

“Hiring and Networking,” a Silicon Slopes event, in partnership with Kiln, the Governor’s Office of Economic Opportunity and the Utah Department of Workforce Services. Location is Kiln, 2701 N. Thanksgiving Way, No. 100, Lehi. Details are at siliconslopes.com.

Feb. 15, 5:30-6:30 p.m.

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

Feb. 15, 6-8 p.m.

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

Feb. 16-March 30

Diverse-Owned Business Accelerator, a seven-week Salt Lake Chamber and Women’s Business Center of Utah series designed for diverse small-business owners to enhance skills, direction or strategy for their businesses. Location is Salt Lake Community College’s West Valley Center, 3460 S. 5600 W., West Valley City. Mastermind meetings to be held online via Zoom. Details are at slchamber.com.

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

Connect 4 Lunch, a Point of the Mountain Chamber event. Location is Edna’s Market & Grill, 380 N. 850 E., Lehi. Details are at thepointchamber.com.

Feb. 16, noon-2 p.m.

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

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

“Friday Connections Speed Networking,” a ChamberWest event. Location is Valley Fair Megaplex Theatres, 3620 S. 2400 W., West Valley City. Cost is \$5 for chamber members, \$10 for nonmembers. Details are at chamberwest.com.

Feb. 18, 8-9:30 a.m.

“Eggs & Issues,” a Utah Valley Chamber event. Location is Colliers International, 2100 Pleasant Grove Blvd., Suite 200, Pleasant Grove. Free (no registration required). Details are at thechamber.org.

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

OSHA 30-Hour General

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

Feb. 21, 10-11:30 a.m.

“Writing an Effective Business Plan,” a Utah Microloan Fund event that takes place online via Zoom. Free. Registration can be completed at Eventbrite.com.

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

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

Feb. 22, 11:45 a.m.-1:15 p.m.

Annual Point of the Mountain Chamber Awards and Board Installation. Location is Hilton Garden Inn, 3150 N. Hotel Loop, Lehi. Details to be announced at thepointchamber.com.

Feb. 22, noon-1 p.m.

“Will I Ever Be Able to Afford a House?” a Hinckley Institute of Politics event. A panel of researchers, advocates and lawmakers will explore the past, present and future of affordable housing in Utah. Panelists are Dejan Eskic, senior research fellow, Kem C. Gardner Policy Institute; Gabriel Lozada, faculty, University of Utah Department of Economics; and Jason Seaton, Poplar Grove Community Council. Location is Hinckley Institute Caucus Room (Room 2018), Gardner Commons, University of Utah. Event is also available online. Details are at <https://www.hinckley.utah.edu/calendar/2023/02/22>.

Feb. 22, noon-1 p.m.

“Solve the Business Puzzle: The Processing Playbook,” a Women’s Business Center of Utah event focusing on points-of-sale, payment processing and merchant services. Presenter is Andrew Robb, a business consultant for Clover Point of Sale and Merchant Services. Event takes place online via Zoom. Free. Details are at wbcutah.org.

Feb. 22, 3-8 p.m.

“Emotional Wellness Summit 2023,” designed for business executives, community leaders, healthcare professionals and educational stewards to broaden their awareness of mental health, emotional prosperity, and the resources available in the community. Location is Utah Valley University, Sorenson Student Center, 800 W. University Parkway, Orem. Details are at thechamber.org.

Feb. 23-24

“Investors Choice,” a VentureCapital.Org event showcasing over 20 companies pitching to fundraise, and panel discussions and keynotes focused on raising capital. Feb. 23 is Brad Bertoch Ski Day at Solitude Mountain Resort, with skiing, an evening opening reception and awards ceremony. Feb. 24 is “Investors Choice,” the presentation and pitch event, 8 a.m.-6:30 p.m., at Little America Hotel, 500 S. Main St., Salt Lake City. Keynote presenters are Gail Miller, Miller Family Foundation; Trish Costello, Portfolia; Baie Netzer, Bank of America; and “Ray” Wang, Constellation Research. Panel discussion topics are “Family Office Venture Investing, Equity and Debt”; “Anatomy of Venture Capital”; “Grant, Credits and Foundation Capital”; and “Non-Dilutive Capital Sources.” Costs vary, with conference also available online. Details are at VentureCapital.Org.

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

Athena Award Luncheon, a Davis Chamber of Commerce event. Athena Leadership Award recipient is Kearston Cutruba. Location is Davis Conference Center, 1651 N. 700 W., Layton. Cost is \$30 for members, \$40 for nonmembers. Details are at davischamberofcommerce.com.

Feb. 23, noon-1 p.m.

Women in Business, a Box Elder Chamber of Commerce event. Location is Bridgerland Technical College, 325 W. 1100 S., Brigham City. Cost is \$10. Details are at boxelderchamber.com.

Feb. 23, 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>.

Feb. 24, 5:30-9 p.m.

Annual Awards Banquet, a Box Elder Chamber of Commerce event. Theme is “When You Can’t

Stand Up, Stand Out.” Social hour begins at 6 p.m., followed by the program at 6:30 p.m. Location is Box Elder County Fairgrounds, Fine Arts Building, 320 N. 1000 W., Tremonton. Cost is \$50. Details are at boxelderchamber.com.

Feb. 27-28

2023 Intermountain Deal-Source Summit and Ski Event, an ACG (Association for Corporate Growth) Utah event. Location is Pendry Park City, 3720 N. Sundial Court, Park City. Registration deadline is Feb. 21. Details are at <https://www.acg.org/utah/events>.

Feb. 28

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

Feb. 28, 10-11:30 a.m.

Virtual Member Showcase, a Park City Chamber/Bureau event in which four to five chamber members will introduce themselves and their businesses. Details are at <https://www.visitparkcity.com/members/chamber-bureau-events/rsvp/>.

Feb. 28, 10-11:30 a.m.

“Mastering Your Cashflow Projections,” a Utah Microloan Fund event that takes place online via Zoom. Free. Registration can be completed at Eventbrite.com.

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

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

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

“Women in Business on the Hill,” a South Valley Chamber

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of Commerce event. Location is Utah State Capitol Building (rotunda), 350 State St., Salt Lake City. Cost is \$20 for members, \$25 for nonmembers. Details are at southvalleychamber.com.

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

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

March 1-April 12

"Ascent: Elevate Your Business," presented by the U.S. Small Business Administration Utah District Office, in partnership with the SBA New Mexico District Office. Event is a six-

week, virtual series featuring women entrepreneurs from Utah and New Mexico rural areas. The Rural Ascent Cohort program is for women-owned small businesses that are located in rural Utah or rural New Mexico. Businesses must be less than five years old and have an average annual revenue that is under \$50,000. Details are at jackie.hobson@sba.gov or (435) 632-0355.

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

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

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

"Park City Business University: Staff Development and Human Resources," a Park City Chamber/Bureau event. Location is Blair Education Center,

Intermountain Park City Hospital, 900 Round Valley Drive, Park, City. Details are at <https://www.visitparkcity.com/members/chamber-bureau-events/rsvp/>.

March 2, 10-11:30 a.m.

Peer Roundtable, a Salt Lake Chamber members-only event that is a quarterly discussion for business and community leaders. Location is Salt Lake Chamber, 201 S. Main St., No. 2300, Salt Lake City. Free, but registration is required. Details are at slchamber.com.

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

"First Fridays Networking," presented by the West Jordan and South Jordan chambers of commerce. Location is Miller Free Enterprise Center, Salt Lake Community College, 9750 S. 300 W., Room 203, Sandy. Cost is \$5. Details are at westjordanchamber.com.

March 7, 7-8:30 p.m.

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

March 8, noon-1 p.m.

Women in Business, a Cache Valley Chamber of Commerce event. Location is Adams Wealth Advisors, 701 S. Main St., Suite 400, Logan. Cost is \$16 for members, \$18 for nonmembers, \$20 at the door. Details are at cachechamber.com.

March 8, 5-7 p.m.

"Business After Hours," an Ogden-Weber Chamber of Commerce event. Location is Wasatch Peaks Credit Union, 4723 Harrison Blvd., Ogden. Free for chamber members and first-time guests, \$10 for non-member guests. Details are at ogdenweberchamber.com.

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

"West Quarter: Connecting Communities in Downtown Salt Lake City," a ULI (Urban Land Institute) Utah event. The development team, architect and hospitality group will discuss the unique features of the project and the plans for The West Quarter mixed-use development (a guided tour follows the discussion). Location is Le Meridien Hotel, 131 S. 300 W., Salt Lake City. Cost is \$25 for members (public/YLG/students; \$30 private-sector), \$10 more for nonmembers. Registration can be completed at <https://utah.uli.org/events-2/>.

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

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

March 9, 11:30 a.m.-2 p.m.

"Cool Careers in Advanced Manufacturing," a UAMMI (Utah Advanced Materials and Manufacturing Initiative) information session. Location is UAMMI Price, 375 S. Carbon Ave., Price. Free. Registration can be completed at Eventbrite.com.

March 9, 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>.

March 9, 6-8 p.m.

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

March 10, 6-9 p.m.

Annual Awards Gala 2023, a Cache Valley Chamber of Commerce event. Activities include a 6 p.m. check-in and opening reception, followed by dinner at 7 p.m. and program at 7:30 p.m. Location is The Riverwoods Conference Center, 615 Riverwoods Parkway, Logan. Cost is \$90. Details are at cachechamber.com.

March 12, 11 a.m.-1 p.m.

Business Women's Forum 2023, with the theme "How to Manifest Your Goals and Live the Life of Your Dreams." Speaker Kimberly Flores, former television news anchor-turned-entrepreneur (owner of fulfilled), will discuss what she has learned about attitude, energy and the universe that has completely changed her life. Location is Ken Garff Scholarship Club, Rice-Eccles Stadium, 451 S. 1400 E., Salt Lake City. Cost is \$35 for members, \$50 for nonmembers. Details are at slchamber.com.

March 13, noon-1:30 p.m.

Legislative Review Member Luncheon, a Utah Valley Chamber event. Location is Utah Valley University, 800 W. University Parkway, Orem. Details are at thechamber.org.

March 14, 9 a.m.-2 p.m.

Employer Workshop, presented by the Utah Department of Workforce Services and focusing on the benefits of accommodating, hiring and retaining people with disabilities. Location is Division of Services for the Blind and Visually Impaired, 250 N. 1950 W., Salt Lake City. Registration deadline is March 8. Registration can be completed at <https://bit.ly/3TCITDS>.

March 14, 11:45 a.m.-1 p.m.

Women in Business, a Point of the Mountain Chamber of Commerce event. Location to be determined. Details to be announced at thepointchamber.com.

March 15-May 17


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

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March 15

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

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

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

March 15, 5:30-6:30 p.m.

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

March 15, 6-8 p.m.

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

March 16-17

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

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

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

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

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

March 16, noon-2 p.m.

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

March 17, 8 a.m.-1 p.m.

Box Elder Business Summit. Keynote speakers include Mike Schlappi, Paralympian and motivational speaker, and Michael Jeanfreau, senior economist for the Utah Department of Workforce Services. Summit includes two breakout sessions: “Managing Change and Using It to Our Advantage” and “Networking:

Better Your Business Through B2B.” Concluding panel consists of local economic development professionals. Location is Utah State University’s Brigham City Regional Campus, 989 S. Main St., Brigham City. Cost is \$40. Details are at boxelderchamber.com.

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

“Friday Connections Speed Networking,” a ChamberWest event. Location is

Valley Fair Megaplex Theatres, 3620 S. 2400 W., West Valley City. Cost is \$5 for chamber members, \$10 for nonmembers. Details are at chamberwest.com.

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

Professional Development Series, a ChamberWest event. Location is Conservation Garden Park, 8275 S. 1300 W., West Jordan. Cost is \$25 for members with advance registration by March 15, \$35 for nonmembers

and for members after March 15. Details are at chamberwest.com.

March 21, 2-5 p.m.

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

March 22, 1-4 p.m.

“New Advanced Materials Technologies,” a UAMMI

(Utah Advanced Materials and Manufacturing Initiative) Crosstalk Learning Exchange event held in conjunction with Utah SAMPE Chapter Wasatch Front Materials Expo. Speakers include Guy Letendre, deputy director of UAMMI; Craig Eatough, president at Combustion Resources Inc., discussing “Coal to Carbon”; Brett Davis, busi-

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SOUTH VALLEY CHAMBER BUSINESS INSTITUTE

SOUTH VALLEY CHAMBER

BUSINESS BOOTCAMP

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



EVERYDAY
ENTREPRENEUR
PROGRAM

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



BUSINESS ACCELERATOR

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



clearlink BUSINESS MASTERY

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

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ness development at Dolphitech, discussing “Sensors for New Materials”; Robert O’Brien, senior technical advisor at Idaho National Laboratory, discussing “Emerging New High-Temperature Materials”; and Steven Rodgers, Graphene Council, discussing “Use of Graphene in Commercial Products.” Location is Salt Lake Community College, 9750 S. 300 W., Sandy. Registration can be completed at Eventbrite.com.

March 22, 3-5 p.m.

“Diversity & Inclusion Leadership Training Series,” a Salt Lake Chamber event taking place every other week through May 31. Series is designed to provide newly designated or seasoned professionals in the field of diversity and inclusion access to thought leadership and program development. Location is Salt Lake Chamber, 201 S. Main St., Suite 2300, Salt Lake City. Cost is \$299. Details are at slchamber.com.

March 23, noon-1 p.m.

Women in Business, a Box Elder Chamber of Commerce event. Location is Bridgerland Technical College, 325 W. 1100 S., Brigham City. Cost is \$10. Details are at boxelderchamber.com.

March 23, 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>.

March 23, 5-7 p.m.

“Business After Hours,” a Salt Lake Chamber event. Location is Squatters Pub Brewery, 147 W. Broadway, Salt Lake City. Free for members and \$30 for nonmembers before March 21; \$20 for members and \$40 for nonmembers after March 21. Details are at slchamber.com.

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

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

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

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

April 4, 9-10:30 a.m.

“Coffee Chat with the CEO,” a Park City Chamber/Bureau event that offers an opportunity to have an informal conversation with CEO Jennifer

Wesselhoff. Location is Kimball Junction Visitor Information Center, 1794 Olympic Parkway Blvd., Park City. Details are at <https://www.visitparkcity.com/members/chamber-bureau-events/rsvp/>.

April 5, 9 a.m.-12:30 p.m.

Utah Defense Manufacturing Community Research Symposium, hosted by UAMMI (Utah Advanced Materials and Manufacturing Initiative). Event takes place online via Zoom. Registration can be completed at Eventbrite.com.

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

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

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

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

[com/members/chamber-bureau-events/rsvp/](https://www.visitparkcity.com/members/chamber-bureau-events/rsvp/).

April 11, 7:15 a.m.-2 p.m.

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

April 11, 11:45 a.m.-1 p.m.

Chamber Luncheon, a Point of the Mountain Chamber of Commerce event. Location

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RECESSION*from page 1*

on to it even if it is a short-term loss because the short-term loss is cheaper than the cost of me trying to get it back.”

From a national standpoint, the economy over time will feature workforce issues that “will come in a herky-jerky way,” meaning recessions.

“These labor shortages are the new norm,” he said. “The only reprieve you’ll get going forward from labor shortages are recessions. And when they go away, you’re back to labor short-

ages, back to tight labor markets.”

The nation’s labor shortage problem was exposed, not caused, by the COVID-19 pandemic, he surmised, but had been six or seven decades in the making with the aging of baby boomers. In 1960, there were about four people under age 14 for every retiree. Now those populations are about equal. In Utah, it’s about 2 young people for every retiree.

“So, we have a positive dynamic in that regard,” he said of Utah, “but understand ... we play in that big (national) sandbox.”

Labor shortages at one time meant “we can’t get enough of a

certain skill set” but now mean “we can’t get enough bodies.” That is “the new normal,” he stressed.

Of all the options to help the national shortage, the most effective one to cure the problem would be through international in-migration. However, “right now, that’s hot potatoes,” he said. Trying to get retired baby boomers back into the workforce would be “just a Band-Aid,” he added.

Knold foresees the impact of federal policy actions as slowing Utah’s job growth but not causing overall job losses. Still, the state’s economic outlook is brighter than the national one, even if the two

are linked.

“We have positive momentum going forward, but, again, the United States system is so big that doesn’t mean that we’re completely immune to it,” he said. “We do kind of live in a bubble, but yet that bubble gets blown around by the winds of the United States economy.”

That could mean Utah’s unemployment rate could rise from “rock-bottom” 2.2 percent.

“You’d have to have some really powerful things hit the economy,” he said. “to get back to 6 percent unemployment going forward, just because labor is so short and dear, so to speak.”

TASK FORCE*from page 1*

Wildlife Resources, average annual lake level hit a record low of 4,190.1 feet elevation last summer. It dipped to 4,188.6 feet in late October, a daily record low. For comparison, it reached a peak of 4,210.4 feet in 1987.

The Strike Team recommends policymakers adopt a lake elevation target level range based on analysis prepared by the Utah Division of Forestry, Fire and State Lands of between 4,198 to 4,205 feet.

“Declining water levels of Great Salt Lake threaten economic activity, local public health and ecosystems,” the assessment said. “The situation requires urgent action. Fortunately, science provides crucial perspective, understanding and scenarios for policymakers to chart a path forward. Many policy levers can help return the lake to healthy levels.”

Among the team’s policy options regarding conservation are the optimized use of agricultural water and optimizing lake mineral extraction.

The assessment indicates that a few million tons of dissolved salts and minerals flow from the Jordan, Weber and Bear rivers

into the lake each year. The lake’s economic output is \$1.32 billion annually, with a total labor income of \$375.1 million and total employment of 7,706 jobs. Among the industries on the lake are those collecting magnesium, sulfate of potash and brine shrimp. Compass Minerals wants to begin lithium carbonate extraction in 2025.

Mining companies, the assessment said, extract nearly 2 million tons of minerals per year from the lake, primarily through evaporation at diked ponds. A state report in 2021 said the mineral extraction industry at the lake “makes close to \$300 million per year.”

“There are over 85,000 acres of diked evaporation ponds in Great Salt Lake, comprising an area twice that of San Francisco,” the Strike Team assessment said.

Among the mineral extraction companies are Cargill, Compass Minerals, Morton and U.S. Magnesium.

Extractors hold a total of over 600,000 acre-feet of water rights and in 2020 depleted a total of 182,000 acre-feet of water, according to the study.

“The state is currently working with these companies to encourage innovative processes for new mineral development. ... These companies rely upon

the evaporation of lake brines in their extractive processes. However, brines have become harder to reach due to low water levels. The Utah Division of Forestry, Fire and State Lands (FFSL) is currently working with industry to encourage technologies that are not reliant on evaporation and those that reduce water depletions.”

The Strike Team assessment indicates policy options have tradeoffs.

“Eliminating mineral production on GSL has economic consequences and threatens a key source of three of the state’s critical minerals,” it said. “However, Great Salt Lake cannot sustain continued water diversions and depletions at the rate seen in previous decades. The state is encouraging innovation and sustainability in the development of lithium on the lake.”

Reducing agriculture usage of water from inflow rivers by 10 percent to 15 percent could be achieved through on-farm optimization without reducing production, according to the assessment. Such optimization would make farming more resilient to drought and could supply nearly 180,000 acre-feet of water annually to the lake without reducing crop production.

Among the optimization measures are improving conveyance systems that deliver water to the farm, and a variety of on-farm improvements in water, crop and soil management. “Greater reductions in depletion are possible but would require compensated strategic deficit irrigation or fallowing,” it said. “This optimization comes at various costs ranging from about \$60-400 per acre-feet of water per year, based on which practices are implemented.”

Among risks are lost agriculture production and profit, high ongoing costs of on-farm optimization or fallowing, and damages to rural communities and industries that rely on agriculture.

“Reducing agriculture water depletion is difficult without reducing crop production,” the assessment said. “Most water used in agriculture is ‘beneficially used’ through crop consumption or returns to natural systems. Agricultural optimization requires capital-intensive changes that often exceed producers’ capacity to perform without assistance.”

The Kem C. Gardner Policy Institute conducted a Newsmaker Breakfast event last week to discuss the assessment and policy options. The gathering took place after press deadlines for *The Enterprise*.

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CALENDAR

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to be determined. Details to be announced at thepointchamber.com.

April 12, noon-1 p.m.

Women in Business, a Cache Valley Chamber of Commerce event. Location is Adams Wealth Advisors, 701 S. Main St., Suite 400, Logan. Cost is \$16 for members, \$18 for nonmembers, \$20 at the door. Details are at cachechamber.com.

April 12, 5-7 p.m.

"Business After Hours," an Ogden-Weber Chamber of Commerce event. Location is Mountain Luxury Real Estate & Lodging, 3632 N. Wolf Creek Drive, Eden. Free for chamber members and first-time guests, \$10 for nonmember guests. Details are at ogdenweberchamber.com.

April 12, 6-9 p.m.

"Pillar of the Valley 2023," a Utah Valley Chamber event. Location is Utah Valley Convention Center, 220 W. Center St., Provo. Cost is \$250 for members, \$300 for nonmembers. Registration closes April 5 at 5 p.m. Details are at thechamber.org.

April 13, 11:30 a.m.-2 p.m.

"Rare Earth and Critical

Minerals in Eastern Utah," a UAMMI (Utah Advanced Materials and Manufacturing Initiative) information session. Location is UAMMI Price, 375 S. Carbon Ave., Price. Free. Registration can be completed at Eventbrite.com.

April 14

"Delivered," a Cardagraph event for the software product managers and leaders. Event will feature keynote speakers, panel discussions, and interactive workshops led by industry experts. Speakers include Kristi Broom, vice president of product operations and Innovation, Degreed; Sean Gigremosa, product management leader, ex-Rolls Royce, ex-Reliant Energy; Aleks Bass, vice president of product management, Momentive; Bentley Wilson, CEO, Cardagraph; Andria Jannetti, director of product management, Flyhomes, ex-Apple, ex-Zelle; and Rob Clarke, vice president of product, ObservePoint, ex-CXO/co-founder, Strala. Location is the Awaken Center, South Jordan. Details are at <https://www.cardagraph.com/delivered>.

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

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

April 20, 11:45 a.m.-1 p.m.

"Connect 4 Lunch," a Point of the Mountain Chamber

of Commerce event. Location to be determined. Details to be announced at thepointchamber.com.

April 21, 8:30-10 a.m.

"Friday Connections Speed Networking," a ChamberWest event. Location is Valley Fair Megaplex Theatres, 3620 S. 2400 W., West Valley City. Cost is \$5 for chamber members, \$10 for nonmembers. Details are at chamberwest.com.

April 25, 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.

April 26, 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.

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

"Engaging, Recognizing & Retaining Employees," a Box Elder Chamber of Commerce event. Location is Bridgerland Technical College, 325 W. 1100 S., Brigham City. Cost is \$10. Details are at boxelderchamber.com.

April 27, 1-5 p.m.

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

April 27, 6-9 p.m.

"Giant In Our City 2023," a Salt Lake Chamber black-tie event honoring Wilford Clyde, chair of Clyde Companies. Reception begins at 6 p.m., followed by dinner and program at 7 p.m. Location is Grand America Hotel, 555 S. Main St., Salt Lake City. Cost is \$250. Details are at slchamber.com.

April 28, 8 a.m.-2 p.m.

Utah County Business Summit. Location is Thanksgiving Point, Show Barn, 2975 N. Thanksgiving Way, Lehi. Details to be announced.

May 1-2

One Utah Summit 2023, presented by the Governor's Office of Economic Opportunity, the Utah Office of Energy Development, World Trade Center Utah and the Salt Lake Chamber. Event includes a startup pitch networking event May 1, and activities May 2 in which government and business leaders will discuss Utah's economic development trends and topics. Location is Davis Conference Center, 1651 N. 700 W., Layton. Cost through March 31 is \$399. Cost after March 31 is \$449.

Startup pitch networking event May 1 is \$25. Details are at oneutahsummit.com.

May 10, noon-1 p.m.

Women in Business, a Cache Valley Chamber of Commerce event. Location is Adams Wealth Advisors, 701 S. Main St., Suite 400, Logan. Cost is \$16 for members, \$18 for nonmembers, \$20 at the door. Details are at cachechamber.com.

May 11, 8 a.m.-1 p.m.

Home-Based and Small-Business Conference, a Box Elder Chamber of Commerce event. Location is Utah State University's Brigham City Regional Campus, 989 S. Main St., Brigham City. Cost is \$40. Details are at boxelderchamber.com.

March 16, 10 a.m.-1 p.m.

TopGolf Tournament, a South Jordan Chamber of Commerce event. Location is TopGolf Salt Lake City, 920 Jordan River Blvd., Midvale. Cost is \$100 for members and \$125 for nonmembers until Feb. 20. Details are at <https://sj-chamber.org/events/>.

May 25, noon-1 p.m.

Women in Business, a Box Elder Chamber of Commerce event. Location is Bridgerland Technical College, 325 W. 1100 S., Brigham City. Cost is \$10. Details are at boxelderchamber.com.

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