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OF NOTE



Sentiment beats technology

The most popular TV ads during the recent Super Bowl were those that tugged at the heartstrings rather than the ones touting artificial intelligence. Budweiser's Clydesdale foal returning a lost beer topped the chart in *USA Today's* annual "Ad Meter" popularity contest, followed closely by an ad featuring a little girl growing a single potato for Lay's chips. Spots for ChatGPT and Meta's Ray-Ban smart glasses finished near the bottom.

AEROVIRONMENT TO BRING 517 JOBS

Breeze Airways commits to \$4.5 billion Utah expansion



Breeze Airways, a low-fare carrier founded by aviation entrepreneur David Neeleman and headquartered in Cottonwood Heights, will expand its Utah operations over the next 10 years and add 570 jobs to its local workforce. As part of a post-performance tax reduction incentive award with the state, the airline said it will spend \$4.5 billion on the expansion. Photo courtesy of Breeze Airways.

Brice Wallace

Business Journal

A pair of companies that put things into the sky plan to expand in Utah, with each adding more than 500 employees in Salt Lake County.

Breeze Aviation Group Inc., a Cottonwood Heights-based company that provides passenger air service, will spend \$4.5 billion and add 570 jobs over the next 10 years. Virginia-based AeroVironment Inc., which produces unmanned aircraft systems and tactical missile systems, will grow by 517 new jobs over fif-

teen years in a \$42 million project.

Both companies were approved for project incentives by the Governor's Office of Economic Opportunity board at its February meeting. AeroVironment also was awarded a tax incentive from the Utah Inland Port Authority board.

Breeze serves 68 cities in 31 states, mostly along the U.S. East Coast, "which is actually why there was serious consideration to moving there, but Utah's been so great, we're actually really happy to be staying here," Eric Fletcher, vice president of government and airport affairs, told the GOEO board. "Utah has been fantastic to us."

Founded by aviation entrepreneur David Neeleman, Breeze provides direct air service at underserved secondary markets. Its first flights were in May 2021. Last year, it moved over 4 million passengers, a figure expected to reach 6 million this year. Revenue is projected to be about \$1 billion this year. The company had its first profitable quarter in the 2024 fourth quarter.

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Utah population grows by more than 50,000 in year ending July 1

Utah's population grew by more than 50,000 during the 12 months ending on July 1 to a total state population of 3,506,838 — a 1.5 percent growth rate, according to estimates produced by the Utah Population Committee. The committee, convened by the Kem C. Gardner Policy Institute at the University of Utah, said the 50,392 new residents reflect the post-COVID-19 era and continue the moderately high growth rate of the past few years.

"In 2024, Utah experienced a slight deceleration in population growth for the second year in a row, with net migration and natural increase almost equally driving growth," said Emily Harris, senior demographer at the Gardner Institute. "Utah's recent shift from natural increase to net migration as the primary source of growth represents a continuation of COVID-19 trends, though this year's data shows a slowing of that initial post-pandemic pattern."

Key findings from the Gardner poli-

cy brief include the following:

- **Growth Rate.** Population growth remained strong but slowed to 1.5 percent in 2024, down from 1.6 percent in 2023.

- **Components of Change.** Net migration and natural increase contributed almost equally to growth, with net migration accounting for 52 percent of new residents and natural increase accounting for 48 percent of new residents.

- **Natural Increase.** Births and deaths remained nearly unchanged from last year. Natural increase did not meaningfully change for the first time in over 10 years, increasing by 48 percent to 24,374 in 2024.

- **County Growth.** Twenty-one counties grew in 2024, with half of those counties' growth driven by net migration.

- **Fastest Growing County.** Tooele County experienced the fastest population

ALAN SMITH NAMED INTERIM PRESIDENT AT UTAH STATE

The Utah Board of Higher Education appointed Alan L. Smith as interim president of Utah State University in its recent public meeting. The board announced it will now launch a comprehensive search for the next president. The appointment follows current USU Pres. Elizabeth R. Cantwell's announcement that she has accepted a new position as president of Washington State University.

Smith has been with USU since 2021 and currently serves as dean of the Emma Eccles Jones College of Education and Human Services.

"I am honored to serve Utah State University in this interim role and to support our students, faculty and staff during this transition," said Smith. "USU is a remarkable institution with a strong legacy of excellence in research, teaching and community engagement. I look forward to working closely with campus and system leaders to ensure stability and continued

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NEWS

Construction products company bringing \$66M plant, 75 jobs to Tooele

Brice Wallace
Business Journal

A Michigan-based designer and manufacturer of products for the construction industry will build a plant in Tooele County. The nearly \$66 million project is expected to result in 75 new high-paying jobs over 11 years.

UFP Site Built LLC will build in two phases a plant in Grantsville that will have over 120,000 square feet of manufacturing space, according to Mike Ellerbrook, the company's executive vice president.

"Salt Lake's always been on our list. A great city," Ellerbrook told the Governor's Office of Economic Opportunity board during its February meeting in which the company was awarded a tax credit incentive for the project. "It's going to be a great plant."

UFP Site Built is a subsidiary of UFP Industries Inc. and produces structural components for the construction industry. The prefabricated products include roof trusses and floor trusses, wall panels, wood structural components, alumi-

num decks and rails, and light gauge steel structural components. The company has 25 manufacturing facilities across the country and serves homebuilders, general contractors and developers.

Founded in 1955, UFP Industries has been publicly traded since 1993 and has affiliates in North America, Europe, Asia and Australia. Its worldwide operations serve three markets: retail, packaging and construction.

In a news release about the project, Ellerbrook said that Utah's booming population "requires innovative solutions to keep housing both available and affordable" and the project will strengthen the company's ability to provide high-quality structural components that support the construction of single-family homes, multifamily housing and commercial developments across the state.

Speaking to the GOEO board, Ellerbrook said the company has been operating at a temporary location in the Peterson Industrial Depot in Tooele.

"It'll be our most automated and most highly technical plant that we have in the company," he said of the Grants-

ville plant. "We'll put a lot of robotics into the plant to help us build more efficiently and quicker. ... Salt Lake has been on our target list for a long time and it's really, really good to see that come to fruition."

The board approved a Rural Economic Development Tax Increment Financing (REDTIF) program incentive for up to \$564,165 over 11 years. Total wages for the new jobs are projected to be \$32.8 million during that time, and new state tax revenue is expected to total over \$2.8 million. The average wage for the new jobs will be \$59,898.

"We're so excited to have UFP come to city and be part of this project," Grantsville Mayor Neil Critchlow told the board. "It's going to be a great addition to our city and to our county and to our state."

"We're thrilled to have UFP come into Tooele County," added Jared Hamner, a member of the Tooele County Council. He told Ellerbrook that "I don't think you'll be disappointed" with the Tooele County workforce. "You'll be overly excited on who you're getting here," he said.

"Access to high-quality building ma-

terials is essential for creating more affordable and reliable housing for Utahns," Ryan Starks, GOEO's executive director, said in a prepared statement. "This expansion supports our state's economic priorities by strengthening the supply chain, creating quality jobs, and investing in rural communities. We welcome industry leaders like UFP who help drive smart growth and keep Utah a great place to live and work."

Scott Cuthbertson, president of the Economic Development Corporation of Utah, said UFP will find in Utah "a surging construction market ready to benefit from its products."

"UFP's industry expertise will address supply shortages and support homebuilders across the Beehive State, and its investment in Tooele County will create new jobs and accelerate economic growth in the region," he said.

GOEO does not provide upfront cash incentives. Each year that an incentivized company meets the obligations in its contract with GOEO, it will qualify to receive a portion of the new, additional state taxes the company paid to the state.



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MWCN names philanthropist Spencer F. Eccles Entrepreneur of the Year

MountainWest Capital Network (MWCN) has named Spencer F. Eccles, former chairman and CEO of First Security Corp. and current chairman and CEO of the George S. and Dolores Doré Eccles Foundation, as the recipient of its 37th annual Entrepreneur of the Year award.

MWCN said that each year, it recognizes entrepreneurs who create “industry-shaping businesses in Utah, inspire others with their entrepreneurial vision and give back to the community.”

Eccles spent nearly two decades as the head of First Security Corp., the oldest multi-state bank holding company in the United States until its merger with Wells Fargo in 2000. He has also served on the boards of numerous organizations including Union Pacific, U.S. Chamber of Commerce, National Parks Foundation, Wells Fargo and InterMountain Healthcare.

“My connection to Utah runs deep through generations of the Eccles family, and I’ve dedicated my life to ensuring the vitality and growth of our great state,” said Eccles in response to the honor. “From banking to philanthropy, my goal has always been to support and advocate for the people of Utah. I am humbled by this recognition from MountainWest Capital Network, which reflects not just my efforts, but the collaborative spirit of our entire community.”

Eccles’ impact on Utah has continued long after his decades in the banking industry, MWCN said in its biography of Eccles.

“As chairman of five Eccles fam-

ily foundations, including the George S. and Dolores Doré Eccles Foundation, he has championed countless initiatives in education, health and wellness, the arts, community development and preservation and conservation of Utah’s beautiful landscapes and historical places,” the statement said. “His dedication to higher education, and the University of Utah in particular, has been transformative, as has his commitment to youth sports and the Olympic movement, earning him the IOC’s prestigious Pierre de Coubertin award.”



Spencer Eccles

Eccles is a member of a number of boards, including the UofU’s National Advisory Council and the David Eccles School of Business National Advisory Board.

“Spence Eccles embodies the very essence of entrepreneurial leadership and community building that our Entrepreneur of the Year award celebrates,” said Ryan Dent, chairman of MWCN and managing partner of PwC LLP. “His vision and dedication have not only shaped Utah’s banking landscape but have also created lasting positive impact through his leadership and philanthropic initiatives that will benefit generations to come.”

MWVN’s Entrepreneur of the Year program is a key feature of MWCN’s outreach “to foster business relationships and recognize outstanding members of Utah’s business community,” the organization said.

Former Entrepreneur of the Year recipients since the award’s inception in 1983 include Robert Redford, David S.

Layton, Sam and Kacie Malouf, Hanko Kiessner, Dr. Steve Neeleman, Fred Lampropoulos, Ryan Smith, Jeremy An-

drus, Aaron Skonnard, Peter and Nicole Mouskondis, Tom Dickson, Todd Pedersen and Josh James.

Pacelli appointed CEO of Epitel Inc.

Epitel Inc., a Salt Lake City provider of AI technologies for patient-focused brain health solutions, has announced that Steve Pacelli has been appointed as the company’s new CEO.

“Pacelli, a seasoned executive with a track record of success in the medical technology industry, brings a wealth of experience and leadership to Epitel as it further drives its mission to transform the lives of individuals affected by seizures and other neurological conditions,” Epitel said in its announcement.

Mark Lehmkuhle, Epitel’s current CEO and founder, will transition to the role of chief technology officer.

“Mark has been the driving force behind Epitel since its inception,” said Pacelli. “His vision, energy and dedication have been instrumental in building the company and defining its incredible culture. Mark will continue to play a vital role as we move forward, now with a sharper focus on leading our technological vision and ensuring that innovation is at the forefront of our product development.”

Prior to joining Epitel, Pacelli served in numerous operating roles throughout his nearly 20-year tenure at Dexcom, where he played a pivotal role in the company’s growth and success, helping to expand its leadership in the diabetes management market. Pacelli’s expertise in scaling technologies, forging strategic partner-

ships and driving operational excellence makes him uniquely qualified to lead Epitel into its next phase of growth, said Lehmkuhle.

“I am thrilled to join Epitel at this exciting time in the company’s journey,” said Pacelli. “Epitel’s vision for improving the lives of individuals with neurological conditions through continuous, non-invasive brain health monitoring is inspiring. I look forward to working with the talented team at Epitel to accelerate our efforts in advancing health care solutions and delivering meaningful outcomes for patients.”

“As Epitel grows, so do the demands of managing our organization and ambition. Steve’s passion for patient-centered innovation and strategic vision make him the ideal leader to guide us and I am confident that Steve will propel Epitel into our next chapter of success,” said Lehmkuhle.

Epitel, which specializes in wearable, wireless and non-invasive EEG technology, is developing its REMI portfolio, an AI-enabled seizure monitoring platform.

“Steve is an exceptional leader with a proven ability to execute,” said Joshua Phillips, chairman of Epitel’s board of directors and managing partner at Catalyst Health Ventures, a major investor in the company. “We are at a pivotal stage in our growth, and it’s clear that we need to scale our commercial presence to meet the opportunities that lie ahead.”

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NEWS

Tech-Moms launches online training program to help rural Utah women

Tech-Moms, a Utah-based nonprofit organization that helps women transition into technology careers through education and mentorship, has launched a nine-week online program to take its mission to rural Utahns. The course will offer training in technology along with mentorship and career support to expand workforce opportunities for women outside the metropolitan area to help them transition into high-demand careers.

The course will begin March 1. Interested women can sign up at the organization's website, tech-moms.org or by contacting Merianne Gates at merianne@tech-moms.org.

"We are excited to be connecting with community, education and government organizations around the state as we work to bring Tech-Moms to rural Utah," said Robbyn Schribner, co-founder of Tech-Moms. "For five years, we've trained more than 600 students, primarily from the Wasatch Front, but we know that there are Utahns who could benefit from our programs who live in every corner of the state."

The Tech-Moms program offers curriculum covering essential digital skills, career development strategies and industry insights. Participants will receive mentorship from an experienced instructor and join a growing network of Tech-Moms alumni who have successfully transitioned

into technology careers, Schribner said. The virtual format ensures that students can engage in the coursework from anywhere, making tech education more inclusive and accessible.

"Too many rural Utahns are lacking opportunity as our economy keeps shifting and learning new tech skills will be essential for all of us as we move forward into the careers of the future," Schribner added. "Tech-Moms is thrilled to add to the good work that is already being done in terms of rural workforce development by expanding our online programs across the state this spring."

Tech-Moms has also announced a partnership with Women4STEM, a Utah program that engages young women with science, technology, engineering and mathematics (STEM). The collaboration aims to inspire and equip women of all ages with the skills and confidence needed to thrive in the tech industry, Tech-Moms said in a release.

Women4STEM's annual conferences showcase outstanding women in STEM from various sectors, including government, industry, nonprofit and education, to inspire, support, mentor and guide the next generation in similar fields. The organizations' 3rd Annual Women4STEM Conference is scheduled for March 1 at Weber State University Davis in Layton.

UIPA buys property of former North Temple Landfill for manufacturing site

The Utah Inland Port Authority (UIPA) has acquired the former North Temple Landfill property from the Utah Trust Lands Administration with plans to redevelop the 770-acre site on Salt Lake City's West Side. The site, which has remained largely unused since the landfill's closure in 1978, is set to become a hub for automated and advanced manufacturing in the Northwest Quadrant, according to a UIPA statement.

UIPA said it has plans to expedite remediation efforts for the landfill, which will require significant resources to address the environmental challenges. Once remediated, the site is expected to serve as an economic catalyst, supporting high-wage job creation and generating substantial tax revenue. Unlike traditional distribution and warehouse developments, the project will focus on attracting advanced industries to foster innovation and sustainability, UIPA said.

"This acquisition represents a pivotal step toward turning a historically underutilized and environmentally hazardous site into a thriving hub of innovation and sustainability," said Ben Hart, executive director of UIPA. "We had a lot of partners that helped make this transaction happen, and we are grateful to all of those who have played a role."

The redevelopment of the North Temple Landfill is part of UIPA's broader strategy to position the Northwest Quadrant as a leader in sustainable economic development, making way for long-term community benefits.

"This redevelopment will transform a long-dormant site into a powerhouse of economic growth for the state," said Abby Osborne, UIPA board chair and chief of staff for the Utah House of Representatives. "It reflects UIPA's commitment to innovation and creating opportunities for Utahns through advanced manufacturing and technology."

The UIPA board said the next steps for the North Temple Landfill include finalizing remediation plans, assembling a task force of key partners and engaging with the surrounding community.



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Work Daze

DeepSeek vs. DeepSleep

You've heard about DeepSeek, of course. It's the recently released low-cost Chinese-built artificial intelligence system that competes with old-school, high-cost American-built artificial intelligence systems.

In other words, it's the Temu of AI.

While a high-level, in-depth discussion of artificial intelligence systems might be useful, I am more comfortable when it comes to human intelligence, especially when the humans in question are at work.

And it is exactly this experience that tells me the arrival of DeepSeek is your last chance to wake up and get AI working for you instead of against you. That's because bargain-basement DeepSeek could be the first powerful AI system sufficiently inexpensive to be purchased by your DeepCheap boss.

First to react to this reality was HR Trainings. The company popped up in my email inbox with a notice of a new seminar — "DeepSeek for HR in 2025: What All HR Staff Need to Know Now."

The goal of the training is to help an HR person "boost operational efficiency and strategic outcomes in your daily HR functions." I'm all for education, but since keeping your job depends on the

profoundly unintelligent and inefficient efforts of the HR staff, it's much safer to keep them in the dark.

Fortunately, when it comes to AI, you don't need a seminar. A variety of free learning is available. Much of it is probably created by AI chatbots, I'm sure, but let's not be judgy. A real human being — I think — is Kelly Daniel, who explains "How to Get ChatGPT to Give You Exactly What You Want," a recent article on the CNBC website.



BOB GOLDMAN

Daniel, a "prompt engineer," suggests the way to get the most out of an AI system is simple: Treat it like a child. "You're talking to a smart kid," she writes. "One who wants to make you happy and do what you're asking."

Unfortunately, your new AI childbot is not able to help you, their adopted parent. Despite the billions of dollars spent on their education, even the most powerful AI system is "limited by their lack of context and previous experience, and it's your job to provide that context."

As an example, Daniel compares giving a child a vague request to put away their toys with a seven-step list of detailed directions, starting with No. 1, "Collect all the toys in one place," and moving all the way through No. 6,

"Make sure any stuffies you're not sleeping with are back on the shelf."

At the end of the list is a reward — No. 7, "Let me know when you're done, and we can have dessert."

When it comes to using DeepSeek or any other AI system to use its awesome intelligence to get your manager to promote you, there is a problem with the technique. The average child is probably much smarter than your manager. That's why toys shouldn't be put away. They should be used to get you the promotion you deserve.

The following is a list of the childish prompts I typed into ChatGPT:

No. 1: I want my manager to promote me.

No. 2: My manager is Mr. Potato Head.

No. 3: Mr. Potato Head has lots of Legos, but he doesn't like to share.

No. 4: My teammates are Fury Furbits and won't stand in my way.

No. 5: My main competition for promotion is Totally Hair Barbie. She is always fighting with Popstar Barbie and may not notice my sneaky moves to sideline her.

No. 6: Make sure any stuffies my manager is not sleeping with are back on the shelf.

Did a powerful AI system know how to play with toys? You bet! In less time

than it takes an HR nerd to reject your expense account, I got the answers I need.

I'm supposed to "impress Mr. Potato Head" with a special Lego creation that "showcases my skills and initiative." This "could be my golden ticket." I was also instructed to "Work the Fury Furbits" to "leverage their support." Being careful "not to overplay my hand," I was to "outsmart the Totally Hair Barbie" by "keeping her distracted with her drama with Popstar Barbie." "The Stuffies Situation" was my responsibility and when not in use I was to "tidy up" the stuffies, "placing them on the shelf to maintain a peaceful working environment."

Bottom line: With my "stealthy moves and a little strategy involving Legos and stuffies, I'm positioning myself for success."

No matter whether you work for a Mr. Potato Head or a Fury Furbit, I'm sure an AI system can accelerate your career trajectory.

Whether you buy it dessert is totally up to you.

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

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INCENTIVES

from page 1

The company has between 2,200 and 1,300 employees, including about 650 in Utah. In addition to its headquarters, it has a training center near Salt Lake City International Airport and offers 10 routes from Provo Municipal Airport and one route from Ogden-Hinckley Airport.

“Utah has proven to be a great location for us to build Breeze, and establishing our headquarters here has had many benefits,” Neeleman, the company’s CEO, said in a prepared statement. “With a thriving economy, low cost of living, and vibrant community atmosphere, Utah offers both a strong environment for business growth and a desirable place for our team members to live and work.”

GOEO officials said Utah competed with other states for the headquarters expansion project. “This is one Utah had to fight for, so we’re really excited to get this announcement, Eric,” Lance Soffe, GOEO’s senior business development director, told Fletcher during the GOEO board meeting. “We want Breeze here. It is, like I said, a disruptor and a company that we really want, and losing this company would have been a big loss.”

The board approved a tax credit incentive of about \$11.4 million over 10 years for the Breeze project from the state’s Economic Development Tax Increment Financing (EDTIF) program. New state tax revenue is projected to be over \$38 million during that time, and total wages are expected to reach nearly \$780 million. The new jobs are expected to pay an average of \$141,902. The board’s acting chair, Jesse Turley, recused himself from the incentive discussion and vote.

“We’re also excited for your growth and cheering you on for continued success,” board member Katelin Roberts said, adding that GOEO was “very excited to help you grow in any way we can. ... We’re excited to give more accessibility to all these smaller towns and hopefully lots of new jobs in Utah.”

“Investing in aerospace fuels Utah’s economy, creates high-paying jobs, and enhances access to affordable, convenient air travel,” Ryan Starks, GOEO’s executive director, said in a prepared statement. “Expanding air travel options strengthens our tourism industry, boosts business growth and connects Utah to the world, making it easier for residents

and visitors to experience all our state has to offer.”

“We are proud to have Breeze Airways call Cottonwood Heights home, with its headquarters at the iconic Cottonwood Corporate Center, nestled at the base of the Wasatch Mountains,” said Mike Weichers, Cottonwood Heights mayor. “Its commitment to innovation and growth has brought valuable jobs and economic vitality to our community, and we look forward to its continued success taking flight from right here in our city. We appreciate Breeze’s engagement in our community, including David Neeleman’s participation in a promotional video for the city. We wish the airline continued success and hope to partner with it as it reaches its goals.”

The state incentive is the second for Breeze. In May 2022, the company was approved for a tax credit of up to \$270,037 over five years for an \$8 million project to add 78 high-paying jobs at the Provo airport.

In a news release, AeroVironment said its new advanced manufacturing facility will be called FreedomWerk and said production will begin in the second half of 2025. While the company plans to grow by 517 new jobs, its tax credit incentive is tied to 230 of those jobs, which will pay an average of \$136,338.

In its 54th year, AeroVironment has about 1,200 employees at 13 U.S. locations, mostly in California.

Mark Lewis, an AV senior manager, told the GOEO board that Utah will become home to a production facility for its LMS (loitering munition systems) division. LMS allows warfighters to launch, fly, track and engage beyond-line-of-sight targets across land, maritime and air-launched environments, all while remaining at the battlefield’s edge.

USU PRESIDENT

from page 1

momentum as the search for the next president moves forward.”

Smith was the first to hold an endowed deanship in the College of Education and at Utah State University. He is recognized for his research on peer relationships in physical activity settings and the role of sport in youth development. The National Institute of Mental Health and the U.S. Department of Education, among others, have funded his work.

Prior to joining USU, he held leadership roles at Michigan State University and Purdue University and is a Fellow of the National Academy of Kinesiology. He has a bachelor of arts in psychology from the University of Rochester, a master of science in exercise and sport science from the University of North Carolina at Greensboro and a Ph.D. in exercise and movement science from the University of Oregon.

“Alan Smith is a dedicated leader with a deep commitment to Utah State University, its research mission and its role as the state’s land grant institution,” said Amanda Covington, Utah Board of Higher Education chair. “His background as a scholar, administrator and advocate for research makes him well-prepared to lead USU through this transition. We’re grateful for his willingness to step into this interim role and ensure continuity and collaboration while we conduct a search for the next president. We also extend our gratitude to President Cantwell for her service.”

The board said Smith will return to his role as dean of the College of Education and Human Services once a new president is appointed.

The division’s primary customers are the U.S. government and more than 55 allied companies. Lewis said the division had more than 150 percent growth in its employee total in the past fiscal year and is expected to grow more than four times financially during the next three years.

The new production facility will have slightly more than 200,000 square feet. Most of the jobs will be skilled labor, including technicians, engineers, support staff and management.

AV produces intelligent, autonomous robotic systems that serves defense, government and commercial customers.

Wahid Nawabi, chairman, president and CEO, said the company’s autonomous precision-strike systems “have revolutionized modern warfare, providing warfighters with the ability to neutralize high-value threats with unprecedented accuracy while minimizing risk to friendly forces. This facility represents a critical step in our mission to expand manufacturing capacity, ensuring our forces have the technological superiority needed to deter and, if necessary, decisively defeat adversaries.”

The GOEO incentive is a tax credit of nearly \$4 million over 15 years. New state tax revenue is estimated to be \$15.8 million during that time. New total wages are expected to be \$393.5 million.

“Utah is the ideal hub for advancing aerospace and defense technologies that are vital to national security and economic growth,” Starks said in a prepared statement. “Strategic investments like this create jobs, accelerate innovation, and reinforce Utah’s leadership in aerospace and defense. Supporting com-

panies like AV strengthens our state’s economy while driving cutting-edge advancements in the industry.”

In addition to GOEO’s incentive, AV received approval from the Utah Inland Port Authority board for an incentive that allows up to 10 percent of AV’s property tax liability to be rebated over 25 years.

“AV’s expansion in Salt Lake County underscores Utah’s growing prominence in the aerospace and defense industries,” said Ben Hart, UIPA’s executive director. “By supporting strategic investments like this, UIPA is helping to create high-quality jobs, strengthen our state’s advanced manufacturing capabilities, and enhance critical infrastructure to support long-term economic growth. We are excited to work alongside AV and our partners to ensure their success in Utah.”

“We’re thrilled to welcome AV to Salt Lake City,” said Scott Cuthbertson, president of the Economic Development Corporation of Utah. “As a leading defense tech company, AV’s expansion will not only bring high-quality jobs to the region but will also further solidify Salt Lake City’s position as a premier hub for cutting-edge industries. We look forward to the long-term contributions the company will make to our economy and community.”

“We’re excited to welcome AV and the over 500 jobs it will bring to Salt Lake City,” said Lorena Rizzo-Jenson, director of Salt Lake City’s Department of Economic Development. “Our city has a long history of being a place where cutting-edge tech companies come to flourish, and AV is a great fit for our aerospace cluster.”

Recently, I was asked to recommend a lawyer in Salt Lake City ...

My name is Carl Lobell. I am a retired senior partner at the international law firm Weil, Gotshal & Manges, whose principal office is in NY but which has offices throughout the United States, Europe and Asia. It’s one of those firms now known as BigLaw.

In my career spanning 60 years I have worked for many Fortune 500 companies as well as smaller companies and individuals with a variety of legal problems. In this practice I have worked with many, many lawyers but one in particular sticks in my mind. His name is Richard Kaplan and he now lives and practices in Salt Lake City. I would like to tell you about him, because if you are looking for a great lawyer whether you are a large corporation, a small or medium business or an individual you might like to know about him.



Carl Lobell

In brief Rick has all the attributes, qualities and character traits that make him both an outstanding lawyer and an outstanding person. He is scary smart, trained and experienced as both a lawyer and a businessman and all times a person who thinks and cares about other human beings and their problems.

Rick took his legal education at the University of Minnesota Law School where he was president of the Law Review. He is also a graduate of Harvard Business School, clerked for federal judges at both the trial and appellate levels, and has represented Fortune 500 companies, small and medium businesses and individuals, in a variety of matters encompassing litigation, regulatory and compliance, negotiation and resolution of diverse issues. Having worked with Rick for such companies as GE Capital and its subs in regulated industries, I can attest to his ability as a lawyer, his commitment to his work, flexibility and willingness to do whatever it takes to resolve his clients’ problems in the most practicable and best possible manner.



Rick Kaplan

You can reach Rick at richardkaplanlaw.com or 801-556-6661 or me if you have questions at carl.lobell@weil.com.

POPULATION

from page 1

growth (3.1 percent) for a population over 5,000, and Piute, Utah, Washington, Rich, Iron, and Wasatch counties grew by over 2 percent.

Most Growth. Utah County added the most population, totaling 21,853 new residents, accounting for over 43 percent of the state’s population growth between July 1, 2023, and July 1, 2024.

The Utah Population Committee, chaired and staffed by the Kem C. Gardner Policy Institute, produced Utah’s state and county population estimates for July 1, 2024. The 2024 estimates incorporate the most recent 2020 decennial census data, released in August 2021. This postcensal series will extend from July 1, 2020, until the next decennial census in 2030.

Industry Briefs

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

ACCELERATORS

• Applications are being accepted until March 12 for **Grow Utah's** spring 2025 cohort for **RAMP**, a startup accelerator for Utah product innovators. The 10-week (three to five hours per week) program is focused on consumer products, outdoor recreation, industrial, B2B products and more. RAMP is a mentoring and training course immersing innovators in a highly engaged and interactive learning experience with business mentors, manufacturing experts and topical specialists who have all built and scaled product companies. Details are at <https://growutah.com/ramp/spring2025>.

ARTS

• **"Dreamscapes,"** an immersive art exhibit, has reopened at The Gateway. After five months of rebuilding and reimagining its walk-through experience, Dreamscapes is back with its fourth iteration since debuting in November 2018. Visitors can expect new artwork, interactive elements, and some familiar pieces. A project of Utah Arts Alliance, it merges physical artwork, technology, upcycled materials and creativity to bring imagination to life. Initially a pop-up at the 2018 Illuminate: Light Art and Creative Technology Festival, the exhibit became a year-round attraction due to its popularity. Over the past six years, Dreamscapes has moved four times within Salt Lake County.

BANKING

• **U.S. Bank** has opened a branch at 1004 W. Clark Lane, Farmington, in Station Park. The branch uses space and technology to create a financial hub that is revolutionizing the outdated concept of the teller line. During a recent grand opening event, the bank donated \$5,000 to the **Davis Education Foundation**, a Farmington nonprofit with the mission of breaking down barriers to learning, creating opportunities for every student, and building strong community connections through giving.

CONTESTS

• The **Startup State Initiative**, in collaboration with the **Lassonde**

Entrepreneur Institute at the University of Utah, has launched the **"Get Started: Business Idea Challenge,"** offering aspiring Utah entrepreneurs up to \$500 in non-equity funding to develop their business ideas. The program helps participants achieve short-term milestones like product validation and marketing, encouraging Utahns with any business idea to pursue their dreams by providing a supportive, low-pressure environment during its live pitch events. In tandem with providing funds to ignite any type of idea, the program is designed to assist and encourage participants in achieving specific, short-term milestones within 30 to 90 days of receiving funding. Applications are due by the first Wednesday of each month and can be submitted by Utah residents age 18 or older. Any individual who meets the criteria can apply multiple times a year, regardless of prior acceptance. However, only one application per email address will be accepted in a given month. Details are at <https://startup.utah.gov/get-started/>.

CORPORATE

• **Green Dot Corp.** recently confirmed that it has relocated its headquarters to Provo. The company is a financial technology platform and registered bank holding company that builds banking and payment solutions. Green Dot offers financial tools and services that address the most pressing financial needs of consumers and businesses, and that transform the way people and businesses manage and move money. The company headquarters had been in Austin, Texas, but now are at 1675 N. Freedom Blvd. (200 West), Provo. Founded in 1999, the company had net income of \$6.7 million, or 13 cents per share, for 2023, on revenue of \$1.48 billion. CEO George Gresham said the headquarters relocation "helps streamline our corporate and bank operations."

DIVIDENDS

• The board of directors of **Nu Skin Enterprises Inc.**, based in Provo, has declared a quarterly cash dividend of 6 cents per share. The dividend will be paid March 5 to shareholders of record Feb. 24. Nu Skin Enterprises companies include Nu Skin, a beauty and wellness company, and Rhyz Inc., an investment arm.

ECONOMIC INDICATORS

• The highest-paying **information technology jobs** in Utah pay a median yearly salary of \$103,650, according to a study by **RationalFX**. The highest median annual wage is in California, at \$142,270 as of May 2023. That is based on a mean hourly wage of \$68.40 and includes more than 25 different occupations in the technology and math science fields. The lowest is in Mississippi, at \$76,010 per year. Details are at <https://www.rationalfx.com/forex-brokers/tech-employment-trends-the-highest-paying-it-jobs-in-the-united-states/>.

• **Utah** has 1,400 new **single-family rentals under construction** in 11 communities, according to a study of the build-to-rent market by **Point2Homes.com**. Those rentals are expected to boost the rental supply 30.5 percent. The surge is led by **Salt Lake City**, with more than 1,000 units underway. **Ogden** has 231 units and the **Provo/Orem/Lehi** area has 125. The Utah city with the largest growth figure is **Riverton**, at 200 percent with 364 units in the pipeline, with **Bluffdale** and **Highland** on track to more than double their inventories. Nationally, more than 110,000 single-family rentals are under construction, set to increase the BTR inventory by 53.5 percent once completed. Details are at <https://www.point2homes.com/news/research/report-single-family-rentals-under-construction.html>.

• **Utah** ranks No. 17 among states for **electric vehicle market share**, according to a new 2024 third-quarter report by the **Alliance for Automotive Innovation**. EVs accounted for 9.52 percent of the state's new light-duty vehicle sales, up from 9.41 percent in the prior quarter and up from 8.95 percent in the year-earlier quarter. In the 2024 third quarter, 3,363 EVs were sold in Utah, bringing the total on the road to 60,840. Utah is ranked No. 29 for the ratio of EVs to public chargers. A total of 2,482 publicly available charging outlets were in place, a ratio of 25 EVs for every public port. Nationally, EV sales represented 10.6 percent of new light-duty vehicle sales in the 2024 third quarter, up from 9.96 percent in the prior quarter and 10.13 percent in the prior-year quarter. In the quarter, there were 5.4 million EVs on the road and a total of 185,124 publicly available charging outlets, a ratio of 29 EVs for every public port.

• **Fifty-three percent of Utah workers** spend an average of 16 minutes on **shopping websites** as soon as they start work, according to a survey by **HostingAdvice**. Those sites include Amazon and eBay. Twenty-seven percent said they check social media such as Twitter/X, Facebook and Instagram; 10 percent check sports sites such as ESPN and Fox Sports; 7 percent check entertainment sites such as BuzzFeed and Reddit; 2 percent check sites related to their work; and 1 percent check news sites such as CNN or Fox News. Details are at <https://www.hostingadvice.com/studies/office-workers-browse-guilty-pleasure-websites/>.

• **Owning a lake house** with a private dock on Bear Lake is Utah's **top status symbol**, according to a survey by **CardRates**. In second place is owning a ski-in, ski-out **mansion in Park City**. In third place is an exclusive **membership at Glenwild Club**. Details are at <https://www.cardrates.com/studies/survey-top-social-status-symbols/>.

• **Utah** is ranked No. 20 on a list of **"Best States for Single Seniors,"** compiled by **Seniorly** and based on data from the CDC, FBI, Census Bureau, BEA, BLS and National Restaurant Association. The rankings were determined by analyzing 12 factors in all 50 states and D.C., including life expectancy, percentage of seniors that are single, gender ratio, and date-night costs. Utah is ranked No. 8 for strong health outcomes, No. 5 for high social engagement, No. 4 for low date-night costs, No. 5 for restaurant availability, and No. 4 for recreational spending. It also is No. 51 for the percentage of single seniors and No. 48 for a rate of romance scam victims. The top-ranked state is South Dakota. The lowest-ranked state is West Virginia. Details are at <https://www.seniorly.com/resource-center/seniorly-news/best-and-worst-states-for-single-seniors-in-2025>.

• **South Salt Lake**, at No. 197, leads several Utah locations on a list of cities with the **smallest lawns**, compiled by **LawnStarter**. The city has an average yard of 0.121 acres. **Salt Lake City** is at No. 561, with 0.178. The lowest-ranked Utah city, meaning having the largest average yard size, is **Riverton**, at No. 1,635 and with 0.386 average acres.

see BRIEFS next page

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from previous page

In comparison, Hoboken, New Jersey, has the nation's smallest average yard, a 0.011 acre, while No. 2,000 on the list is Carney, Maryland, at 1.14 acres. Details are at <https://www.lawnstarter.com/blog/studies/cities-with-smallest-yards/>.

EDUCATION

• The **University of Utah's** David Eccles School of Business is part of a new mini documentary-style film that is part of the **"Leader Generation"** series, an online series presented by the **Association to Advance Collegiate Schools of Business** and produced by **BBC StoryWorks Commercial Productions**. The 18-part series illustrates the role that business schools and educators can play in addressing the world's economic, social and environmental issues through responsible leadership. The series includes a story produced for the Eccles School and focuses on the curriculum, resources, programming and services offered to address mental health and well-being. The episode features both Kreiner and Abbey Salamera, a program coordinator for Student Engagement & Belonging, highlighting a pair of Eccles School programs: the "In A Pinch Basic Needs Initiative," which provides students access to food, housing, funding, mental health and family resources; and the undergraduate course "Responsibilities of Business Leaders," which has a component that addresses mental health in the workplace.

GOVERNMENT

• The **Salt Lake City Council** recently approved a \$350,000 **Economic Development Loan Fund (EDLF)** loan for **Frontier Fruit LLC**, a taproom and full bar opening soon in the Ballpark neighborhood. The business will open in the new Shades of Pale project revitalizing the old Engine Block Building at 1388 South and 300 West. Working with the Department of Economic Development's Business Development division, Frontier Fruit received the loan, which will assist with machinery and equipment, furniture and fixtures, leasehold improvements and contingencies. The EDLF program's purpose is to stimulate business development and expansion, create employment opportunities, encourage private investment, promote economic development, and enhance neighborhood vitality and commercial enterprise in Salt Lake City by making loans available to businesses.

HEALTH CARE

• **Wellnest Fertility** has opened a clinic at 1491 E. Ridgeline Drive, South Ogden. It serves as a center for com-

prehensive fertility solutions and has the only on-site embryology lab in the Weber-Davis region. This location is the first of several clinics being planned in secondary markets around the U.S. where there is little to no access to fertility care. While many local fertility providers' focus is solely on the medical aspects, Wellnest's team offers additional support services such as mental health care, nutrition and stress relief. The clinic will have a public open house March 1 at 10 a.m.

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INVESTMENTS

• **Boostly**, a Lehi-based provider of automated SMS marketing and feedback solutions for restaurants, has raised \$22 million in growth capital, led by **PeakSpan Capital** and with participation from existing investors **Y Combinator**, **Trestle Partners** and **Singularity Capital**. The Series A round comes six months after Boostly's \$5.6 million seed round. The company said the funding will fuel innovation and expansion. **Matt Melymuka**, co-founder and managing partner at PeakSpan Capital, will join Boostly's board of directors. Founded in 2017, Boostly serves over 1,200 restaurant locations across the U.S. and Canada.



Matt Melymuka

PARTNERSHIPS

• **Clip Money Inc.**, an Atlanta-based multi-bank, self-service deposit network for businesses, and Provo-based **Green Dot Corp.** have partnered to expand Clip Money's over-the-counter deposit service for businesses through Green Dot network locations nationwide. Green Dot, in collaboration with retail partners, will enable Clip Money's

over-the-counter cash deposit service at more than 4,000 locations across the U.S. to facilitate easier deposits for businesses.

REAL ESTATE

• **ViaWest Group**, in a joint venture with **GEM Realty Capital**, has acquired **5400 South Commerce Park**, a 28-acre industrial site at 7301 W. 5400 S., West Valley City. Financial and other details were not disclosed. ViaWest is a Phoenix-based, full-service commercial real estate investment, development and property management firm. GEM is a Chicago-based real estate investment company with over \$6 billion in assets under management. The announcement was made by **CBRE**, which arranged the sale. Matt McAfee, Tom Dischmann, Jeff Richards and Chris Liddell of CBRE represented both the buyer and the seller in the transaction. The partnership plans to develop a new industrial park on the site, which will consist of three Class A buildings with front-park and rear-load configurations totaling approximately 470,000 square feet. CBRE has been retained by the partnership to market the new development for lease, with construction expected to break ground in mid-2025.

• **Tri Pointe Homes** has broken ground on **The Crossings at Lake Creek**, at 2732 E. Hayloft, Heber City, which will feature an estimated 139 single-family homes. The first homes are anticipated to open for sales this summer. The home designs are up to eight bedrooms, outdoor living areas, and up to 5,000 square feet when including finished basements. Tri Pointe announced its expansion to Utah in September 2023. Beyond the Heber City location, Tri Pointe Homes will soon be opening new communities in West Jordan and Holladay.

• **Hell's Backbone Grill & Farm** in Boulder, Utah, has acquired the Boulder Mountain Lodge property for an undisclosed amount. Boulder Mountain Lodge offers 22 rooms and sits on 16 acres, 10 of which are a wetland and bird sanctuary. The purchase was completed through a unique community-funded initiative. The property's new ownership team consists of chef-owners **Blake Spalding** and **Jen Castle**, along with team members **Nina Brownell**, **Morgan Reedy** and **Nick Barretta**. Brownell is a former farmer and general manager with a decade of experience. Reedy enters her fifth season and third as general manager. Barretta who joined in 2023, will co-manage lodge operations with Brownell. Improvements are planned, including the introduction of "Little Bone," a new food truck operation on the lodge grounds.

RECOGNITIONS

• The **South Valley Chamber of Commerce** presented several awards at

its recent State of the Chamber event at Salt Lake Community College's Miller Campus. Awards and recipients are **Board Member of the Year, Heather Curtis**, Swire Coca-Cola; **Tourism Award, Rick Medina**, Mountain America Expo Center; **Community Service Award, Ashley Guymon**, Adaptive Arena; **Chamber Service Award, Mieka Sawatzki**, City Journals; **Business Education Award, The Mill Entrepreneurship Center**, Salt Lake Community College, Beth Colosimo; and **President's Award, Lew Cramer**, Colliers International Utah.

RETAIL

• **1-800 Contacts**, based in Draper, has launched a new brand called **The Framery at 1-800 Contacts**. It offers a variety of eyewear solutions including prescription, blue light and sun lenses, starting at \$79. The website features seamless prescription integration, virtual try-ons, and a complimentary in-home try-on program. The Framery partners directly with manufacturers and designers, offering hundreds of premium frames without a designer markup.

• **Momentum Climbing Gym** has signed a lease to have a location at Trolley Square in Salt Lake City. The lease was announced by **Mountain West Commercial Real Estate**. Stephanie Buranek facilitated the deal. Joe Cooley and Scott Brady, also of Mountain West Commercial Real Estate, represented Momentum Climbing Gym in securing the space.

• **Tommy's Express**, a Michigan-based car wash brand, has opened a location at 333 Crossroads Blvd., Saratoga Springs. The company's second location in Utah, it will offer free car washes through March 2. The location will offer products and services and accept TommyClub memberships that allow vehicles to enter the wash automatically using a specialized license plate reader system. Tommy's Express has over 230 franchise locations in North America.

SPORTS

• Youth sports league franchise **i9 Sports** has announced an expansion of its programs to **Salt Lake City, Bountiful** and **Kaysville**. The company offers activities for children ages 3 to 14, regardless of skill level, where they can learn and enjoy sports including soccer, baseball, flag football, basketball, volleyball and more. The programs in Salt Lake City, Bountiful and Kaysville are open for registration, with leagues beginning in April. Games and practices will be held at Kearns Saint Ann Catholic School in Salt Lake City, Bountiful Junior High School and Centennial Junior High School in Kaysville.

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NONPROFITS

• **Pat Jones**, founder and CEO of the **Women's Leadership Institute**, has announced she will retire June 1. She has been CEO since January 2015. In announcing her retirement, she noted that organizations that have committed to WLI's "ElevateHER Challenge" and changed business cultures, experienced improved return on investment, increased retention rates and greater employee satisfaction. She also noted that hundreds



Pat Jones

of women throughout Utah have developed leadership skills through the organization's Career Development Series, Political Development Series, Rising Leaders Series and the new Next Chapter Series.

• **Mark M. Cain** has been appointed as executive director of **my529**, Utah's official nonprofit educational savings plan, by Utah Commissioner of Higher Education Geoffrey Landward. Cain is currently deputy executive director for Utah Retirement Systems, where he has been involved in all aspects of operations, administration, pension systems, savings plans, employer services, retirement planning, communications, project management, human resources and legal.



Mark Cain

He has also served in other areas of the organization, including internal audit and investment compliance. Prior to joining URS, Cain held various positions in the private industry, accounting and finance. Cain earned a bachelor's degree in accounting from the University of Utah and an MBA from then-Westminster College. He will succeed **Richard K. Ellis**, who will retire effective April 1. Ellis served five years at my529 as executive director after joining the plan in 2015 as senior director of compliance, communication, finance and investments.

• **Sutherland Institute**, a nonpartisan policy and educational institution that informs the public and policymakers, has announced an elevated focus on upward mobility policies, led by **Nic Dunn** in a new role as vice president of strategy and senior fellow. As senior fellow, Dunn will lead Sutherland's policy

research and content creation, coalition building, and public advocacy related to Sutherland's pursuit of policies that strengthen upward mobility in Utah and the nation. He will also lead Sutherland's Work & Opportunity Initiative, alongside other growing policy areas such as workforce issues and the well-being of men and boys. His role as vice president of strategy will focus on overseeing content strategy, rollout, and impact of Sutherland's written and multimedia policy content across all issue areas. He will continue to direct and host Sutherland's podcast, "Defending Ideas," and continue to serve as the institute's chief press contact and spokesman.



Nic Dunn

NFIB report: Small-business owner optimism drops a little in January

Small-business optimism dipped a bit in January, according to the latest monthly Small Business Optimism Index released earlier this month by the National Federation of Independent Business (NFIB). But, for a third consecutive month, the index came in higher than its 51-year average.

NFIB's index is used by the Federal Reserve, congressional leaders, administration officials and state legislatures across the nation as a gauge on the health and welfare of the Main Street enterprises that employ half of all workers, generate more net new jobs than large corporations, and gave most of us the first start in our working life, NFIB said. The report is a national snapshot of NFIB-member, small-business owners not broken down by state.

"A third consecutive month above the

Index's 51-year average is what the important news is; before that there were 34 consecutive months below the average," said Casey Hill, state director for NFIB in Utah. "If Congress and the Utah State Legislature can adopt policies that foster small-business stability, there's a much better economy for all ahead. In the meantime, small-business owners will work to head off harmful legislation from becoming law, such as the original draft of Utah House Bill 24, which meant well in attempting to help people overcome some past mistakes in getting a job but which wound up becoming a greater regulatory and liability headache for small-business owners willing to take the risk. I'm thankful for the NFIB members who answered our action alert to lobby their legislators

for amendments to HB24 that has made it much friendlier to Main Street enterprises."

"Overall, small-business owners remain optimistic regarding future business conditions, but uncertainty is on the rise," said NFIB Chief Economist Bill Dunkelberg. "Hiring challenges continue to frustrate Main Street owners as they struggle to find qualified workers to fill their many open positions. Meanwhile, fewer plan capital investments as they prepare for the months ahead."

Highlights from the latest Small Business Optimism Index:

- The net percent of owners expecting the economy to improve fell five points from December to a net 47 percent (seasonally adjusted).

- Thirty-five percent (seasonally adjusted) of all owners reported job openings they could not fill in the current period, unchanged from December.

- Twenty percent (seasonally adjusted) plan capital outlays in the next six months, down seven points from December.

- A net 3 percent of owners reported that their last loan was harder to get than in previous attempts (down one point). The last time it was this low was June 2022.

- A net zero percent (seasonally adjusted) of owners plan inventory investment in the coming months, down six points from December's highest reading since December 2021.

The full Optimism Index results are available at www.nfib.com.



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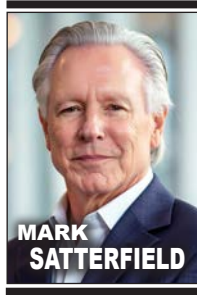



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MEMBER FDIC

Is it time to start building a velvet rope around your brand?

When the social networking app Clubhouse first launched in March of 2020, it quickly became a coveted panacea for a socially starved society, stuck in isolation during the pandemic. The only caveat, you had to be invited to use the app. In fact, in the spring of 2021, I heard someone describe the Clubhouse app as “the Soho House of the Internet.” Because of this, scoring an early invitation to become a member provided a much needed boost of morale, and some ego juice, to those in the know, until the app was finally open to everyone on July 21, 2021.



MARK SATTERFIELD

Though iPhones are a commonplace item, owning other Apple gadgets, from Apple’s latest smartwatch or noise-canceling air pods, to their wireless chargers and their up-to-the-minute MacBooks, provides Apple devotees with feelings of sophistication and prestige. And getting your hands on the latest iPhone drop is also brag-worthy. Beyond the latest and greatest Apple wares is the company’s appointment-only Apple Genius Bar. Anyone can walk into an over-crowded Apple store, wait for an available team member and shout their questions over the noisy crowd of other customers. However, those in the know address their Apple-related questions and repairs with the Apple Genius Bar, an appointment-only concierge service of Apple product gurus.

Tesla managed to check most of the velvet rope boxes by appealing to many of the bells and whistles people look for when they want to feel a cut above the masses, making its customers feel like they are part of an elite club. When Elon Musk’s Tesla cars first hit the market, the car was catnip for the early adopter tech crowd who clamored to get their hands on one to show off to their friends, family and colleagues. The price point ensured a definitive barrier to entry, the sleek design and quiet drive offered novelty, while driving around in a car that shuns fossil fuels upped your environmentally conscious cool points. It seemed anyone who was anyone was aching to get behind the wheel of a Tesla.

The American Express Centurion Card, also known as the Black Card, managed to hit just the right chord when it hit the market in 1999. The company positioned the card as only being suitable for high-net-worth clients

with impeccable credit and a penchant for purchasing big-ticket items. They doubled down on this market position by charging a hefty annual membership

fee that made the card cost-prohibitive to the majority of Amex members. Beyond communicating the Black Card’s marketing position, it was offered by invitation only, and in a pre-Siri, pre-Google era, offered personal concierge services to its card holders, along with other exclusive perks that left green, gold and even platinum card holders out in the cold. As a result, it became a coveted status symbol when pulled out of someone’s wallet. In fact, most Amex Black Card holders made a point of showing the card off in the early years of its existence.

Four very different brands with one thing in common: They placed a velvet rope around their respective brands. Whether your product or service is priced for the 1 percent or the everyday American who wants to participate in the feeling that luxury and exclusivity offers, there are strategies you can put in place to create a velvet rope around your brand and make your clientele feel like VIPs. Velvet rope strategies use to pull marketing rather than push marketing to customer and client loyalty and revenue.

People don’t want what anyone can have. They want to feel special, like they are part of an elite club. And that human desire is not exclusive to the wealthiest among us. Contrary to popular belief, status and prestige are a state of mind, and can be communicated about your brand at varying price points.

Below are tested tips for creating that VIP vibe around your brand and making people feel privileged to be a part of it:

Don’t be afraid to communicate that your brand is not for everyone.

Rather than push marketing, which is exactly what it sounds like, you are not pushing your brand on anyone. You are pulling in your clientele with a Pied Piper approach, and only certain people are worthy of hearing the music you are playing. You are challenging would-be customers or clients on a primal level. “Our brand is only for people who exude excellence in all they do,” or “Our brand really caters to those who make wellness their top priority.” You get the picture. When

you unapologetically communicate these kinds of messages through brand positioning, imagery, and language, you become elusive and aspirational, and more people want in.


Let people know your brand caters to a certain set of values, standards and ideas that set you apart.

Make people jump through some hoops to gain access to your brand.

Applications, waiting lists, scarcity marketing and setting certain requirements and policies are all ways of making people earn the privilege of being a part of your brand, whether you are providing a product or service.

I’ll never forget calling up a certain designer handbag store to inquire if they had a particular bag in stock for my wife. I asked if I could put a deposit down over the phone to hold the bag. I was promptly told by the sales associate that the bags were only sold in person, they had one left in stock, and there was another woman (a prominent heart surgeon, she made a point of relaying to me) who had inquired about the very same bag. Her next line to me was the chef’s kiss that


see **VELVET ROPE** page 15




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CALENDAR

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

Feb. 24-26

DealSource Summit and Ski Event, an ACG (Association for Corporate Growth) Utah event focused on middle-market deal flow content. Location is Pendry Park City, 2417 W. High Mountain Road, Park City. Costs vary, with discounts for early registration. Details are at <https://www.acg.org/utah/events/intermountain-dealsource-summit-2025/general-attendees>.

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

Athena Leadership Award Luncheon, a Davis Chamber of Commerce event. Award recipient is Layton Mayor Joy Petro. Location is Davis Conference Center and Hilton Garden Inn, 1651 N. 700 W., Layton. Details to be announced at davischamberofcommerce.com.

Feb. 25, 11:30 a.m.

Professional Development Series, a ChamberWest event. Speaker Brian Accord, entrepreneur and educator, Salt Lake Community College, will discuss "Unlock the Power of AI: Simple Ways to Boost Your Efficiency and Productivity." Location is Salt Lake Community College, 3460 S. 5600 W., West Valley City. Cost is \$35. Details are at chamberwest.com.

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

Women in Business, a South Valley Chamber event with the theme "Breaking Barriers: The Rise of Strong Female Leaders and Their Path to Success." Speakers are Amanda Morton (moderator), vice president of relationship development, Cyprus Credit Union; Sidni Shorter, president, Utah Black Chamber; Vanessa Perez, president, Make Utah; and Robyn Oguinye, anchor, Fox 13. Location is Hilton Garden Inn, 277 W. Segó Lily, Sandy. Cost is \$23 for members, \$35 for nonmembers. Details are at southvalleychamber.com.

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

Women in Business, an Ogden-Weber Chamber of Commerce networking luncheon event. Location is Jeremiah's, 1307 W. 12th St., Marriott-Slaterville. Cost is \$25 for members and first-time guests, \$35 for nonmembers. Details are at ogdenweberchamber.com.

Feb. 25, noon-1 p.m.

"A Bolder Way Forward: Updates and Next Steps," a Utah Women & Leadership Project event that takes place online. Free (registration online in advance is requested). Details are at <https://www.usu.edu/uwlp/events/upcoming-events>.

Feb. 26, 11-11:30 a.m.

"Trump's First 100 Days in Office: What Manufacturers Need to Know," presented by iMPact 30 and World Trade Center Utah. Host is Troy Keller, World Trade Center Utah policy advisor and a partner in the Salt Lake City office of Dorsey & Whitney LLP. Event takes place online. Free. Registration can be completed at [Eventbrite.com](https://eventbrite.com).

Feb. 26, 11 a.m.

"Tax Planning for Tech Founders and Entrepreneurs," a VPTax event featuring information about various strategies to assist founders properly address both income and estate tax considerations. The strategies will assist with exit planning and how to hold assets before and after a sale transaction. Speakers are Lynn Ames, partner at VPTax; Nathan Burt, executive vice president at VPTax; and Brodie Barnes, wealth management advisor at Captrust. Location is Silicon Slopes, 2600 W. Executive Parkway, Lehi. Details are at <https://app.siliconslopes.com/events>.

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

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

Feb. 26, noon-1:30 p.m.

Executive Roundtable Luncheon, a Utah Valley Chamber of Commerce event. Speaker is Robert Spendlove, senior economist at Zions Bank. Location is Marriott Hotel & Conference Center, 101 W. 100 N., Provo. Cost is \$20 for members, \$30 for nonmembers. Details are at thechamber.org.

Feb. 26, 5-6:30 p.m.

"Connect After Hours," a South Valley Chamber of Commerce event. Location is All-Star Bowling & Entertainment, 12101 S. State St., Draper. Cost is \$15 for members, \$25 for nonmembers. Details are at southvalleychamber.com.

Feb. 26, 6-7 p.m.

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

Feb. 27, 9-10 a.m.

"Trade & Tariff Briefing," a World Trade Center Utah event. In a briefing with the Salt Lake Chamber, industry experts will discuss the latest updates and what they mean for Utah businesses. Event is hosted in partnership with the American Fork, Cedar City, Kanab Area, Sanpete County, South Valley and Utah Valley chambers of commerce; ChamberWest; Rural Utah Chamber Coalition; and the Tooele County Chamber of Commerce & Tourism. Event takes place online. Free (registration is required). Details are at <https://www.wtcutah.com/events>.

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

"The Money Match: A Capital Access Convening," a Utah Small Business Alliance event featuring a panel of funding experts discussing the right type of funding for small business. Location is Salt Lake Community College, Miller Conference Center, 9750 S. 300 W., Sandy. Free, but registration is required. Details are at www.utahsmallbusinessalliance.org.

Feb. 27, 11:45 a.m.-1 p.m.

"Business Essentials: Lunch & Learn," a Point of the Mountain Chamber

of Commerce event featuring Market Launch. Location is Chubby's Café, 1284 N. Redwood Road, Saratoga Springs. Details are at thepointchamber.com.

Feb. 27, noon-1 p.m.

Women in Business, a Box Elder Chamber of Commerce event. Location is Perfect Color Studio, 1095 W. Forest St., Brigham City. Cost is \$8 studio fee for a ceramic project, plus the cost of the selected project. Box lunches available for \$10. RSVPs can be completed by calling the chamber at 435-723-3931.

Feb. 27, 5-6 p.m.

"Legal Workshop" in English and Spanish, a Small Business Development Center event. Location is Orem/Provo SBDC at Utah Valley University. Details are at <https://clients.utahsbdc.org/events.aspx>.

Feb. 27, 6-7 p.m.

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

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

"Lunch & Learn," a Silicon Slopes event. Speaker Jon Daniels, CTO and co-founder at Chief, will discuss "Making AI Work: A Practical Guide to SaaS Implementation and Measurement." Location is Silicon Slopes, 2600 Executive Parkway, No. 140, Lehi. Details are at <https://app.siliconslopes.com/events>.

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

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

March 5, 11:30 a.m.

"Lunch & Learn," presented by the South Jordan and West Jordan chambers of commerce. Speaker Steven Heumann, author and entrepreneur, will discuss "Write to Lead: The Secret to Writing and Publishing Your Business Book Yourself." Location is Legacy Retirement Center, 1617 Temple Lane, South Jordan. Details are at <https://sj-chamber.org/events>.

March 5, 6-7:30 p.m.

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

March 6, 7:30-9:30 a.m.

"The State of the Mountain, Wasatch County," a ULI (Urban Land Institute) Utah event featuring a panel discussion exploring the latest developments in Wasatch County, with a focus on two major projects shaping the region: the Grand Hyatt Deer Valley and the Mayflower development. Optional ski day follows the program. Location is Grand Hyatt Deer Valley, 1702 Glencoe Mountain Way, Park City. Details to be announced.

March 7, 8-10 a.m.

First Fridays Speed Networking, a West Jordan Chamber of Commerce event. Location is Legacy Retirement Center, 1617 Temple Lane, South Jordan. Cost is \$5. Details are at <https://wjc-ut.com>.

March 11, 9:30 a.m.

2025 Utah Market/Tech Leadership Roundtable, a Silicon Slopes event with the theme "Resilience and Growth: Navigating Organizational Risk in 2025," and exclusive to C-suite, risk and HR management leaders. Location is Silicon Slopes, 2600 W. Executive Parkway, Lehi. Details are at <https://app.siliconslopes.com/events>.

March 11, 10-11 a.m.

"Utah Business Bridge: SBA's Surety Bond Guarantee," a Small Business Administration event. Experts from Leavitt Group, an SBA Surety Bond partner, will discuss the program's benefits and how it empowers small businesses to secure bonds they might otherwise not qualify for. Event takes place online. Details are at <https://www.sba.gov/event/63422>.

March 11, 2-3:30 p.m.

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

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

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

March 12, 5-7 p.m.

"Business After Hours," an Ogden-Weber Chamber of Commerce event. Location is Mackenzie Exhibit, 180 S. 1140 W., Ogden. Free for members and first-time guests, \$10 for nonmembers. Details are at ogdenweberchamber.com.

March 13-14

Wilson Sonsini Entrepreneur & Investor Life Sciences Summit, presented by BioUtah and the University of Utah Technology Licensing Office and featuring speakers, national and local investors, and numerous Utah life sciences startups. Keynote speakers include Monica DiCenso, head of global investment opportunities at J.P. Morgan Private Bank, and Earl "Eb" Bright, president of Exploramed and director of IP policy at Stanford Mussallem Center for BioDesign. Details are at <https://eilife-scienceessummit.org/>.

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

Strategic Materials Summit, hosted by 47G, in collaboration with EDA Tech Hubs, the University of Utah, Idaho National Labs, Utah Mining Association

see CALENDAR next page

CALENDAR

from previous page

and the Critical Minerals Innovation Hub. Event will feature industry leaders and experts exploring the future of strategic materials, their role in advancing technology and innovation, and opportunities for forging strategic partnerships. Location is Rice-Eccles Stadium, University of Utah, 451 S. 1400 E., Salt Lake City. Details are at <https://lu.ma/7yh4atu5>.

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

Women in Business Luncheon, a Davis Chamber of Commerce event. Location to be announced. Cost is \$25 for members, \$35 for nonmembers. Details are at davischamberofcommerce.com.

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

"2025 Legislative Update," a ULI (Urban Land Institute) Utah event. Speakers Paxton Guymon and Daniel Dansie will discuss significant legislative milestones of this session and their potential impacts on Utah's land use and infrastructure trajectory. Location is 95 S. State St., Salt Lake City. Cost is \$15 for members, \$25 for nonmembers. Details are at <https://utah.uli.org/events-2/>.

March 17, 5-7 p.m.

"Business After Hours," a Salt Lake Chamber event. Location is Kiln, 26 S. Rio Grande St., Suite 2072, Salt Lake City. Free for members and \$30 for nonmembers for early-bird registration, \$20 for members and \$40 for nonmembers thereafter. Details are at slchamber.com.

March 18-20

"X4: The Experience Management Summit," a Qualtrics event featuring keynote speakers and more than 30 breakout sessions. Keynote speakers include Donna Morris, Walmart Inc. executive vice president and chief people officer; Bill McDermott, ServiceNow chairman and CEO; and Rob Swain, KFC global chief operations officer. Location is Salt Palace Convention Center, 90 S. West Temple, Salt Lake City. Cost is \$899 for a two-day summit pass, \$1,298 for a summit pass and "XM Basecamp Live" on March 18. Details are at www.qualtrics.com/x4summit.

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

Breakfast Speaker Series, an ACG (Association for Corporate Growth) Utah event. Location is Edison House, 335 S. 200 W., Salt Lake City. Free for members, \$40 for nonmembers. Details are at <https://www.acg.org/utah/events/march-2025-utah-breakfast-speaker-series>.

March 18, 9-11 a.m.

Business Women's Forum. Presenter Kristyn Allred, director of She's Daring Mighty Things, Huntsman School of Business at Utah State University, will discuss "Business Community: How to Ignite Collective Power." Location is Ken Garff University Club, Rice-Eccles Stadium, 451 S. 1400 E., Salt Lake City. Cost is \$35 for members and \$50 for

nonmembers by March 14; \$50 for members and \$65 for nonmembers thereafter. Details are at slchamber.com.

March 19-May 21

Executive Certificate in Global Business Management, presented by The Mill at Salt Lake Community College and 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. Classes can be taken in-classroom at SLCC in Sandy, online or hybrid. Cost is \$995, with scholarships available to cover the cost of the program through STEP (State Trade Expansion Program) Grants, and a discount through the Utah Custom Fit Training program. Application deadline is March 7. Online information session about the program takes place Feb. 26, 5:30 p.m. Details are at <https://themillatslcc.com/education/executive-certificate-global-business-management/>.

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

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

March 19, 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 19, 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 20-21

Intermountain Sustainability Summit, a 16th annual event that is a gathering of sustainability professionals and emerging leaders, drawing experts and visionaries from business, government, nonprofit and education sectors to learn, collaborate and create positive change. Theme is "Regeneration." March 20 events include keynote speaker, Eco Expo, student poster contest, over a dozen sessions, networking sessions and more. March 21 includes morning workshops titled "Exploring Utah Water: Local Government and Public Policy in Preserving the Great Salt Lake" and "Data to Decisions: Building Consensus for Energy-Focused Upgrades," and afternoon workshops including "Advocacy Action Tools for Bipartisan Policy Solutions." Location is Weber State University, Ogden. Registration for each event is separate, allowing participants to choose and register for the events that interest them most. Details to be announced at <https://www.weber.edu/issummit/>.

March 20, 10 a.m.

"Business 101: Essential Steps for New Entrepreneurs," a Women's

Business Center of Utah event that takes place online. Details are at wbcutah.org.

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

Chamber Luncheon, a Davis Chamber of Commerce event. Speaker Colleen Mellor of Smart Solutions will discuss "Captivating Your Community: Making Your Business Irresistible." Location is Business Resource Center at Davis Technical College, 450 Simmons Way, No. 100, Kaysville. Cost is \$25 for members, \$35 for nonmembers. Details are at davischamberofcommerce.com.

March 20, 6:30-8 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 21, 8 a.m.-1 p.m.

Box Elder Business Summit, a Box Elder Chamber of Commerce event. Keynote speakers are Jeremy and Kristin Andrus, owners of Traeger Grills, and Mike Whitaker of Whitaker Holdings. General sessions include "Regional Economic Update: The Future of Box Elder's Top Five Industries," and Whitaker discussing "Cultivating Employees from the Ground Up." Breakout sessions include "Social Media Advertising Using AI," "Buying, Selling and Franchising Businesses" and "Financing for Businesses." Event also

includes the "Taste of Box Elder" lunch. Location is Utah State University Brigham City Campus, 989 S. Main, Brigham City. Cost is \$40. Details are at boxelderchamber.com.

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

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

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

Women in Business, an Ogden-Weber Chamber of Commerce event. Location is Jeremiah's, 1307 W. 12th St., Marriott-Slaterville. Cost is \$25 for members and first-time guests, \$35 for nonmembers. Details are at ogdenweberchamber.com.


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

Women in Business, a South Valley Chamber of Commerce event. Location to be determined. Cost is \$23 for members, \$35 for nonmembers. Details are at southvalleychamber.com.

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


"Chamber Connections," a Davis Chamber of Commerce event. Location is

see CALENDAR page 14




SOUTH VALLEY CHAMBER


What We Do:




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



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



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



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

SOUTH VALLEY CHAMBER

Who We Are:

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

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PUBLIC NOTICES

PUBLIC NOTICES

NOTICE OF TRUSTEE'S SALE

The following described property will be sold at public auction to the highest bidder, payable in lawful money of the United States at the time of the sale, at the front steps of the Davis County Courthouse at 800 West State Street, Farmington, Davis County, Utah, on March 7, 2025 at the hour of 9:00 a.m. of said day, for the purpose of foreclosing a Deed of Trust originally executed by Skyler Finlayson and Caitlin Lagasse as Trustors, in favor of Goldenwest Federal Credit Union, covering real property located at 2424 West 1800 North, Clinton, Utah 84015, and more particularly described as:

All of Lot 1, HE FLYS SUBDIVISION NO. 3, Clinton City, Davis County, Utah, according to the official plat thereof.
#14-026-0002.

The current beneficiary of the trust deed is Goldenwest Federal Credit Union and the record owners of the property as of the recording of the notice of default, are Skyler Finlayson and Caitlyn Lagasse. This Deed of Trust is recorded as Entry Number 3506205, in Book 8127, at Page

19, of the records of the Davis County Recorder. Bidders must be prepared to tender to the trustee \$20,000.00 at the sale and the balance of the purchase price by 12:00 noon the day following the sale. Both payments must be in the form of a cashier's check or certified funds.

The trustee maintains a bona fide office in the state meeting the requirements of Subsection 57-1-21(1)(b). The address of the office of the trustee is 455 East 500 South, Suite 401, Salt Lake City, UT 84111. The hours during which the trustee can be contacted regarding the notice of default are 8:30 a.m. to 5:00 p.m., Monday through Friday, with the exception of legal holidays. The trustee may be contacted by telephone during these hours at (801) 972-0307.

THIS IS AN EFFORT TO COLLECT A DEBT. INFORMATION RECEIVED MAY BE USED FOR THAT PURPOSE.

DATED this 30th day of January, 2025.
/s/ Bruce L. Richards, Trustee
455 East 500 South, Suite 401
Salt Lake City UT 84111

Published in the Salt Lake Business Journal, 2/10/25, 2/17/25, 2/24/25

ANNOUNCEMENT OF APPOINTMENT AND NOTICE TO CREDITORS

Probate No. 253700076
IN THE
Second Judicial District Court
DAVIS COUNTY
STATE OF UTAH
In the matter of the Estate of
THE ESTATE OF BRENT MACKAY
KENNINGTON
Danielle Rae Kennington
Whose address is 1650 West 1850 North, Layton, Utah 84041 has been appointed Personal Representative of the above-entitled estate. Creditors of the estate are hereby notified to:
(1) deliver or mail their written claims to the Personal Representative at the address above;
(2) deliver or mail their written claims to the Personal Representatives attorney of

record, Taylor Stone at 991 Shepard Ln Suite 210, Farmington, Utah 84025
(3) file their written claims with the Clerk of the District Court at Farmington District Court, 800 W State St, Farmington, UT 84025 in Davis County, or otherwise present their claims as required by Utah law within three months (90 days) after the date of the first publication of this notice or be forever barred.

Dated this February 5, 2025
/s/Danielle Rae Kennington /s/Taylor Stone
991 Shepard Ln Suite 210, Farmington, UT 84025
Publishing: 2/17/2025, 2/24/2025, 3/03/2025

Salt Lake Chamber event. Presenter is Bennett B. Borden, founder and CEO, Clarion AI Partners. Location is Salt Lake Community College's Miller Campus, Free Enterprise Center Auditorium, 9750 S. 300 W., Sandy. Cost is \$250 until March 7 and \$350 thereafter for two-day registration; \$149 until March 7 and \$200 thereafter for one-day registration. Details are at slchamber.com.

March 27

RevRoad Entrepreneur Competition, a pitch event for B2B tech innovators. Location is IHub Provo, 1555 Freedom Blvd., Provo. Free, and open to all. Event details are at Eventbrite.com.

March 27, noon-1 p.m.

Women in Business, a Box Elder Chamber of Commerce event. Cost is \$10. Contact the chamber at 435-723-3931 for meeting location and to RSVP.

March 27, 5-7 p.m.

"Business After Hours," a Salt Lake Chamber event. Location is Kiln,

ANNOUNCEMENT OF APPOINTMENT AND NOTICE TO CREDITORS

Estate of JULIA ALSTON, Deceased
Probate No. 243700610
BROOKS ALSTON C/O BANGERTER LAW, PLLC, whose address is 1224 S RIVER ROAD, B207, SAINT GEORGE, UTAH 84790, has been appointed as Personal Representative of the above-entitled estate on November 11, 2024. Creditors of the estate are hereby notified to: (1) deliver or mail their written claims to the Personal Representative at the address above; (2) deliver or mail their written claims to the Personal Representatives' attorney of record, Braden S. Bangerter at the following address: 1224 S RIVER ROAD, B207, SAINT GEORGE, UTAH 84790; or (3) file their written claims with the Clerk of Court of the District Court in Davis County, or otherwise present their claims as required by Utah law within three (3) months after the date of the first publication of this notice or be forever barred.

2/17, 2/24, 3/03, 2025

Notice of Adoption and Termination of Parental Rights

IN THE SUPERIOR COURT OF MADISON COUNTY, STATE OF GEORGIA IN THE INTEREST OF TSH, A MALE CHILD BORN March 11, 2013; and JAH, A MALE CHILD BORN May 31, 2014, DOCKET NUMBER 24MV00412-P.

TO: James Arthur Hall, Current Whereabouts Unknown. You are notified that on August 16, 2024, a Motion for Termination of Parental Rights and Petition for Adoption Pursuant to O.C.G.A. 19-8-6 was filed in the Superior Court of Madison County, Georgia by Mark Joseph Dean, Docket No.: 24MV000412-P, for the purpose of termination of your parental rights and the adoption of a minor children known as TSH, born March 11, 2013, in Greenwood, Mississippi; and JAH, born May 31, 2014, born in Clarke County, Georgia. You are hereby notified that a hearing will be held in the Chambers of the Honorable R. Chris Phelps, Madison County Courthouse, Danielsville, Georgia, at 1:30 P.M., on March 19, 2025, to determine why Petitioner's prayers should not be granted. You may appear at the hearing and in the pending adoption action and show cause why your parental rights to the child sought to be adopted should not be terminated. Notice shall be deemed to have been received the date of the last publication.

Paula O'Neal Stewart, State Bar No. 275260, Attorney for Petitioner, 365 Resource Parkway, Winder, Georgia, 30680,
770-867-9366.

Publishing: 2/24/2025, 3/03/2025, 3/10/2025

26 S. Rio Grande St., Suite 2072, Salt Lake City. Free for members and \$30 for nonmembers until March 23, \$20 for members and \$40 for nonmembers thereafter. Details are at slchamber.com.

March 27, 5-6 p.m.

Legal Workshop in English and Spanish. Location is Orem/Provo SBDC at Utah Valley University. Details are at <https://clients.utahsbdc.org/events>.

NOTICE TO WATER USERS

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

CHANGE APPLICATION(S)

31-1863 (a52617): L.P.M. Corporation propose(s) using 2.282 cfs from groundwater (Kaysville) for IRRIGATION; STOCKWATERING.

Teresa Wilhelmsen, P.E.
State Engineer

Published in Utah Business Journal on Feb. 17, 2025 & Feb. 24, 2025

PUBLIC NOTICE

The Utah Department of Transportation (UDOT), Wasatch Front Regional Council, and Woods Cross City are proposing road improvements on 1100 West between 2600 South and the railroad crossing at approximately 2100 South in Woods Cross, Davis County, Utah. The project would widen and resurface the road, add shoulders, curb and gutter, sidewalks, and crosswalks. The project is needed to improve safety for pedestrians and bicyclists, vehicles, and businesses, as well as improve traffic flow as 1100 West is a major north-south transportation corridor for the surrounding communities.

The proposed project would be implemented primarily within the existing roadway right-of-way. During project construction, there would be temporary traffic detours and parking would be affected. Construction is estimated to begin in 2026 and would last approximately nine months.

The project may qualify as a Categorical Exclusion (CATEX) under the National Environmental Policy Act (NEPA) and applicable federal regulations (23 CFR 771.117). Interested parties are encouraged to review the project. Per the Utah Administrative Rule R930-2-8, the public is entitled to request a public hearing regarding the proposed project.

Any interested person may submit a written request for a public hearing on this project by mail: The Langdon Group, 466 N. 900 W., Kaysville, UT 84307; email: jgoff@langdongroupinc.com; or call at (385) 303-9793. All hearing requests must be post-marked on or before February 21, 2025.

The environmental review, consultation, and other actions required by applicable federal environmental laws for this project are being or have been carried out by UDOT pursuant to 23 USC Section 327 and a Memorandum of Understanding dated May 26, 2022, and executed by FHWA and UDOT.

2/17, 2/24

CALENDAR

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Fat Cats, 2067 W. 1800 N., Clinton. Free (food available for purchase). Open to the public. No RSVP needed. Details are at davischamberofcommerce.com.

March 26, 6-7 p.m.

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

March 26, 6-10:30 p.m.

2025 Annual Gala, an Ogden-Weber Chamber of Commerce event. Activities include a 6 p.m. reception and 7:30 p.m. awards ceremony. Location is Ogden Eccles Conference Center and Peery's Egyptian Theater, 2415 Washington Blvd., Ogden. Cost is \$25. Details are at ogdenweberchamber.com.

March 27, April 3, 8:30 a.m.-noon

"Master Class: Building a Responsible AI Strategy," a two-day

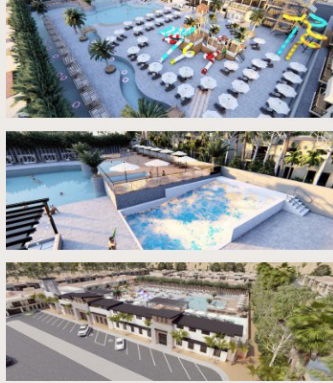
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PUBLIC NOTICES

PUBLIC NOTICE

Clerk's Office
 HIGH COURT OF AMERICAN SAMOA
 RECEIVED: 12:00 PM 11/12/24
 Terry S. Fielding, CLERK OF COURTS
 HIGH COURT OF AMERICAN SAMOA
 Clerk's Office
 File Time: 3:10 PM, 11/13/24
 Terry S. Fielding, CLERK OF COURTS
 IN THE HIGH COURT OF AMERICAN SAMOA FAMILY, DRUG & ALCOHOL COURT DIVISION
 IN RE: A CHILD.
 FDA/JR No. 70-24
 NOTICE/FAAALIGA
 To: Mr. Ruben Marquez
 Somewhere in West Valley
 UT 84119

NOTICE IS HEREBY GIVEN to the above-named Respondent that a Petition to terminate your parental rights in a female child who was born on September 11, 2023, at LBJ Tropical Medical Center, American Samoa, before the High Court of American Samoa. A hearing will be held after two months and ten days from the date of the first publication of this Notice, to which the Court may enter an order terminating your parental rights in said child. If you have any objections, or wish to claim or asseit your parental rights, you must appear within two months and ten days from the date of the first publication of this notice and file an objection or a claim with the Court.

O LE FAAALIG A. E TUUINA A TU ia oe o loo taua lou suafa i luga, ua iai se talosaga ua failaina i le Fa'amasinoga Maualuga o Amerika Samoa e faamuta ai ou aia faamatua i se teinetei faapea sa fanau o ia i le aso 11 o Setema, 2023, i le Falema'i i Fagaalu, Am Samoa. O lenei iloilogia e faia pea tuana'i le lua masina ma aso e sefulu mai le aso o le ulua'i faasalaluga o lenei talosaga. Afai e te tete'e, ia faaulu se talosaga tete'e i le Faamasinoga i totonu o le lua masina ma aso e sefulu

mai le ulua'i faasalaluga o lenei faaaliga.

Dated: November 13, 2004
 CLERK/FAILAUTUSI
 HIGH COURT OF AMERICAN SAMOA
 Clerk's Office
 HIGH COURT OF AMERICAN SAMOA
 RECEIVED: 12:60 PM 11/12/24
 Terry S. Fielding, CLERK OF COURTS
 HIGH COURT OF AMERICAN SAMOA
 Clerk's Office
 File Time: 3:10 PM, 11/13/24
 Terry S. Fielding, CLERK OF COURTS

IN THE HIGH COURT OF AMERICAN SAMOA FAMILY, DRUG & ALCOHOL COURT DIVISION

IN THE MATTER OF THE PETITION OF FAALIGA JASMINE FILIPO FOR THE RELINQUISHMENT OF HER PARENTAL RIGHTS IN A CHILD.

FDA/JR No. 70-24

ORDER FOR NOTICE OF PUBLICATION

Before Honorable Acting Associate Justice Elvis R. Pila Patea: Affidavit having been laid before the undersigned Justice that personal service cannot be made upon the Respondent, and he could not be located within American Samoa.

IT IS ORDERED: Leave to serve process in accordance with the provisions of ASCA 43.0501 et. seq., is granted.

Dated: November 13, 2024.
 HON. ELVIS R. PILA PATEA
 Acting Associate Justice
 Certified to be a true copy of the original on file in the Office of the Clerk of Courts
 11/13/24
 Terry S. Fielding
 CLERK OF COURTS

VELVET ROPE

from page 11

created a sense of urgency and sold me the bag. "Whoever gets here first gets the bag." I got in my car and drove to the store right away to purchase my wife the handbag. The clear message? This handbag is in high demand, so we can make you jump through hoops to attain it.

Act like (and believe that you are) a hot commodity, even if you aren't just yet.

Offer tiered levels of access to your brand.

Many theaters, art galleries, clothing and jewelry boutiques, high-end car manufacturers, cosmetics lines and more offer elite, inner-circle access that is earned through proving your loyalty to their brand. Patrons who are VIP level members, subscription members, and frequent shoppers are often ushered past the velvet rope of commonplace "retail customers" when it comes to advance sales, insider discounts, special sneak peek previews, private shopping experiences, meet and greets, and more.

Make people earn the best your brand has to offer through their loyalty and patronage over time.

If you are in a service business, set a goal to only accept clients by referral.

To implement this strategy, you will first need to achieve critical mass for your business. The law of supply and demand remains the firm cornerstone of our economy. So make a referral-only strategy a long term goal for your business for several reasons. First, trust is a two-way street when it comes to working with clients and getting clients through cold outreach can be a mixed bag as hard as we try to spot red flags. Secondly, birds of a feather generally flock together, so clients who come your way through referral will tend to be more aligned with your brand's values and ideas, as well as your creative or strategic vision. Third, referred clients have been

"warmed up" by hearing your praises from your existing clients. There is a reason a warm-up act entertains the audience, before the headliner hits the stage. And lastly, clients who come through referral are more pre-qualified to pay your fees based on their knowledge of what their friend or colleague is paying you.

If you implement your referral policy properly, you'll make your clients feel like they are part of a select group, and they will feel honored if they can refer additional clients to you.

An added perk to a referral-only policy is the FOMO prospective clients will feel when you politely let them know your referral only policy. You may even find yourself on the receiving end of would-be clients trying to convince you to take them on.

Highlight the story of your brand and make it engaging and repeatable.

I know someone who buys and sells interesting and rare collectibles, and when you enter his store of curated products, he loves to tell the detailed story and history of each and every product in the store. He knows that he is not just selling a product. He is selling a one-of-a-kind special item with a rich history and story attached to it — one that is repeatable for the item's eventual owner. It conveys the message that each and every item in that story is special and exclusive, and when you purchase one of these collectible items, you are getting something that not everyone can have. Not everyone sells rare collective items, but everyone can communicate the unique story, expertise, and value of what they are selling in a way that makes the person on the receiving end feel excited to become a part of, and to own a piece of that story.

Look at your brand the same way. You are a one-of-a-kind find, so let your clients know it by sharing your extraordinary story with them.

Mark Satterfield is CEO of Gentle Rain Marketing and author of *Affluent Marketing Blueprint: Secrets of Confidently Selling to Billionaires and Millionaires* and *The Gilded Revival: America's Return to an Age of Wealth & Glamour*.

American hiring managers tread fine line between optimism & caution in 2025

U.S. hiring managers say they are navigating a market filled with both optimism and caution in 2025, as 92 percent expect to face challenges in the months ahead. This is according to a recent Express Employment Professionals-Harris Poll survey and the resulting “Jobs Insights” report.

Hiring managers report feelings of optimism (52 percent), hopefulness (46 percent) and confidence (45 percent) this year for their company. However, the most cited challenge continues to be finding qualified candidates, with 45 percent of respondents highlighting this issue.

Navigating AI is also a prominent concern, with 37 percent of hiring managers identifying challenges such as leveraging AI to reach more candidates, implementing AI for candidate assessment and processing job applications using AI.

Additionally, 27 percent of respondents expect increased competition in the job market to be a hurdle in 2025.

More than a third (36 percent) of hiring managers report that their companies lack the tools to find the right candidates for their job openings. Nearly a third (32 percent) currently have open positions they cannot fill, although this proportion has been trending downwards over the past two years.

Among those with open positions in the past year, 40 percent found it difficult to identify suitable candidates and 44 percent noted that it has become more challenging to find the right candidates compared to five years ago.

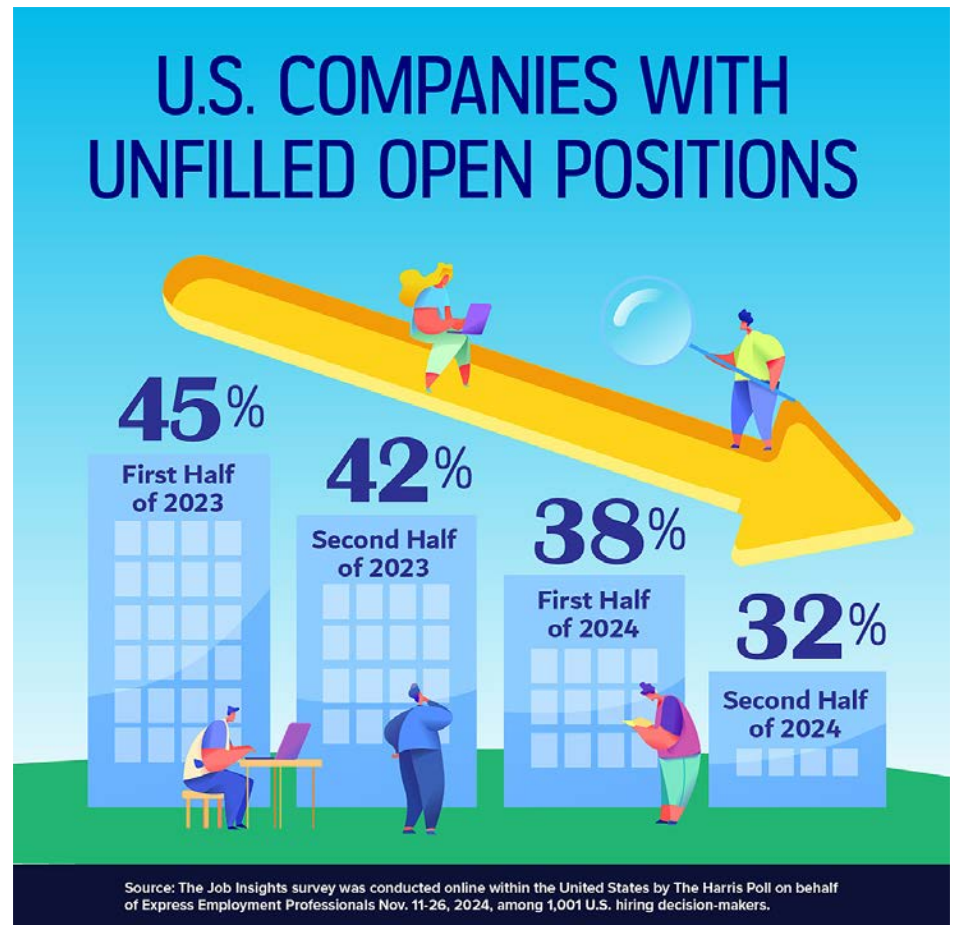
The inability to fill open positions is commonly attributed to several factors, including a lack of applicants with relevant experience (39 percent), a shortage of applicants with hard skills (38 percent), deficit of applicants with soft skills (33 percent) and a general lack of applicants (33 percent).

Extended unemployment is believed to play a role in the skills gap, with 64 percent of hiring managers reporting that prolonged unemployment leads to a deterioration of both hard and soft skills, particularly among young adults aged 18 to 24.

“While the challenges are significant, the resilience and adaptability of companies will be the driving force behind navigating this evolving landscape,” said Ex-

press Employment International CEO Bill Stoller. “By embracing technology and prioritizing skill development, they can create a more agile and capable workforce. This proactive approach will address current challenges and position companies for long-term success in an ever-changing market.”

The Job Insights survey was conducted online within the United States by The Harris Poll on behalf of Express Employment Professionals Nov. 11-26, 2024, among 1,001 U.S. hiring decision-makers.



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