

# BUSINESS JOURNAL

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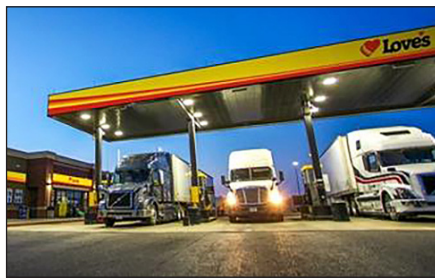
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## OF NOTE



### Cuppa joe & a shower

Trucker Path, a mobile app for North American truckers, has surveyed its over 1 million users and found the top-ranked truck stops in the U.S. and Canada. Out of thousands in the chain truck stop category, Love's Travel Stop No. 581 in Salina ranked No. 4 in North America for its offerings and services and Flying J Travel Center No. 773 in Richfield came in 21st. Rainbow Trucker's Lounge in nearby West Wendover, Nevada, ranked fourth among independent truck stops.

## STATE OF THE STATE ADDRESS

### Governor encourages Utahns to 'Build Here'

**Brice Wallace**  
*Business Journal*

Utah's governor is encouraging every resident of the state to "build."

In his State of the State address, Gov. Spencer Cox lauded Utah's legacy of building and urged Utahns to keep it going.

"We must build," he told the audience. "Today, we can renew our forebears' tradition of true grit. Generations of Utah entrepreneurs and leaders have

fought through unfavorable conditions, and built in the face of cynicism."

Those efforts, he said, have resulted in Utah becoming the best state in the country to start a business, the top state for social mobility, a state where young people can still out-earn the prior generation, and the top state overall.

"And yet, we are not satisfied," Cox said.

Using the theme "Built Here," the governor stressed building in five core areas, three of which have business el-

ements: housing affordability, energy abundance, and reforms in infrastructure and permitting.

As for housing, Cox reiterated his goal that Utah have 35,000 starter homes built within five years. "The 'greatest generation' did this after WWII," he said. "We can do it again."

Another goal is to double Utah's power production over the next decade, a policy dubbed "Operation Gigawatt."

"We're laying groundwork for advanced nuclear reactors while protecting national security by building capacity to be a net energy exporter through Operation Gigawatt," the governor said. "Together, we will unleash Utah's immense energy resources and drive prices down, all while making our grid more secure and reliable."

As for infrastructure and permitting reform, the governor has expressed frustration that the federal government took



A rendering for a starter home under construction sits at The Orchards at JDC Ranch, a housing development with 275 homes capped at \$400,000 located in Plain City. In his State of the State address, Gov. Cox renewed his ambitious call to reform the regulatory processes and construct 35,000 starter homes within the next five years. Photo by Katie McKellar, Utah News Dispatch.

## Apartment construction makes W. Jordan fastest-growing

**John Rogers**  
*Business Journal*

West Jordan has become the fastest-growing city in Utah, according to new data in a report from nationwide self-storage search website StorageCafé from its analysis of 489 cities across the country. Storage Café is part of property management software company Yardi.

According to Storage Café's report, West Jordan has seen a 33 percent growth in housing inventory since 2005, fueled primarily by a boom in multifamily construction. The city has seen a massive 97 percent jump in apartment development, pushing the total inventory to roughly

3,200 units in the city.

But despite the rapid growth, challenges remain in West Jordan — things like affordability and the "missing middle." Missing middle housing refers to small-scale multifamily housing that can range from duplexes and townhouses to smaller apartment building that are compatible with walkable neighborhoods.

In addition to apartments, single-family housing is also on the rise in West Jordan, growing by over 32 percent to meet the needs of families moving into the area. Local single-family inventory now stands at more than 27,400 units.

## STEADY AS SHE GOES: JOBLESS RATE UNCHANGED

For the third consecutive month, Utah's unemployment rate for December was reported at 3.5 percent by the Utah Department of Workforce Services (DWS), while the nation's jobless rate continued to drop slightly. The U.S. rate ended the year at 4.1 percent, down one-tenth of a point from November.

DWS also reported that Utah's non-farm payroll employment for December increased an estimated 2.6 percent since last December. The state's economy added a cumulative 44,800 jobs in that time and Utah's current job count stands at approximately 1,790,300.

"Utah's labor market ended 2024 with strong growth across industries," said Ben Crabb, chief economist with the Utah Department of Workforce Services. "The decline in job openings dating back to 2022 seems to be leveling off,

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# Park City Chamber lists its business priorities for 2025 legislative session

Economic prosperity, business climate, labor and employment, renewable energy and workforce housing initiatives highlight the business-related elements of the Park City Chamber of Commerce & Visitors Bureau’s list of priorities for the 2025 legislative general session.

The chamber, which supports more than 1,000 Summit County businesses, said its policy agenda “speaks to issues Park City must address to remain an attractive destination for businesses, visitors and residents.” It includes nearly 60 bullet points related to economic prosperity and business climate, labor and employment, taxation, housing, community and arts, transportation, alcohol sales and licensing, health care, environment, wildfire prevention and mitigation, and immigration.

“With over 1,000 businesses represented, our focus is on maintaining a stable business environment and supporting Summit County’s economy,” said Jennifer Wesselhoff, its president and CEO. “A strong tourism economy, workforce stabilization, affordable housing and environmental preservation are critical to our success, especially as we prepare for the 2034 Winter Olympics.”

The agenda calls for maintaining a stable and predictable regulatory business environment and tax structure; encouraging smart economic development and sustainable initiatives; and advocating for investments and policy

to preserve Utah’s branding as a favorable environment for business, tourism and job creation, including film and multimedia production.

The chamber/bureau wants to maintain transient room tax funding for Utah’s tourism promotion, destination development and destination management efforts; encourage collaboration and increased public-private partnerships to strengthen Utah’s economy; see legislation that protects businesses from frivolous lawsuits; and encourage “deliberate and careful consideration” of tariffs and their potential impact on business and the economy.

In the labor and employment category, the organization wants local and state government investment in programs to address labor shortages and a stable workforce in housing, insurance and child care; funding for workforce reentry programs, focusing on assisting displaced workers, women re-entering the workforce and underserved communities; targeted workforce development investments and partnerships with Utah’s K-12 and higher education system to meet identified workforce needs; and policies to remove discriminatory hiring and employment practices, close the gender wage gap, and create greater equality in hiring and advancement.

Priorities for energy call for promoting investments in solar, wind and geothermal energy to diversify Utah’s energy supply and protect critical re-

sources like the Great Salt Lake.

The chamber/bureau supports public-private partnerships to expand affordable housing options in Summit County while addressing the impacts of short-term rentals on the local housing inventory. It also seeks licensing enforcement and equality in tax collec-

tions to create a level playing field for all lodging providers.

The Legislature’s general session runs through March 7. The chamber/bureau’s full 2025 legislative policy agenda can be found at <https://www.parkcitychamber.com/resources/for-businesses/legislative-policy/>.

## Storied acquires New York company

Storied, a Provo-based family history and digital storytelling platform, has acquired artificial intelligence company Memory Lane, an advanced memory capture technology company based in New York City.

“What an exciting way to celebrate the two-year anniversary of Storied.com’s launch. This acquisition amplifies our commitment towards enhancing personal storytelling experiences through AI technology,” said Kendall Hulet, CEO of Storied. “Memory Lane’s innovative solutions will allow us to not only improve Storied’s capabilities but also significantly improve how users interact with their cherished memories and build their family trees. We are excited to advance family history and storytelling by using AI technology to make it easier and more affordable to use.”

“The family history hobby can be really expensive,” Hulet added, “but we feel strongly that everyone has stories to

share that their kids and grandkids will treasure for generations to come. That is why we have bolstered our free offering, invested heavily in an ever-growing content collection, and committed to affordable pricing enabling everyone to participate in family history and the joy of connection.”

“We couldn’t be more thrilled to have Storied continue the work we started here at Memory Lane,” said Memory Lane founder Ben Cook. “Once we met with Storied, we knew we’d found a team that gets the vision of how AI can help people capture their stories for future generations and will build on the foundation we started here at Memory Lane. We are excited to see them use what we’ve built to take our vision into the future.”

Storied uses a unique platform for preserving and sharing personal stories and connecting with their past through historical records, newspapers, and traditional family history services.



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# 'The Wayfinders' leads list of films and TV shows set for production in Utah

**Brice Wallace**  
Business Journal

The Utah Board of Tourism Development green-lit state incentives for four film and TV productions in January.

The productions were approved for tax credit or cash rebate incentives totaling nearly \$4.3 million, based on estimated in-state spending of about \$17.5 million.

"We're almost going to spend this month as much as we spent the whole rest of the fiscal year, and I will tell you, there's more to come, in February and March," Virginia Pearce, director of the Utah Film Commission, told the board at its January meeting, referring to the July-through-June fiscal year.

The largest incentive, for up to \$3.2 million, was approved for "The Wayfinders," a series described by IMDB as three high schoolers mistakenly transported to a brutal medieval world and fighting for survival as they search for a way back home.

The production is expected to spend nearly \$12.9 million in Utah, with shooting in Iron, Juab, Summit, Tooele, Utah and Wasatch counties. Three-fourths of the shooting will take place in Utah, with

the rest in Ireland. The production will continue through July 2026 and is expected to involve 239 cast and crew.

"We are excited to film 'The Wayfinders' series in the remarkable state of Utah, where its awe-inspiring landscapes and distinctive rural charm will serve as the perfect backdrop for our story," said Jason Faller, a producer along with Kynan Griffin. "From the vivid colors of the changing seasons to the rugged beauty of its countryside, and the small-town Americana setting that is central to the series, Utah offers the right setting that will enhance the immersive world we're creating."

Faller and Griffin were involved in "The Outpost" and "Mythica: Stormbound." The director of "The Wayfinders" is Glen Winter.

A thriller titled "The Edge of Normal" was approved for an incentive up to \$685,270, based on in-state spending of more than \$2.7 million. The film will be shot entirely in Salt Lake County and involve 90 cast and crew. Based on a novel by Carla Norton, it will be in production March through July.

Producers are Matt Miller ("The Wolf of Snow Hollow" and "California King")

and Natalie Metzger. The director is Carlota Pereda.

"We are incredibly grateful to the Utah Film Commission for awarding us the tax credit for 'The Edge of Normal,'" Miller said. "Utah's breathtaking landscapes, talented local crew, and unwavering support for filmmakers make it the perfect place to bring this story to life. We're excited to return in the spring to begin production and further showcase all that Utah has to offer as a premier filmmaking destination."

On a lighter side, "Finding Mr. Christmas," a Hallmark series, returns to Utah for its second season. Entirely shot in Utah, the production will take place in Summit and Wasatch counties through May. Its state incentive is for up to \$280,000, based on Utah spending of \$1.4 million. It will employ 42 cast and crew.

Producers are Cara Tapper and Joanna Verneti. The show host is Jonathan Bennett.

"For Season 2 of Hallmark's 'Finding Mr. Christmas,' there was little doubt about returning to Utah," said Tapper, producer and co-founder of Super Delicious ("Halloween Wars" and "Holiday Wars").

"The breathtaking vistas are spot-on for a Hallmark dream location. But as a production company, the ability to source a lot of local crew, ease of production in Utah and help from the community in finding the perfect locations makes this a no-brainer. It's been a pleasure for us working in Utah over the years with Food Network productions, and our comfort level in the

state made it an easy decision to bring the Hallmark production to Utah."

The feature film "The Genesis Project" was approved for an incentive of up to \$96,000, based on Utah spending of about \$480,000. To be shot entirely in Salt Lake County, production will take place through October and employ 51 cast and crew.

"The Genesis Project" is a thriller that follows five psychology college students who are studying serial killers and attempt to capture the killer stalking their town.

Producers are Frank Johnson and Jennifer Ricci. The director is Dustin Ward ("Princess for a Day").

Pearce briefed the tourism board on the film incentive program for various time periods. In calendar 2024, incentives were approved for 22 productions. Incentives totaled nearly \$10.5 million but are expected to result in a \$49.9 million in in-state spending, including \$10.4 million in rural Utah. Those productions are expected to employ more than 3,100 people.

So far during the current July-through-June fiscal year, 14 projects have been approved for incentives totaling \$4.4 million, based on in-state spending of \$20.5 million.

Over the past decade, the incentive program has led to 258 incentivized projects with total in-state spending of \$630 million, including \$268 million in rural Utah. The productions employed more than 38,800 people during more than 33,000 production days. Film tourism generated by those productions totaled \$6 billion.

## SLC International Airport reports record passengers served in 2024

The Salt Lake City International Airport (SLC) hit new highs in passenger counts in 2024. According to figures release by the airport authority, the airport served 28,364,610 passengers, a 5.2 percent increase over 2023. That surpasses the previous record of 26,952,754 passengers in the previous year.

According to Nancy Volmer, director of communications and marketing for the Salt Lake City Department of Airports (SLCDA), the growth can be attributed primarily to an increase in the number of domestic passengers, which totaled 26,993,022 in 2024 compared to the previous high of 25,629,460 in 2023. The number of international passengers totaled 1,371,588 in 2024, up from 1,323,294 in 2023.

"Utah's dynamic economy, including the growth in visitors and skiers, played a significant role in the increase in passengers last year," said Bill Wyatt, executive director of SLCDA. "The addition of new nonstop destinations — thanks to our hub carrier Delta Air Lines — boosted passenger numbers, as did our added gate capacity, which attracted new airlines to SLC."

Since opening Phase 1 of The New SLC airport rebuild in the fall 2020, Air Canada, Avelo Air, Hawaiian Airlines, Spirit Airlines and Sun Country Airlines have begun landing at Salt Lake City. On May 15, WestJet, a Canadian carrier, will launch at SLC with nonstop service to Edmonton, Alberta.

The former SLC airport, which closed in fall 2020, was built to accommodate 10 million passengers and was operating at nearly three times its capacity in 2019. The New SLC Airport is designed to accommodate 34 million passengers at the full build-out of Phase 4, which is anticipated to open in fall 2026.

SLC is the 23rd-busiest airport in the United States and the 86th-busiest in the world. Currently, nearly 300 flights depart daily to more than 100 nonstop destinations. SLC is currently undergoing a \$5.1 billion redevelopment program. The final phase of The New SLC is under construction and will bring 16 additional gates and 12 new concessions by fall 2026.

## Amplēo acquires Stage Marketing

Amplēo, a Lehi-based provider of financial management services, has announced the acquisition of Stage Marketing of Provo. Stage is a marketing agency focused on executing marketing strategies for brands at every growth stage through its Fullcast platform.

The acquisition expands Amplēo's offerings beyond fractional CMO (chief marketing officer) leadership to fully integrated fractional marketing teams that deliver both strategy and execution, the company said in announcing the purchase of Stage.

"The combination of Amplēo's fractional CMO practice and the Stage Marketing team's skilled execution brings together the best of both worlds: strategy meets execution," said Joe Grover, managing partner of Amplēo. "It's not just fractional CMOs anymore; it's fractional marketing teams. Agencies can lack the leadership depth needed to craft strategy, while fractional CMOs don't have

the time to execute plans. Our vision is to bridge this gap. With Amplēo and Stage together, we're creating a 'marketing as a managed service' model — a new kind of marketing solution designed for growth-stage businesses."

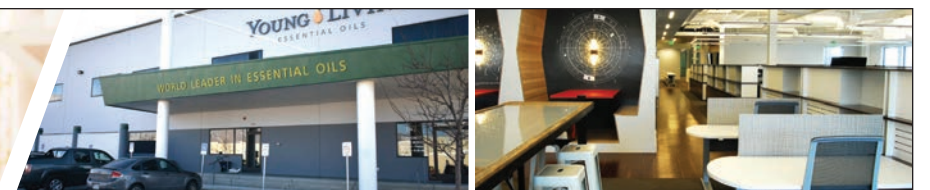
Stage Marketing specializes in content creation, creative and design, web development, paid search and SEO across various industries, including consumer products, SaaS and health care, enhancing brand presence and customer engagement.

"Partnering with Amplēo is a game-changer for Stage Marketing and the clients we serve," said Latham Nelson, director of practice at Stage Marketing. "By combining Amplēo's big-picture strategy with our get-it-done execution, we will be able to deliver impactful campaigns that help clients scale and drive real revenue growth."

Terms of the acquisition were not provided.

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# CORPORATE FINANCIAL REPORTS

The following are recent financial reports as posted by selected Utah corporations:

## Zions

Zions Bancorporation NA, based in Salt Lake City, reported net earnings applicable to common shareholders of \$200 million, or \$1.34 per share, for the fourth quarter ended Dec. 31. That compares with \$116 million, or 78 cents per share, for the same quarter a year earlier.

Net interest income totaled \$627 million, up 8 percent. Total deposits were \$76.2 billion, up 2 percent. Customer deposits, excluding brokered deposits, totaled \$71.2 billion, up 1 percent.

For the full fiscal year, net earnings applicable to common shareholders was \$737 million, or \$4.95 per share. That compares with \$648 million, or \$4.35 per share, for the prior year.

"We're pleased with the continued improvement in the financial performance demonstrated by our fourth-

quarter results," Harris H. Simmons, chairman and CEO, said in announcing the results. "Adjusted taxable-equivalent revenue increased 9 percent relative to year-ago levels, while adjusted noninterest expense increased 4 percent, resulting in a 19 percent increase in adjusted pre-provision net revenue.

"Net loan losses were higher in the quarter, at an annualized rate of 0.24 percent, with two-thirds of the net loss amount attributable to a single commercial and industrial credit. At the same time, nonperforming loans decreased 18 percent relative to the third quarter, to 0.50 percent of total loans. While classified loans have continued to increase, primarily in the commercial real estate portfolio, strong collateral and guarantor support mitigate the risk of significant defaults and losses in this portfolio.

"We're optimistic that the coming year will produce sustained growth, continued improvement in our net interest margin, and increased profitability."

## Sportsman's Warehouse

Sportsman's Warehouse Holdings Inc., based in West Jordan, reported a net loss of \$400,000, or 1 cent per share, for the 2024 third quarter ended Nov. 2. That compares with a loss of \$1.3 million, or 4 cents per share, for the same quarter a year earlier.

Sales in the most recent quarter totaled \$324.3 million, down from \$340.6 million in the prior-year quarter.

Sportsman's Warehouse is an outdoor specialty retailer.

"Despite a pressured consumer and complex macroeconomic environment, we focused our efforts on driving sales and achieved growth in our fishing, camping and gift bar categories during the quarter," Paul Stone, president and CEO, said in announcing the results.

"We continue to make progress on our business reset initiatives with a focus on improved in-stocks, in-store and online customer experience and our 'Great Gear/Great Service' program."

## Breeze

Breeze Airways, based in Salt Lake City, reported its first full quarter of operating profit in the 2024 fourth quarter ended Dec. 31. Revenue totaled \$200 million.

The company did not provide other financial details for the quarter or full fiscal year, except to note that revenue in 2024 was over \$680 million.

Breeze began flying in May 2021 and operates more than 200 year-round and seasonal routes to 66 cities in 30 states. Its first month of operating profit was March 2024.

"This milestone is a major accomplishment for Breeze and a strong testament to the hard work, dedication and determination of our more than 2,000 incredible team members," David Neelman, founder and CEO, said of the fourth-quarter operating profit. "In under four years, we have managed to grow and expand Breeze at an unprecedented rate while establishing a robust presence in dozens of underserved markets across the U.S."

## Miller Foundation partners with Proxima Careers to help Utahns in health care careers

The Larry H. & Gail Miller Family Foundation has partnered with Proxima Careers in an educational and employment initiative to support individuals overcome barriers to pursuing health care careers.

As a benefit corporation that originated at the University of Utah, Proxima Careers is an independent company that takes an innovative approach to addressing local health care workforce shortages by engaging with individuals in Utah who are facing the greatest obstacles. Proxima connects students with skilled navigators and care team leaders who help them create a health care career plan, enroll in training at any Utah educational institution and secure and advance in health care jobs.

"Too many capable individuals face barriers that keep them from engaging in education and training, preventing them from being a part of the solution," said Melissa Del Castillo, Proxima's

head navigator. "The resources are out there but accessing them can be complicated, requiring specialized knowledge and persistence, especially when navigating multiple services that aren't user-friendly."

Proxima said Utah is currently facing a massive shortage of health care professionals at all levels. In recent months, there have been more than 3,000 registered nurse (RN) job openings, with Utah having among the lowest nurse-to-population ratios in the country. The current number of nurse practitioners in Utah meets only about 70 percent of the state's needs, with the gap expected to grow, according to Proxima data. The situation is even more critical in mental health care, where only 44 percent of needs are met, and every county faces shortages, with fewer mental health providers per capita than the national average. Proxima is tackling shortages like these by offer-

ing entry-level training that serves as a pathway to advanced essential roles.

"We don't lack people to fill these roles; there are thousands who could step in. However, too many are unable to access the necessary education and training due to seemingly insurmountable challenges," said Rich Saunders, CEO of Proxima. "This is exactly why Proxima was formed. We are meeting these individuals where they are and bringing them the numerous resources available to help them break down the barriers standing in their way of becoming health care professionals."

The Larry H. & Gail Miller Family Foundation's support is instrumental in this initiative, Saunders said. The foundation, established in 2007, has a longstanding history of supporting programs that focus on enriching lives through education and skill development. This aligns with Proxima's mission to cultivate a new generation of

qualified, work-ready health care professionals.

"We understand that meaningful employment not only boosts economic mobility but also strengthens families and communities," said Don Stirling, executive director of the Miller Family Foundation. "Our partnership with Proxima allows us to address two critical needs: providing individuals with easy access to education and career opportunities, and secondly, filling essential gaps in Utah's health care workforce. This initiative reflects our commitment to create lasting, positive change.

"Through addressing obstacles such as financial, social, informational and geographical challenges, Proxima and the Larry H. & Gail Miller Family Foundation are dedicated to creating pathways for individuals to enter and thrive in the health care industry," Stirling concluded.

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# Existing-home sales up 2.2% in December

U.S. existing-home sales climbed in December, according to the National Association of Realtors (NAR). Sales rose in three major U.S. regions but slipped in the Midwest. Year-over-year, sales rose in all four regions.

On an annual basis, existing-home sales (4.06 million) declined to the lowest level since 1995, while the median price reached a record high of \$407,500 in 2024.

Total existing-home sales — completed transactions that include single-family homes, townhomes, condominiums and co-ops — rose 2.2 percent from November to a seasonally adjusted annual rate of 4.24 million in December. Year-over-year, sales were up 9.3 percent (up from 3.88 million in December 2023).

“Home sales in the final months of the year showed solid recovery despite elevated mortgage rates,” said NAR Chief Economist Lawrence Yun. “Home sales during the winter are typically softer than the spring and summer, but momentum is rising with sales climbing year-over-year for three straight months. Consumers clearly understand the long-term benefits of homeownership. Job and wage gains, along with increased inventory, are positively impacting the market.”

Total housing inventory registered at the end of December was 1.15 million units, down 13.5 percent from November but up 16.2 percent from one year ago (990,000). Un sold inventory sits at a 3.3-month supply at the current sales pace, down from 3.8 months in November but up from 3.1 months in December 2023.

The median existing-home price for all housing types in December was \$404,400, up 6 percent from one year ago (\$381,400). All four U.S. regions posted price increases.

“The median home price was elevated partly due to the upper-end market’s relative better performance,” Yun said. “Sales rose by 35 percent from a year ago for homes priced above \$1 million, while sales fell for homes priced under \$250,000.”

According to the monthly Realtors Confidence Index, properties typically remained on the market for 35 days in December, up from 32 days in November and 29 days in December 2023.

First-time buyers were responsible for 31 percent of sales in December, up from 30 percent in November 2024 and 29 percent in December 2023. NAR’s 2024 Profile of Home Buyers and Sellers — released in November 2024 — found that the annual share of first-time buyers was 24 percent, the lowest ever recorded.

Cash sales accounted for 28 percent of transactions in December, up from 25 percent in November but down from 29 percent in December 2023.

Individual investors or second-home buyers, who make up many cash sales, purchased 16 percent of homes in December, up from 13 percent in November and identical to December 2023. Distressed sales — foreclosures and short sales — represented 2 percent of sales in December, unchanged from November and the previous year.

Single-family home sales moved higher by 1.9 percent to a seasonally adjusted annual rate of 3.83 million in December, up 10.1 percent from the prior year. The median existing single-family home price was \$409,300 in December, up 6.1 percent from December 2023.

## WEST JORDAN

from page 1

According to the report, some progress has been made in addressing the missing middle housing crisis, which is critical for affordability. However, despite a 19 percent increase, middle housing stock remains drastically low, accounting for only about 18 percent of West Jordan’s total housing inventory.

tal housing inventory.

With a median household income of \$95,400, West Jordan has managed to ease some affordability pressures, but rising home prices remain a major concern. Already 58 percent above the national average, home prices in West Jordan have skyrocketed by 217 percent in the past 20 years — the ninth-biggest jump among the cities that StorageCafé analyzed.

Although down 9 percent since 2005

— likely due to sky-high prices — homeownership remains highly sought after in West Jordan. Owner-occupied homes still account for 72 percent of the local housing stock.

StorageCafé authors also found that the challenging homebuying market is driving a rise in rentership. Renter-occupied homes have grown by 28 percent and now make up 25 percent of the total housing inventory.

### The 5 Fastest-Growing Housing Markets in Utah (2005-2023)

Rank	City	Stock Change	Housing Stock Change	Stock Change	Stock Change	Population Growth
1	West Jordan	33%	33%	19%	97%	13%
2	Sandy	31%	13%	109%	200%	4%
3	Orem	26%	-3%	60%	178%	12%
4	West Valley City	22%	16%	5%	219%	12%
5	Salt Lake City	21%	-2%	8%	108%	15%

Source: StorageCafé analysis of U.S. Census data • Created with Datawrapper

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# FROM THE COACH

## Keys to leading the talented and contentious

Imagine yourself receiving the leadership opportunity of a lifetime. You've been selected to take charge of solving a major problem of international scale. While the nature of the problem is daunting, you feel that your career has prepared you well for this assignment. That said, your appointment is not being received well by many key individuals on whom you must rely to succeed. Indeed, some seem intent on undermining you. All of these people are highly regarded — and every one of them has an ego that might be accurately described as “oversized.” You have full authority to assert your leadership, but you know that you must pull together your team and take advantage of the incredible resources that

these talented, but, surly executives represent.

What I have described here is very much what General Dwight D. Eisenhower faced as he assumed the role of Supreme Commander of the Allied Expeditionary Forces in Europe in December of 1943. His executive team of military luminaries included Field Marshal Bernard Montgomery from Great Britain and U.S. General George S. Patton, as well as army leaders from Canada and France, including the sometimes-incendiary Charles deGaulle. And on top of all this was the scrutiny and unbridled engagement of Winston Churchill and Franklin D. Roosevelt.

How was Eisenhower able to succeed



RICH TYSON

in this seemingly toxic leadership environment? And what are the lessons for us, as we sometimes face challenges of somewhat similar circumstances?

I believe Ike was successful because of his ability to balance his authoritative leadership with what author and former CEO of Bridgewater Associates, Ray Dalio, has called “radical openness.”

Eisenhower could be sternly declarative and decisive, but he knew to achieve victory over Nazi Germany, he would need to get the most competent and inspired counsel from his executive team. To do that, he had to be radically open regarding their advice.

Dalio stresses **seven key elements of radical openness** as an essential leadership skill:

**1. Remember, you're looking for the best answer, not simply the best answer you can come up with yourself.** Eisenhower recognized that defeating Hitler was perhaps the most perilous challenge of the 20th century. He knew that it was beyond the capacities of any one man to meet this challenge — and that included him!

**2. Acknowledge that you probably don't know the best possible path. This means recognizing that your ability to deal well with what you don't know is more important than what you do know.** Eisenhower's expertise was in planning and logistics — and the coordination of massive resources. What he didn't know was the “boots on the ground” vagaries of combat. Montgomery, Patton and some of the other generals, on the other hand, brought an incredible array of battlefield experience from both World War I and II. Ike recognized that while these field-tested leaders could be opinionated and contentious, they nonetheless brought an indispensable perspective to Operation Overlord (the D-Day invasion).

**3. Recognize that decision-making is a two-step process: (a) take in all of the relevant information, (b) then decide.** Eisenhower was an incisive questioner. He demanded up-to-date intelligence — on the enemy and on the preparation of his own troops. Such information was critical in his decisions regarding D-Day and beyond.

**4. Don't worry about looking good; worry about achieving your goal.** Ike often praised his subordinates and gave them credit for successes. He consistently put the mission above personal recognition. Indeed, his only acknowledgement of his supreme leadership of Operation Overlord was on D-Day, June 6, 1944, when he penned a letter taking full responsibility in

the event that the invasion failed.

**5. Seek to understand before being understood.** Eisenhower listened to the perspectives and concerns of his team before asserting his own views. He encouraged dialogue and ensured that all parties felt heard, even when their opinions were argumentative.

**6. Recognize that to see things through another's eyes, you must suspend judgment for a time.** Ike frequently mediated between his strong-willed commanders like Patton and Montgomery. When disagreements arose, he encouraged debate. However, he made it clear that the final decision rested with him alone.

**7. Be clear when you are moving from (a) seeking perspectives, to (b) challenging those perspectives, to (c) taking decisive action.** Eisenhower was masterful in successfully orchestrating this process.

Thankfully, we as leaders are not likely to face the incredible challenge of defeating an Adolf Hitler. However, it is highly probable that we will encounter situations where we must lead a team of talented, but contentious, individuals to solve a problem or take advantage of an opportunity. When such occasions arise, consider leading as Eisenhower did — with radical openness balanced with unmistakable and decisive authority.

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

## EMPLOYMENT

from page 1

and the state's unemployment rate is holding steady. Entering 2025, the state's labor market is showing resilience and durable growth.”

Utah's December private-sector employment recorded a year-over-year expansion of 2.2 percent — a 32,800 job increase. Seven of the 10 major private-sector industry groups posted net year-over-year job gains. The overall gains are led by education and health services (up 16,600 jobs), professional and business services (up 7,300 jobs) and construction (up 6,500 jobs). Trade, transportation and utilities (down 4,700 jobs) and leisure and hospitality (down 600 jobs) experienced year-over-year job losses.

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



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# Work Daze

## Title inflation sweeps the nation

I knew there would be trouble the moment I stepped into the waiting room.

Any job interview can make you nervous, but my appointment wasn't with an ordinary member of the human resources department. My appointment was with the Team Hero of People Engagement & Career Acceleration.

It was an impressive title. Imagine my surprise when I discovered I was to be interviewed by a 13-year old. Or so he looked to me — an out-of-work 40-something, whose career in accounting had come to an abrupt halt when my position was replaced by Ravenous-GPT, a hungry AI system devouring jobs throughout my industry.

"Thanks for coming in," the Team Hero said. "You hungry? You can share my Lunchables. They're Chicken Dunks!"

I turned down the Dunks. My interviewer, I could now see, was older than 13. He was in his early 20s, a prime example of what, in my old job, we called Gen-Z scum. I was dressed in a suit and tie. He was dressed for a playdate.

"I'm here to apply for the data analyst position," I said. My interviewer looked confused, but eventually, the lightbulb lit.

"Oh!" he said. "You mean Chief Wizard of Numerical Prognostication and Advanced Digital Prestidigitation. Let's rap while I finish these Sour Patch Kids. We had a big management meeting and I missed snack."

The penny dropped. Team Hero, Chief Wizard — these were examples of Title Inflation — the policy of companies trying to attract Gen Z candidates by inflating the name, but not the responsibilities of job titles.

After my defenestration from my previously uninflated job title, I had read a report on the subject from

the recruitment firm Robert Walters. Their study showed a "48 percent increase in senior-sounding job titles in the U.S. in 2023." The purpose of this recruiting ruse was to attract Gen



BOB GOLDMAN

Z candidates, 52 percent of whom not only expected a fancy-schmancy title but also "expected annual promotions."

The need to attract and annually promote these candidates had resulted in a virtual arms race for bigger and better job titles. The fact that the increasingly grandiose designations had come without the "experience, skills or salaries to match" deterred neither the employees nor the companies who hired them. (These candidates wanted senior positions, but the word "senior" in a title was anathema. Somehow, senior suggested "old.")

It was a lot of work coming up with higher titles, but it was a lot better than paying higher salaries. As Walters put it, "Job-title inflation has been seen by some employers as an effective way of offering the promises without having to foot the bill."

Title inflation was only one way the arrival of Gen Z in the workplace upset apple carts. Millennials and boomers were no longer in fashion. Companies were going gaga for wet-behind-the-ears know-nothings born between 1997 and 2012. Having grown up with keyboards in their cribs and lullabies on Spotify, these digital whippersnappers were deemed essential to corporate survival.

But onboarding Gen Z came with problems. The new hires did not respect their supervisors: "45 percent of young workers do not see managing someone else as an indication of seniority." Instead, they wanted to supervise themselves. Their key qualification — "38 percent of Gen Zs believe their 'ideas' is their strongest asset."

They've got ideas! My labradoodle has ideas, but it isn't getting her a corner office.

The new Gen Z workforce also lacked certain skills. They were wonders at screens, but not so good with people. Seventy-three percent of hiring managers stated that soft skills such as communication, relationship management and "rapport building" were "lacking in this generation." (I have to admit that rapport building was lacking in my generation, too. We made up for it with bootlicking, sucking up and nonstop toadyism. It took time and effort, but our managers never complained.)

Even without significant experience, Gen Z workers "no longer want to be a cog in a bigger machine." This is unfortunate. I yearned to be a cog — a well-oiled cog left alone

to spin without friction as I moved up the org chart. Didn't happen. That upstart AI program put the brakes on my career, as it will do, eventually, to the Gen Zers.

As for my job interview, it went well. I am now responsible for coming up with bigger and better job titles for the people we hire and must promote. It's a low-level position and pays very little, but it comes with a decent title — Grand Poobah of Nomenclature and Director of Critical Career Necromancy.

Has a nice ring to it, don't you think?

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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# 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](mailto:brice.w@the-cityjournals.com). The submission deadline is one week before publication.

## ASSOCIATIONS

• **Michael Poulter** has been named president of the Salt Lake Chapter of the **BYU Management Society**, part of a worldwide network of business professionals with a shared vision of growing moral and ethical leadership and a common code of business conduct and integrity. Poulter has been a chapter member for over a decade and a member of the board for almost six years, where he has chaired or co-chaired the chapter's Distinguished Utahn Gala. After spending several years in private law practice, Poulter has managed private bank teams in Utah for large multinational banks. He currently is a managing director with the Bank of Montreal. He joined the organization in 2022 and has nearly 25 years of experience in the financial services industry. Poulter's education includes splitting his undergraduate education between Brigham Young University and the University of Utah, graduating from the latter with a Bachelor of Science in political science.



Michael Poulter

## BANKING

• **Jeremy Hafen** has been appointed to the **Federal Reserve Bank of San Francisco's** Salt Lake City branch board of directors. The Federal Reserve Bank of San Francisco oversees the 12th Federal Reserve District. Members of the Salt Lake City branch board serve as liaisons between local communities and the federal government. The board members provide regional perspectives and advice on economic conditions, which help shape the Federal Reserve's actions in their district. Hafen is president and CEO of Clyde Cos., a construction materials and services company based in Utah and operating in the Intermountain West and Great Plains. Hafen began his career with Clyde Cos. in 2004. Earlier, he spent



Jeremy Hafen

several years with Deloitte as a senior tax consultant. He earned a Master of Accountancy degree in tax from Brigham Young University.

• **Utah First Credit Union**, based in Salt Lake City, has named **Chad Dilley** as chief operating officer. Dilley has two decades of financial leadership experience in retail banking, digital strategy and financial marketing. Most recently, Dilley served as senior vice president and director of retail branch banking at Zions Bank. He earned a B.S. in business marketing and finance and an Executive MBA from the University of Utah.



Chad Dilley

## CONTESTS

• **RevRoad**, which invests in founders of tech ventures, is accepting applications through Feb. 27 for the annual **RevRoad Entrepreneur Competition**, a pitch event for B2B tech innovators. Applicants must be located in the U.S. and must be in the AI/ML, SaaS, cleantech, fintech, mobility or Web 3/blockchain industry. The grand prize is \$20,000 in cash, with second place being \$10,000 and third place \$5,000. The final event in the competition takes place March 27 at IHub Provo, 1555 Freedom Blvd., Provo. The event is free and open to all. Event details are at [Eventbrite.com](https://eventbrite.com). Applications and information at [ecompany.revroad.com](https://ecompany.revroad.com).

## DIRECT SALES

• **USANA Health Sciences Inc.**, a Salt Lake City-based company focused on nutritional and lifestyle products, has appointed **Kathryn Armstrong** as chief scientific officer. Her predecessor, **Rob Sinnott**, announced his retirement at the end of 2024 but will continue to assist the company as its senior scientific fellow. Armstrong has served as USANA's executive vice president of research and development since July of 2024. She has 17 years of experience. She began her professional career at Whirlpool as a senior engineer with the



Kathryn Armstrong

Advanced Chemical Process Team and worked her way to lead engineer with the Technology and Chemical Process Group. She then joined Bissell Homecare Inc. in 2010 as associate director of product attributes. Most recently, Armstrong spent nearly nine years at Amway in different roles, including as vice president of new ventures, sciences, plant, agriculture and systems.

## ECONOMIC INDICATORS

• **Utah** is ranked No. 36 on a list of states with the largest increase in the number of **mental health care providers**, compiled by **Mission Connection**. It said that over five years, Utah's number grew from 10,543 to 13,036, a 24 percent increase. Alaska led states with a 66 percent increase. Oklahoma had the lowest increase, at 8 percent. In Utah, Millard County saw the largest growth, at 50 percent. Piute saw a 22 percent decrease over the same period. Details are at <https://missionconnectionhealthcare.com/blog/care-crisis-levels-in-us-by-state/>.

• **Utah residents** pay an average of \$69.01 monthly for **Internet**, or 72 cents per Mbps, according to a study by **HighSpeedInternet.com**. The average Internet speed in the state is 95.56. The Utah average is 44 percent less than the most expensive state in the U.S. The highest average is \$120 per month in Montana. The lowest is \$55 per month in South Dakota. The U.S. average is \$75. Alaska is the worst place for internet value, costing \$2.92 per Mbps. Connecticut offers the best deal, at 61 cents per Mbps. Details are at <https://www.highspeedinternet.com/resources/state-cost-of-internet>.

• **Utahns** want **teachers** to earn \$34,863 more annually, according to a survey by online education company **Test Prep Insight**. The U.S. average is a \$17,344 increase per year. The highest average is \$39,615 in Montana. The smallest is \$2,210 in California. Details are at <https://testprepinsight.com/resources/survey-americans-want-teachers-to-earn-17k-more/>.

• Forty-three percent of **single NFL fans in Utah** would choose a **Super Bowl win** for their team (this or any other year) over finding their **true love**, according to a survey by sports platform **Wetten.com**. The figure nationally is 48 percent. The highest number is 78 percent, in Michigan. Among NFL fanbases, 74 percent of

Detroit Lions fans would choose a Super Bowl victory over finding their Valentine. Fifty-one percent of women prefer a Super Bowl win over love, compared to 46 percent of men. Details are at <https://wetten.com/us/touchdown-or-gown>.

• **Three Utah locations** are on a list of best places in the U.S. to witness a **winter sunrise**, compiled by photo book company **Mixbook** based on a survey. They are No. 8 **Snow Canyon State Park**, No. 48 **Mirror Lake Scenic Byway** (Bald Mountain Overlook) and No. 67 **Dead Horse Point State Park**. The top location overall is Hatcher Pass (Talkeetna Mountains), Alaska. Details are at <https://www.mixbook.com/inspiration/winter-sunrise-destinations>.

## GOVERNMENT

• The **Utah Department of Agriculture and Food** has appointed **Dr. Amanda Price** as state veterinarian. Price intends to focus on disease outbreak preparedness and response, outreach and education, and streamlining paperwork and registrations required by the department. Before working for the department, Price worked for the largest food animal vet clinic in the United States, Lander Veterinary Clinic in Turlock, California, for 13 years. She brought that knowledge and experience to UDAF as she has worked as assistant state veterinarian.



Amanda Price

• The **Salt Lake City Council** has approved a \$100,000 Economic Development Loan Fund loan for **City Cakes & Cafe**, a vegan and gluten-free bakery at 1860 S. 300 W., Suite D. The bakery has been serving Salt Lake City since 2009, and customers travel from as far away as neighboring states for their wedding cakes. Working with the Business Development division of the Department of Economic Development, the new owners of City Cakes & Cafe, Tim and Marcello Rikli, received a \$100,000 EDLF loan to assist with the acquisition of the bakery. The EDLF's purpose is to stimulate business development and expansion, create employment

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from previous page

opportunities, encourage private investment, promote economic development, and enhance neighborhood vitality and commercial enterprise in Salt Lake City by making loans available to businesses.

## INVESTMENT

• **Mobly Inc.**, a Lehi-based event marketing technology company, has closed a \$4.3 million seed round. The oversubscribed round was co-led by **Jump Capital** and **Eniac Ventures**, with participation from **Peterson Ventures**, which also led Mobly's pre-seed round. Additional support came from existing investors **Tenzing.VC**, **Peak Ventures** and angel investors, including **Jeron Paul** and **Francis Santora**. Mobly was founded in 2023. It said the new capital will fuel product development, enhance Mobly's platform with new features, and integrations, and expand marketing and strategic partnerships to further its market reach.

• **The Cynosure Group**, a Salt Lake City-based investment firm, has closed an oversubscribed \$750 million growth equity fund called **Cynosure Partners III LP**. CP III aims to continue the firm's strategy of partnering with founder-led and management-owned companies in the lower middle market across North America. The fund targets traditional industries where growth capital has typically been less available, including financial services, business services and industrials, and consumer services. Cynosure received capital commitments from a global network of existing and new investors, including endowments, foundations, family offices, public and private pension funds, insurance companies, consultants, fund of funds, and RIAs. **Mayer Brown LLP** served as legal counsel for CP III.

• Real estate investment professionals **Brennen Degner** and **Paul Pittman** have launched **Platte Canyon Capital**, a Denver-based private real estate investment firm with \$30 million in GP capital from funds managed by California-based private equity firm **Inceptiv**, to invest in middle-market multifamily value-add opportunities. PCC will exclusively target mismanaged and undercapitalized multifamily assets in several markets, including Salt Lake City. With **Inceptiv's** support, PCC is positioned to acquire up to \$1 billion in assets through joint venture partnerships with moderate leverage over the next three years. Pittman serves as Platte's chairman of the board. Degner, the former founder and CEO of multifamily investment firm **DB Capital Management**, will continue to be involved in **DB Capital** in an advisory capacity.

• **IDrive Logistics**, a Lehi-based company focused on shipping and fulfillment solutions for e-commerce businesses and 3PL fulfillment warehouses, has secured a growth loan from **Decathlon Capital Partners**, based in Park City. IDrive said the multi-million-dollar investment package will support its ability to meet growing customer demand, deliver expanded functionality, and provide greater value to its customers and partners. Details of the revenue-based financing were not disclosed. **Stillwater Capital**, a transportation and logistics mergers and acquisition advisory firm, was the exclusive financial advisor to iDrive in the transaction.

## NONPROFITS

• **The This Is The Place Foundation**, a nonprofit that operates and maintains This Is The Place Heritage Park, has named **Case Lawrence** as its leader. He succeeds **Ellis R. Ivory**, who concluded 19 years of service as executive director and chairman. Lawrence is a Utah



Case Lawrence

business leader with a track record of community engagement. He is the founder and former CEO of **CircusTrix**, now **Sky Zone**. With over 300 facilities, 5,000 employees and 50 million annual guests, **Sky Zone** is the largest owner, operator and franchisor of trampoline parks in the world. Lawrence also teaches entrepreneurship at the **BYU Marriott School of Business**. In 2024, he was a Republican candidate for Congress in Utah's 3rd Congressional District. Most recently, he served as co-chair for the Utah Inauguration Commission and associated events. His education includes a BA in American studies from **BYU**.

• The **Center for Medical Innovation** at the University of Utah has announced that philanthropic organization **Ann & Gary Crocker Catalyst Foundation** will be the new premiere sponsor of its "**Bench to Bedside Program**." Now in its 15th year, the competition offers undergraduate and graduate students at universities across Utah the opportunity to develop innovative new medical technologies under the mentorship of clinicians, regulatory experts and industry professionals. In 1983, Gary Crocker founded **Research Medical**, a manufacturer and marketer of specialty cardiac catheters and related medical devices utilized in open heart surgeries. He served as the president and CEO until 1997, when it was acquired by **Baxter International's** **Edwards Life Science** division. Since 2004, he has been chairman of **Merrimack Pharmaceuticals**, a personalized oncology drug company. He also serves as chairman of orthopedic medical device firms **Nexus CMF** and **Nexus Spine**, and **TMClear**, a neuroprotection drug company based on technology licensed from the **UofU's** **Moran Eye Center**.

• The **YCC Family Crisis Center**, an Ogden-based nonprofit, has named **Denette Stanger** as executive director.



Denette Stanger

Stanger has over 14 years of experience in victim services, nonprofit leadership and advocacy. She previously served at **YCC** as the **Victim Assistance Center** director. At **YCC**, she served as an advocate and as a director of the group's **Victim Assistance Center** until 2022, when she left to work for the **Utah Office for Victims of Crime**.

• **Rocky Mountain Therapy Dogs**, a nonprofit providing health, hope and healing, has named **Amber Miller** as director of operations. Miller has been a certified dog trainer in the program for the past six years. The nonprofit said that during 2024, the number of its teams grew 35 percent and the organization also expanded its footprint. In addition to serving the **Wasatch Back** communities of **Park City**, **Kamas** and the **Heber Valley**, the organization now serves **Washington** and **Utah** counties and the **Greater Ogden** area.

## PARTNERSHIPS

• **Qualtrics**, a company focused on experience management and co-headquartered in **Provo** and **Seattle**, and **SAP**, a Germany-based company focused on enterprise applications and business AI, have announced a partnership aimed at helping organizations improve employee experience, reduce unwanted employee attrition, retain and develop top performers, improve employee engagement, and increase productivity. Organizations using **SAP SuccessFactors** will be able to contract **Qualtrics XM** for **Employee Experience** to access the latest innovations.

## PHILANTHROPY

• **Tim Draper**, a Silicon Valley venture capitalist, founder, philanthropist and entrepreneurship thought leader, has donated \$500,000 to the **Utah Entrepreneur Challenge** and the related **High School Utah Entrepreneur Challenge**. The **Utah Entrepreneur Challenge** is a business-model competition for college students at participating universities across the state, while the **High School Utah Entrepreneur Challenge** is a business-idea competition for students ages 14-18 across the state. Both competitions are managed by the **Lassonde Entrepreneur Institute**, an interdisciplinary division of the **University of Utah's** **David Eccles School of Business**. To recognize the contribution, the Utah competitions will be renamed as the **Tim Draper Utah Entrepreneur Challenge** and **Tim Draper High School Utah Entrepreneur Challenge**. Draper is the founder of **Draper Associates**, a seed-stage capital firm; **Draper Fisher Jurvetson**, a venture capital firm; and **Draper Venture Network**, a global network of venture capital funds. He also is the founder of **Draper University of Heroes**, an innovative five-week program for entrepreneurs.

## REAL ESTATE

• **PEG Cos.**, a Provo-based owner, operator and developer of multifamily, hospitality and build-to-rent assets in the U.S. and Canada with a focus on the **Rocky Mountain** region, has appointed **Andrew S. Kwok** as chief legal officer. Kwok's legal career spans more than 20 years and includes experience in private equity, securities, financing and structured finance. Prior to joining **PEG**, Kwok



Andrew Kwok

was a partner at a Los Angeles-based law firm where he focused on counseling a prominent vertically integrated real estate private equity sponsor. In connection with this role, he served as the general counsel of a Nasdaq-listed real estate investment trust, a public 1940 Act interval fund and a private real estate debt fund. Kwok also led the establishment and operation of a continuous real estate-focused public offering program to retail investors and a private offering program to high-net-worth investors. Prior to that, he was a lawyer and managing director in the legal department of the investment banking arm of a British bank, where he held several roles, including head of legal, non-core markets (global); head of legal, Latin America; and head of legal, structured finance (U.S.). Prior to that, Kwok was a partner at a Wall Street law firm in **New York** and a structured finance boutique.

## RECOGNITIONS

• **TAB Bank**, based in **Ogden**, has been named to a list of the "**Top 10 Best Online Banks for 2025**," compiled by **GOBankingRates**. In its annual rankings of **America's Best Banks**, **GOBankingRates** researchers conducted a review of **FDIC** data and product offerings from over 100 of the largest banks, online banks and

neobanks, selecting 10 winners across nine categories. Banks were analyzed across factors including total assets, APY, fees, minimum deposit requirements, products/services offered, mobile app ratings, app experience and more.

## SERVICES

• **Soltis Investment Advisors**, a St. George-based investment advisory firm, has appointed **Neal Simon** and **Clive Cholerton** to its board of directors. Simon has over two decades of strategic and leadership experience in wealth management. He previously served as founder and CEO of **Highline Wealth Management**, a Maryland-based RIA, before merging with **Bronfman Rothschild**. He then served as CEO of the combined business. His board experience with other RIAs including **Savant Capital Management** (prior board member) and **Exencial Wealth Management** (current board member). Cholerton has experience in platform innovation, practice management and business development. He previously served as executive partner at **Quintessence Wealth Partners** and as senior vice president and head of partnership development at **FinLife Partners**, a division of **United Capital Financial Advisers LLC**. He stayed with **United Capital** to facilitate the integration of **FinLife** into **Goldman Sachs** upon its purchase in July 2019.



Neal Simon



Clive Cholerton

## TECHNOLOGY

• **DigiCert**, a Lehi-based provider of a digital trust platform, has appointed **Paul Holt** as EMEA group vice president and **James Cook** as APAC group vice president. Holt and Cook will lead their respective teams in driving customer engagement, building partnerships, and executing **DigiCert's** growth strategy. Holt joins **DigiCert** from **Venafi**, where he served as vice president of sales, covering both the EMEA and APAC markets. With decades of experience, Holt has also held senior leadership positions at **Anchore** and **VeriSign**, where he led sales strategy in security services. Cook has expertise in sales leadership across the APAC region, having served as vice president of sales for APAC at **Entrust** and as regional sales director for **Australia** and **New Zealand**. Before **Entrust**, Cook spent more than a decade at **Thales eSecurity**, where he held various leadership roles across the U.K. and India.



Paul Holt



James Cook



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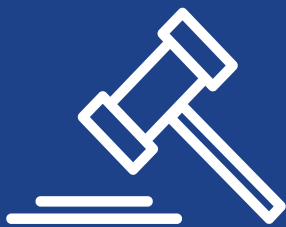
### What We Do:



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



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



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



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

# SOUTH VALLEY CHAMBER

### Who We Are:

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

**Check Us Out**  
[southvalleychamber.com](http://southvalleychamber.com)  
 or Call 801-566-0344

# CALENDAR

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

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

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

## **Feb. 4, noon-1 p.m.**

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

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

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

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

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

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

**“Lunch and Learn,”** presented by the West Jordan and South Jordan chambers of commerce event. Speaker Charity Stilson, business consultant, will discuss “Breaking the Burnout Cycle: Overcoming Your Addiction to Stress.” Location is Legacy Retirement Center, 1617 Temple Lane, West Jordan. Cost is

\$10 for members, \$15 for nonmembers. Details are at <https://wjc-ut.com>.

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

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

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

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

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

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

## **Feb. 6, 11 a.m.**

**“Startup Stories,”** a Silicon Slopes event. Speaker is Karalynne Call, founder and CEO of Just Ingredients. Location is iHub, 1555 N. Freedom Blvd., Provo. Registration can be completed at [Eventbrite.com](https://eventbrite.com).

## **Feb. 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>.

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

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

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

**Second Annual Salt Lake Winter Roundup,** a Visit Salt Lake event, in partnership with the Days of ’47 Rodeo. Event features activities on West Temple, between City Creek Center and Abravanel Hall, celebrating Salt Lake’s heritage in sports, arts and culture. Activities include skijoring (a fusion of rodeo and ski racing) from 1-4 p.m., plus live music, arts and cultural performances, interactive brand activations, food vendors and family-friendly experiences. Beyond the Winter Roundup, Salt Lake will host a lineup of events, including the Professional Bull Riding

competition at the Delta Center, arts and culture performances from Ballet West and the Utah Symphony, and a variety of dining and nightlife options. Details are at [www.visitsaltlake.com/winterroundup](https://www.visitsaltlake.com/winterroundup).

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

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

## **Feb. 11-March 11**

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

## **Feb. 11, 8-10 a.m.**

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

## **Feb. 11, 9-11 a.m.**

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

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

**Professional Growth Series,** a ChamberWest Women in Business event. Speakers Jadee Talbot, executive director, Granite Education Foundation; Mike Haynes, executive director, Jordan Education Foundation; and Ginette Bott, president and CEO, Utah Food Bank, will discuss “Purpose-Driven Partnerships: How Community Volunteering Drives Business Success.” Location is TownePlace Suites West Valley City, 5473 W. High Market Drive, West Valley City. Cost is \$25 for members registered by Feb. 6, \$35 for registrations after Feb. 6. RSVPs are requested by Feb. 6. Details are at [chamberwest.com](https://chamberwest.com).

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

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

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

**Economic Summit,** a Davis Chamber of Commerce event. Speakers are Lauren

G. Henderson, vice president, economist, Stifel Financial; and Garrett Gunderson, author, speaker and standup comedian. Location is Davis Tech Campus Allied Health Building, 435 Simmons Way, Kaysville. Details are at [davischamberofcommerce.com](https://davischamberofcommerce.com).

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

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

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

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

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

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

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

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

## **Feb. 12, 5-7 p.m.**

**“Business After Hours,”** an Ogden-Weber Chamber of Commerce event. Location is Weber State University Goddard School of Business, 1337 Edvalson St., Ogden. Free for members and first-time guests, \$10 for nonmembers. Details are at [ogdenweberchamber.com](https://ogdenweberchamber.com).

## **Feb. 12, 6-7 p.m.**

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

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

**Employer Tax Workshop,** a Small Business Development Center event. Location is the Salt Lake SBDC at Salt Lake Community College, Building 5, MCPC 110, 9750 S. 300 W., Sandy. Cost

# CALENDAR

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is \$30. Details are at <https://clients.utahsbdc.org/events.aspx>.

## Feb. 13, 9 a.m.

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

## Feb. 13, 6-8 p.m.

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

## Feb. 17-19

**Frontiers Symposium on Transformation and Cancer Care Delivery**, a Huntsman Cancer Institute event. Keynote speaker is Dr. Robin Vanderpool, National Cancer Institute. Topics include "Innovations in Cancer Care Delivery"; "AI Integration and Digital Health"; and "Enhancing Patient Experience Reducing Healthcare Disparities." Location is Salt Lake Marriott, 75 S. West Temple, Salt Lake City. Costs vary. Details are at <https://healthcare.utah.edu/huntsmancancerinstitute/events>.

## Feb. 17-20

**BioHive Week**, celebrating the Utah life science and health care community. BioHive Live is Feb. 20, 9 a.m.-3 p.m., at the Hale Centre Theatre, 9900 Monroe St., Sandy, with keynote speaker Joseph Grenny, bestselling author of "Crucial Conversations." Cost is \$149, VIP pass is \$350. Best of BioHive Awards ceremony

takes place Feb. 20, 6 p.m., at The Depot. Cost is \$199. Details are at <https://lu.ma/biohive>.

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

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

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

**"Business Boot Camp,"** a South Valley Chamber of Commerce event. Location is Salt Mine Productive Workspace, 7984 S. 1300 E., Sandy. Cost is \$35 for members, \$55 for nonmembers. Details are at [southvalleychamber.com](http://southvalleychamber.com).

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

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

## Feb. 19, noon-1 p.m.

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

## Feb. 19, 5:30-6:30 p.m.

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

## Feb. 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>.

## Feb. 20, 8-10 a.m.

**Salt Lake City 2025 Tax Update**. Matt Talcoff RSM's Washington national tax leader, and other RSM tax specialists will provide information on the upcoming changes to tax laws. Location is 2755

E. Cottonwood Parkway, Suite 100, Salt Lake City. Registration deadline is Feb. 17. Details are at [siliconslopes.com](http://siliconslopes.com).

## Feb. 20, 10 a.m.

**"Business 101: Essential Steps for New Entrepreneurs,"** a Women's Business Center of Utah event that takes place online. Registration deadline is 8 a.m. Feb. 19. Details are at [wbcutah.org](http://wbcutah.org).

## Feb. 20, 5-7 p.m.

**"Business After Hours,"** a Salt Lake Chamber event. Location is Edison House, 335 S. 200 W., 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](http://slchamber.com).

## Feb. 20, 6-8 p.m.

**Speaker Series**, a Top of Utah Military Affairs Committee event featuring a 6 p.m. social and 6:30 p.m. dinner. Speaker is Maj. Gen. Kenyon Bell, commander of the Ogden Air Logistics Complex at Hill Air Force Base. Location is Timbermine Steakhouse, 1701 Park Blvd., Ogden. Cost is \$45, \$25 for active duty military. Details are at [davischamberofcommerce.com](http://davischamberofcommerce.com).

## Feb. 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>.

## 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](http://davischamberofcommerce.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](http://ogdenweberchamber.com).

## Feb. 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](http://southvalleychamber.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](http://davischamberofcommerce.com).

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

**"Connect After Hours,"** a South Valley Chamber of Commerce event. Location is All-Star Bowling

see CALENDAR next page

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Outcomes Registry data was published by Sackeim HA, et al. J Affective Disorders, 2020, 277(12):65-74. The outcomes reported represent the subset of study patients for which the CGI-S data was reported before and after an acute course of NeuroStar TMS. Patients were treated under real-world conditions where patients may have been prescribed concomitant depression treatments including medications. "Measurable relief" was defined as a CGI-S score <=3 and "complete remission" was defined as a CGI-S score <=2 at the end of treatment.

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& 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, 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>.

**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](https://davischamberofcommerce.com).

**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 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](https://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](https://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. Early-bird discounts available until Feb. 14: \$200 for members, \$275 for nonmembers for the conference at the Sheraton Salt Lake City on March 13; \$195 for ski day lift ticket and lunch, \$50 for ski day luncheon only at Snowbird on March 14. Details are at <https://eilifesciencessummit.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 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](https://davischamberofcommerce.com).

**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](https://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. Early-bird pricing is available until Jan 31. Details are at [www.qualtrics.com/x4summit](https://www.qualtrics.com/x4summit).

**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](https://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://themillat-slcc.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](https://davischamberofcommerce.com).

**March 20-21**

**Intermountain Sustainability Summit,** a 16th annual event that is 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,

see CALENDAR page 14

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## CALENDAR

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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. Registration deadline is 8 a.m. Feb. 19. Details are at [wbcutah.org](http://wbcutah.org).

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

**Chamber Luncheon,** a Davis Chamber of Commerce event. Speaker is Colleen Mellor of Smart Solutions. 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](http://davischamberofcommerce.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](http://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](http://southvalleychamber.com).

### March 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](http://davischamberofcommerce.com).

### 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](http://ogdenweberchamber.com).

### March 27

**RevRoad Entrepreneur Competition,** a pitch event for B2B tech innovators. Location is IHub Provo, 1555 Freedom Blvd., Provo. The event is free and open to all. Event details are at [Eventbrite.com](http://Eventbrite.com).

### March 27, 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 until March 23, \$20 for members and \$40 for nonmembers thereafter. Details are at [slchamber.com](http://slchamber.com).

### April 2, 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](http://davischamberofcommerce.com).

### April 9, 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](http://davischamberofcommerce.com).

### April 9, 5-7 p.m.

“**Business After Hours,**” an Ogden-Weber Chamber of Commerce event. Location is Leavitt’s Mortuary & Autorest Memorial Park, 836 36th St., Ogden. Free for members and first-time guests. Details are at [ogdenweberchamber.com](http://ogdenweberchamber.com).

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## BUILD HERE

from page 1

15 years to approve a new power transmission line in the state.

“Fortunately, we finally have a federal administration willing to work with us to fix this national embarrassment,” Cox said. “In the meantime, we will continue to lead the nation by streamlining Utah’s processes while maintaining environmental stewardship.”

The other core elements of “Built Here” are community safety, which includes homeless initiatives and getting phones out of Utah schools; and boosting strong families by eliminating Utah’s tax on Social Security benefits and empowering parents.

“From thousands of conversations that I have had with Utahns across the state, I know this: Utah is not done dreaming,” he said. “We’re not done doing big things. And we’re not done building.”

A community of builders, he said, transformed an “arid, untamed and unforgiving” Salt Lake Valley 180 years ago into “the envy of the Earth, and a worldwide destination.”

“Our ancestors irrigated farms, exca-

vated minerals, built homes and neighborhoods, powered cities, and connected this continent by rail,” the governor said. “In the face of adversity, they built. They built here. And, my friends and fellow citizens, if there is one thing you take away from my remarks tonight, please let it be this simple refrain: We must build.”

“‘Built Here’ means remembering that every bridge, building and breakthrough started with someone who refused to accept impossibility. Built Here means rejecting false choices ... like building thousands of new homes and maintaining our quality of life. Built Here means being unrelentingly impatient in our pursuit to make this a happier place to live, because we know that success is not inevitable; it is earned,” Cox said.

The nation’s culture of building has been replaced by negativity and inertia, he said. “We stopped building technology — ceding far too much of our manufacturing, industry, critical minerals and energy production to our adversaries. And, worst of all, we stopped building resilient people.” But he described Utah as an “outlier.”

Among those responding to Cox’s address were Senate President J. Stuart Adams and Kevin Greene, state director of Americans for Prosperity-Utah.

## PUBLIC NOTICES

### NOTICE TO CREDITORS

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

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

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

“Gov. Cox and I share a common vision for our great state. Utah’s success isn’t by chance — it is the result of foresight and determination to shape it,” Adams said. “We know that Utahns are truly the backbone of our state. By embracing innovation and working together, we will chart a path forward to ensure enduring prosperity for our children, grandchildren and great-grandchildren. Building a future to secure affordable energy, ample water and abundant housing is essential to keeping Utah as the best state in the nation and the ‘Utah Dream’ alive.”

“Gov. Cox laid out a promising vision for Utah, invoking our pioneering past in a call to continue growing, building and innovating,” Greene said. “AFP-UT applauds the governor’s emphasis on removing barriers to building the housing that Utah needs, so that the next generation can afford to live here and achieve their ‘American Dream.’”

“Additionally, we were excited to hear his determination to unleash energy abundance in our state by drawing on our vast natural resources to ensure affordability and reliability. We look forward to working with Gov. Cox and the new state Legislature in making Utah into the best it can be.”



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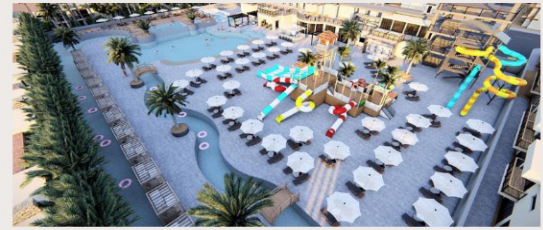


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### CALENDAR

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#### April 10, 7-9 p.m.

“Pillar of the Valley Gala 2025,” a Utah Valley Chamber of Commerce event. Location is Utah Valley Convention Center, 220 W. Center St., Provo. Details to be announced at the-chamber.org.

#### April 16, 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 davis-chamberofcommerce.com.

#### April 17, 10 a.m.

“Business 101: Essential Steps for New Entrepreneurs,” a Women’s Business Center of Utah event that takes place online. Registration deadline is 8 a.m. Feb. 19. Details are at wbcutah.org.

#### April 22, 11:30 a.m.-1 p.m.

Women in Business, an Ogden-Weber Chamber of Commerce speed 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. Registration deadline is April 15 at noon. Details are at ogdenweberchamber.com.

#### April 22, 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.

#### April 23, 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.

#### April 24, 6-9 p.m.

“Giant in Our City,” a Salt Lake Chamber event. Award recipient is Lisa Eccles, president and COO of the George S. and Dolores Dore Eccles Foundation. Reception is 6-7 p.m., followed by welcome and dinner, 7-7:45 p.m., and awards program, 7:45-9 p.m. Location is Grand America Hotel, 555 S. Main St., Salt Lake City. Cost is \$300. Details are at slchamber.com.

#### April 30

2025 Worksite Wellness Conference. Location is Zions Bank Technology Center, Midvale. Cost is \$195. Details to be announced.

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