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INSIDE

TECHNOLOGY

BETA Technologies demonstrates Utah's first air taxis **page 2**

SCIENCE

Isotope innovation created at West Valley company **page 6**

FINANCING

Financing secured to complete Novva Data Centers' SLC facility **page 12**

Industry Briefs
pages 11,13

Business Calendar
pages 9,10

OF NOTE



Pop culture sells

At the end of 2024, the popular snack brand Cheetos gained attention after a uniquely shaped Cheeto resembling the Pokémon character Charizard went viral. On March 5, the Cheeto "encapsulated in a clear card storage box" and "affixed to a customized Pokémon card" had 60 bids and sold for \$87,840. The occurrence clearly demonstrates that the worth of something is determined by the eye of the beholder.

Economists: Trump policies have potential to help, harm

Brice Wallace
Salt Lake Business Journal

A new presidential administration usually means "change," but a pair of Stifel Financial Corp. economists recently summarized the impacts of President Trump's policy agenda on the economy by using two words:

It depends.

Speaking at economic outlook events in Ogden and Kaysville, Lindsey Piegza and Lauren Henderson stressed that tariffs, for example, might result in higher inflation, or they might not.

While tariffs could add sizable barriers to entrance from foreign goods, the main tariff question is how inflationary they will be, Piegza said at her event, presented by Bank of Utah and the Ogden-Weber Chamber of Commerce.

"I would argue a one-time price increase, while certainly uncomfortable for consumers already bearing the brunt of higher prices for years, lacks the perpetual upward momentum needed to incite inflationary pressures," Piegza, Stifel's chief economist, told the crowd. "That being said, should this imposition of tariffs result in a back-and-forth, tit-for-



Lauren Henderson, an economist at Stifel Financial Corp., makes a point during an economic forecast event recently in Kaysville. Bank of Utah sponsored three such forecasts in Utah recently, in Salt Lake City and Ogden in addition to Kaysville.

retaliatory response as we saw under President Trump's first term, that can absolutely prove inflationary."

"Whether or not we agree with these [new] policies, we do have to have that conversation about the effects of these policies, with one being a massive run-up in inflation," Henderson said in Kaysville at an event presented by Bank

of Utah and the Davis Chamber of Commerce. "While we are aware of what was promised along the campaign trail, what we're unsure about is how these policies will be implemented and to what extent."

Both Piegza and Henderson cautioned that while tariffs could prompt inflation,

see ECONOMISTS page 15

Upcoming decision could shape Sundance's future in Utah Utah lawmakers pony up some money to keep the Sundance Film Festival in the Beehive State

Tom Haraldsen
The City Journals

For 47 years, millions of moviegoers, producers, directors and actors have flocked to Park City for the Sundance Film Festival. But next year might be the final time that happens. The 2026 festival is scheduled for Jan. 22–Feb. 1.

The festival's organizers have been exploring the idea of finding a new host site starting in 2027, after complaints have surfaced from independent filmmakers and the general public about costs and lack of venue space. Salt Lake City (along with co-host Park City) is one of the "finalists" for the festival's new host site, along with Boulder, Colorado and Cincinnati, Ohio.

Among the budget considerations at this year's Utah State Legislature is a \$3.5 million appropriation to help keep Sundance in Utah. Gov. Spencer Cox started with a \$3 million request in his initial budget but that amount was bumped up near the end of the legislative session. Compared to Boulder's efforts, Utah's change in amount was small.

Colorado lawmakers have created a 10-year incentive plan, with a max of \$34



Main Street was a pedestrian-only zone for Sundance this year, adding safety and ease of movement for festivalgoers. Photo by Tom Haraldsen.

million, if Sundance moves the festival to Boulder. It would allocate \$4 million to \$5 million a year in incentives through 2030, then \$3 million a year through 2036. The Cincinnati City Council last fall approved a \$5 million allocation spread out over 10

years to lure Sundance to Ohio.

In 2024, Sundance drew 72,000 in-person attendees, according to a state economic impact report, with out-of-state

see SUNDANCE page 6

BETA Technologies demonstrates Utah's first air taxi

Becky Ginos
The City Journals

Taking an air taxi to work seems pretty futuristic, but BETA Technologies traveled to six different airports around the state last week to demonstrate Utah's first air taxi.

This comes shortly after 47G Utah Aerospace & Defense signed an MOU with BETA, an electric aerospace company. The agreement is supported by the Governor's Office of Economic Opportunity (GOED) and the Utah Department of Transportation (UDOT).

The demonstrations gave the public a firsthand look at the ALIA aircraft. This new form of air transportation strengthens the state's role as a leader in advanced air mobility (AAM). The electric, next-generation ALIA aircraft can seamlessly, safely and economically move people and packages, said a 47G release.

The AAM paves the way for creating a system that gives Utahns mobility options while reducing commute times and improving air quality.

"The aircraft is fundamentally a cost-savings tool," said BETA Technologies CEO & Founder Kyle Clark at the MOU signing. "It costs about half to move a package a mile than it does with a turbine engine aircraft. It starts with us moving packages, moving medical supplies, moving things for the military, then moving passengers."

He said Utah has demonstrated forward-thinking leadership and a strong commitment to investing in advanced air mobility.

"Utah is way ahead of the game making the right investments early and providing the necessary support to stand up an air mobility ecosystem that can drive real impact," Clark said. "This week's flights will demonstrate the benefits of this low-cost, quiet and safe mode of transport for the state of Utah and beyond."

The ALIA aircraft can transport up to five passengers or 1,250 pounds of cargo. In addition, BETA's Charge Cubes use the



The ALIA aircraft takes its first flight in Utah. Photo courtesy of 47G.

industry standard approved by most air taxi manufacturers around the globe.

Ground vehicles can also use the Charge Cubes, meeting the needs of both air transportation and vehicles on the ground.

Utah has become the fastest-growing state in the country, with 90% of Utahns within a 30-minute drive to an airport. This partnership with the state gives Utahns mobility options to keep them moving.

"We move people – and the things they need – using more than just roads," said Carlos Braceras, UDOT executive director. "These demonstrations are more than just a technology showcase – they represent a fundamental shift in how we think about mobility. As Utah's population grows and we face increasing demands on our ground transportation system, we know that advanced air mobility offers innovative new solutions to address our evolving mobility needs."

Utah has an incredible opportunity coming up in 2034 to welcome the world as the Olympics make its return, said Gov. Spencer Cox at the MOU signing.

"We can't wait. Over the next nine years, we're going to see a lot of chang-

es, technological changes in this country and the world," he said. "I can't wait to show them our advanced air mobility opportunities. I truly believe we can get there. We'll be transporting people vertically, which will make it easier for us to get from Point A to Point B."

The Air Logistics Transportation Alliance (Project Alta) was created last year by business and state leaders as a collaborative partnership to establish an AAM system for Utah, projecting four main phases of AAM integration by the 2034 Winter Olympic Games, according to the release.

"By integrating cutting-edge electric aircraft into our mobility ecosystem, we are ensuring the highest standards of safety, advancing medical response capabilities and driving technological innovation that will create lasting benefits for communities across the state," said Chris Metts, 47G Project Alta executive director. "Utah is attracting investment, accelerating the development of critical infrastructure and enabling the deployment of aircraft that make our transportation system safe and truly multimodal."

For more information about BETA Technologies, visit beta.team.

Triple Point Security expands to Utah

A cybersecurity company will expand in Salt Lake City, creating 60 jobs in the coming years.

Triple Point Security is a consulting and talent development firm that provides services and solutions to protect organizations and their data from digital threats. Working in various industries, it focuses on proactive protection, offering services in risk management, threat detection and incident response. It aims to safeguard clients' digital assets, ensuring defense against evolving cyber threats.

"We are excited to serve the Salt Lake City community and the state of Utah with our industry-leading cybersecurity experience in cloud computing security, ZTA (zero trust architecture) and secure AI adoption," said Carlo Espiritu, founder and principal consultant of Triple Point Security. "I personally look forward to strengthening our existing relationships with academia, fostering cybersecurity talent development, and providing our services to Utah's technology ecosystem."

Through partnerships with academic institutions and local businesses, the company will educate and train Utahns in cybersecurity subject matter areas of zero trust architecture; cloud security; secure AI adoption; DevSecOps; and governance, risk, and compliance.

"Triple Point Security brings invaluable expertise to Salt Lake City's growing technology sector," said Lorena Riffo-Jenson, director of Salt Lake City's Department of Economic Development. "Their innovative approach to cybersecurity and commitment to protecting organizations from digital threats strengthen our city's position as a leader in tech innovation. We are delighted to welcome a company with such a strong reputation for excellence and integrity to our business community."

The Economic Development Corporation of Utah got involved in the project through a referral from Beth Colosimo of The Mill Entrepreneurship Center at Salt Lake Community College. EDCUtah worked with the company to identify potential coworking spaces, providing support to help the company find a location that suited its needs.

"We're excited to see Triple Point Security join Salt Lake City's vibrant technology sector," said Scott Cuthbertson, president of EDCUtah. "This expansion underscores Salt Lake City's reputation as a hub for innovation, and we look forward to the contributions Triple Point Security will make to our local economy and business landscape."

Rex Buys, business development manager, led the project for EDCUtah. The company's announcement resulted from collaboration among Salt Lake City Corp., EDCUtah, Salt Lake Kiln and Colosimo.

Consumer sentiment falls back in February after several months of gains

Following several months of marginal increases, the measure of Utah's consumer sentiment fell 3.5 percent in February, according to the Kem C. Gardner Policy Institute. The institute's Survey of Utah Consumer Sentiment dropped to 88.1 in February from 91.3 in January.

A similar survey conducted by the University of Michigan measured a more significant decline in sentiment among Americans as a whole during the same time — from 71.7 to 64.7 or a 9.8 percent decline.

"After reaching higher sentiment levels in recent months, expectations and uncertainty about family finances and business conditions drove Utah consumers to adjust their sentiment this month, making them less optimistic and aligning directionally with the nation index decline," said Phil Dean, chief economist at the Gardner Institute.

The Utah consumer confidence survey uses key questions from the University of Michigan's Survey of Consumers. These questions measure residents'

views of the present economic situation and their expectations for the economy in the future. Data gathered from the key questions are used to create the consumer confidence index for Utah. Demographic questions are included in the questionnaire to allow for additional analysis of the data and to assess the representativeness of the sample.

The full results of the monthly Utah Consumer Sentiment survey can be accessed through the Gardner Institute website at gardner.utah.edu.

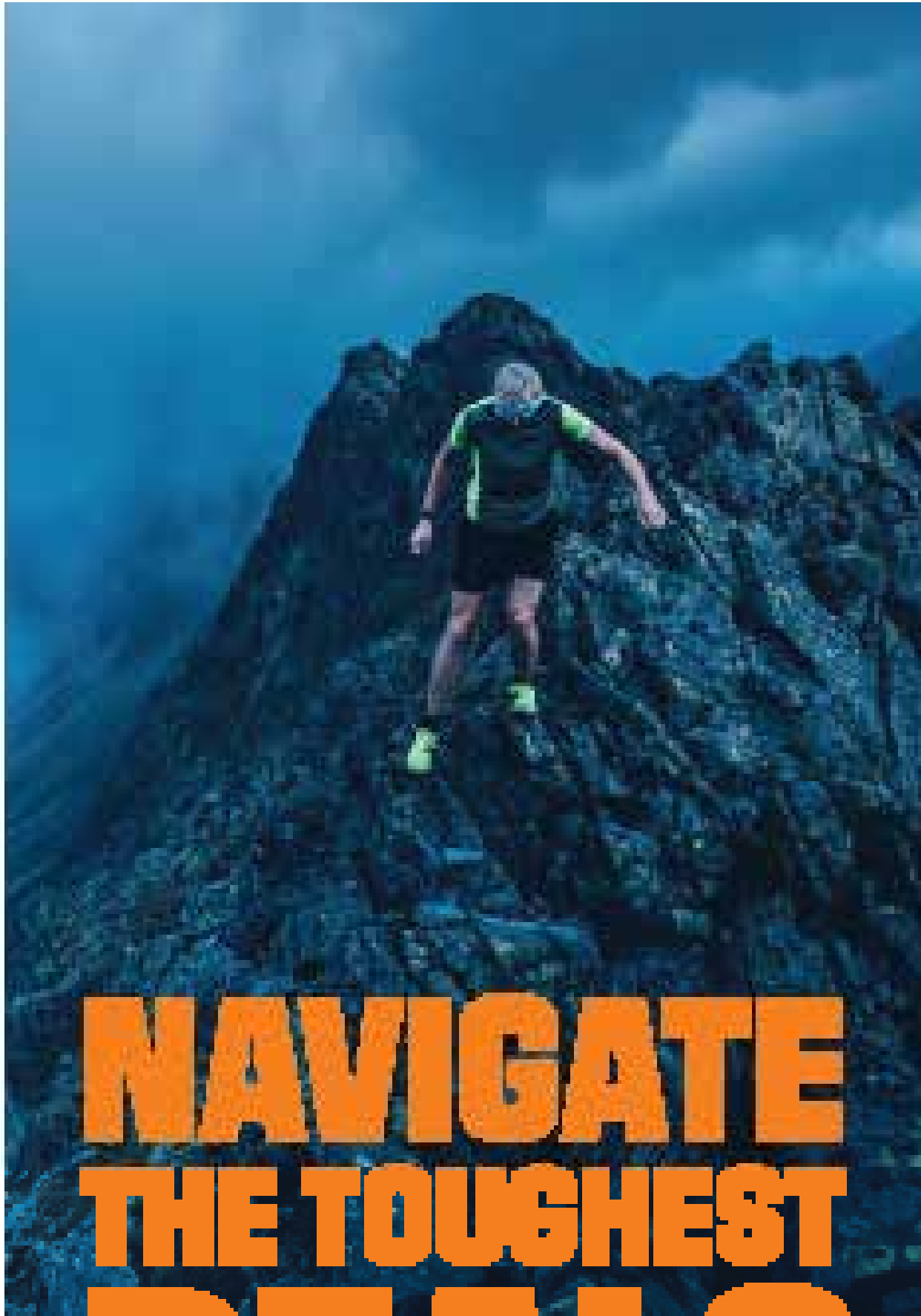
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Policy brief details economic impacts of higher ed

Brice Wallace
Salt Lake Business Journal

Utah's public higher education system is not only educating minds but also contributing to the state's economy.

A policy brief recently released by the Kem C. Gardner Policy Institute at the University of Utah indicates that higher ed produces a well-trained workforce and adds to the state's robust economic performance, in addition to its contributions to social well-being, civic engagement and innovation.

"The Kem C. Gardner Policy Institute's report demonstrates the profound and multifaceted impact of Utah's higher education system," said Geoffrey Landward, Utah commissioner of higher education. "The benefits of higher education extend well beyond campus, and we remain committed to empowering students with the skills and knowledge needed to drive Utah's economic growth and future opportunities."

The policy brief indicates that the state's public higher education system supports approximately 132,000 jobs and contributes \$12.1 billion to the state's GDP. Research universities are especially vital drivers of economic growth, providing 83 percent of the system's total economic contribution, it says.

Utah ranks third, behind only Colorado and Massachusetts, for the percentage of people between the ages of 25 and 64 who have a postsecondary certification, certificate or degree.

The skilled workforce that Utah's higher ed system produces includes many graduates receiving degrees matching in-demand jobs within the state. Approximately 72 percent of degrees awarded by the Utah System of Higher Education in 2024 were classified as "high yield" degrees, meaning they feature training for high-wage, high-demand jobs.

Research universities foster a strong innovation ecosystem, resulting in higher education in Utah possessing a significant economic multiplier, magnifying its positive impact on the state's economy. Utah's level of innovation ranked highest in the nation, according to a recent study by the Indiana Business Research Center.

People with higher educational attainment enjoy significantly higher incomes, economic stability and improved life quality, with median earnings rising steadily with each level of education, according to the brief.

The report indicates that five years after completion, the typical Utah System of Higher Education graduate earns 10 percent to 64 percent higher wages than

the comparison group who do not receive a degree or award. Those with graduate or professional degrees earn an average of \$92,000 in Utah, well above the state's overall median earnings of \$52,000. Those with a bachelor's degree average \$63,000. Those figures are from 2023.

Unemployment and poverty rates are substantially lower among those with college degrees. For example, the 2023 unemployment rate for Utahns with a bachelor's degree or higher was only 1.7 percent, while the overall rate was 2.5 percent in the state. People without a high school diploma had a 3.9 percent unemployment rate.

The 2023 poverty rate in Utah was 6.8 percent, but among those with a bachelor's degree or higher, it was 3.9 percent. In contrast, those with less than a high school diploma had a poverty rate of 14.4 percent.

Higher education also helps reduce economic inequalities and fosters upward mobility, the brief says. Students with family members holding postgraduate degrees are more likely to complete their postsecondary education. Nationally, 74 percent of people with a college degree achieve a family income higher than their parents.

People who earn postsecondary degrees also are less likely to use public as-

sistance. One example shows that 30 percent of adults ages 25 or older in the U.S. receive Medicaid, compared to 11 percent among those with a bachelor's degree or higher.

Another benefit of higher education is improved health outcomes, including higher rates of excellent or very good health and greater health care coverage. Approximately 92 percent of Utah adults with a college degree reported good, very good or excellent general health in 2023.

Utahns with higher education also tend to be more involved in their community through significantly higher rates of volunteerism and voter participation. In 2023, 78 percent of Utahns with a certificate, associate degree, bachelor's degree or post-graduate degree reported always or often voting in state elections. That compares with 53 percent who discontinued high school, earned a high school degree/GED, or attended some college.

"Education plays a crucial role in shaping individuals, communities and our state's future," said Andrea Brandley, senior education analyst at the Gardner Institute and lead author of the report. "Our research provides a comprehensive overview of how higher education contributes to Utah's success story."

The policy brief is available at <https://gardner.utah.edu/>.

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Salt Lake County making strides in addressing housing shortages, per new study

Rebecca Olds
The City Journals

Housing shortages are happening across the nation, but no one knows that better than a Utahn, especially residents of Salt Lake County.

A new study that looks at data from 2005 to 2023 reveals interesting insights about Utah's growth in housing overall and the growing efforts to secure the "missing middle" housing compared to the rest of the nation.

"Despite the challenges facing the housing market, there are encouraging signs of progress and adaptation," reads the study. "Regions like the Sunbelt and Mountain West are actively building to meet demand, with cities in Texas, Florida and Utah leading the way in new home construction."

West Jordan leads out on multifamily housing growth in Utah

Multifamily housing has increased over recent years and has "stepped up to meet the pressing need for more living space."

"Amid the sluggish growth in single family and middle housing, the multifamily sector stepped up to meet the pressing need for more living space," said the study. "From 2005 to 2023, multifamily housing boomed, with stock increasing by 54 percent to over 15 million apartment units by 2023."

The study called the period from 2005 to 2023 "a golden age" for the category and put West Jordan as the state leader of the category with a 19 percent increase in middle housing stock.

"West Jordan is now the place to be for families and young professionals alike," reads an email from the study's communication specialist, Bianca Barsan. "It's

making waves as the fastest-growing city in Utah, with a 33 percent increase in housing inventory since 2005. But despite the rapid growth, challenges like affordability and the 'missing middle' still loom large."

Sandy is close behind in second place with a 31 percent increase, Orem in third with a 26 percent increase, West Valley City in fourth with 22 percent and Salt Lake City is in fifth with a 21 percent increase, per the study.

Sandy a national leader for expanding medium density housing

Although Sandy ranks second in the state for multifamily housing growth, it is a national leader, coming in seventh in the country for medium-density housing growth.

The most current phrase, the "missing middle," refers to specified efforts to increase the medium density housing seemingly missing or rare in the state.

"Middle housing — generally defined as a class of housing types including structures such as duplexes, triplexes, condos, townhomes, cluster homes, cottage courts and live/work units — has often been touted as a potential solution to the affordability crisis," said the study. "However, it has yet to gain significant momentum."

In the study, Sandy is ranked as the No. 7 city in the nation to increase its middle housing stock, with 109 percent growth.

Orem is the next ranked city in Utah at No. 29, with a growth rate of 60 percent. Provo is ranked 73rd with a growth rate of 35 percent and West Jordan is ranked 154th with a growth rate of 19 percent.

Overall, the study called the middle housing growth across the nation "underwhelming" as the "lowest inventory increase among the major housing types."



Housing shortages are happening across the nation, but no one knows that better than residents of Salt Lake County. File photo City Journals.

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

My name is Carl Lobell. I am a retired senior partner at the international law firm Weil, Gotshal & Manges, whose principal office is in NY but which has offices throughout the United States, Europe and Asia. It's one of those firms now known as BigLaw. In my career spanning 60 years I have worked for many Fortune



Carl Lobell

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

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

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



Rick Kaplan

You can reach Rick at 801-556-5661 or 801-359-1900 or by email at rkaplan@yahlaw.com. Website: richardkaplanlaw.com or me if you have questions at Carl.Lobell@weil.com

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Isotope innovation created at West Valley City company

Tom Haraldsen
The City Journals

Though it's been more than 80 years since the Manhattan Project that led to the creation of the first atomic bombs that ended World War II, the science of isotopes remains explorable in many ways. Leading that exploration is a company based in West Valley City called Nusano, a privately held physics enterprise working to supply stability and innovation to the radioisotope marketplace.

Chris Lowe, company CEO, said the origin of Nusano was "to address the underlying problems that have plagued national research labs and countries' programs for decades — the limitations of isotope production and the basic separation properties of the physics involved with isotopes."

Isotopes are a species of atoms of a chemical element with the same atomic number but differing atomic mass or mass numbers. There are almost 3,500 types of isotopes known for all elements, which have nearly identical chemical behavior but very different physical properties.

"Our scientific founder is Dr. Glenn Rosenthal, a researcher at UCLA, who made the first sketch of a machine that could help accomplish this separation, and ultimately that led to the formation of Nusano," Lowe said. That sketch was drawn on a cocktail napkin during a conversation, not the first time napkin drawings have led to scientific discoveries.

Lowe said over the eight years of research that followed, the ion source has

accumulated more than 23,000 hours of experience with the separation process, which allowed Nusano to develop a number of technologies now online or coming online over the next few months.

Isotopes "don't really care what they're used for," Lowe said with a smile. "They are the foundation of some very breakthrough treatments in the cancer field, specifically radioligand therapy that can help diagnose, monitor and treat various cancers. There are a couple of hundred drugs currently under clinical research for cancer, and our role is to be able to enable those researchers to have 40 to 50 different isotopes to choose from, rather than just two or three as has been the case. What started as a challenge for us nearly a decade ago has turned into a tremendous opportunity to impact mankind in a variety of ways over the coming years."

Scott Larrivee, head of marketing and communications for Nusano, said the ion source powers laser beams that, once accelerated, "hit the target and a radioisotope is emitted that can be transformed into more stable forms. Every chemical element has one or more radioactive isotopes."

I asked Lowe why isotopes have remained a bit of a mystery for decades.

"There are two answers to that question," he said. "First, it's important to realize that we don't change the laws of physics or chemistry. We just execute them at a level of efficiency that previously had not been conceived as possible. The limitations on being able to make them in a sustainable fashion also limited our research on them. And as that changed, our research has natural-



Rendering of the front of Nusano's headquarters in West Valley City. Photo courtesy of Nusano.

ly matured. Until we found a sustainable supply chain for isotopes, researchers had moved on to something else. Nusano is contributing to the renaissance for using certain isotopes in certain industries."

Nusano is located in a 170,000-square-foot headquarters on Lake Park Boulevard. It currently employs about 160 and plans to ramp up to nearly 250 by the end of the year. Lowe said locating in West Valley City made sense for a number of reasons, including a stable workforce (lots of local universities with students who've studied science or nuclear engineering), close proximity to Salt Lake City International Airport, which he calls "the best that I've ever come across in terms of dealing with challenges like inclement weather or other possible delays," and partners in West Valley City and along the Wasatch Front that have embraced the company.

He said the domestic nature of Nusano's business is also a plus, where historically, 90 percent to 95 percent of mate-

rial used in isotope research has come from Russia. The Nusano technology "will allow us to be the first-ever 100 percent domestic supply chain to manufacture these isotopes. Some of the raw materials will actually be mined in Utah, and that makes us really excited as well."

As Nusano grows, there will be a strong and positive effect on the city's industrial sector. Ten other companies have either signed leases or have started construction on their own facilities near Nusano, part of the ecosystem Lowe sees growing in West Valley City.

"I truly do believe that when we look back on this 10 to 20 years from now, you know, the world will actually look to this area and say, this was the area that helped to stabilize and kind of jump start the renaissance of isotope applications," he said. "The ripple effect of businesses cannot be understated in any industry that's creative and innovative."

SUNDANCE from page 1

visitors spending \$106.4 million. Figures for this year's festival have not been released, but there was a noticeable difference in the "look and feel" to Sundance this year, largely because of the economy. That might be the biggest challenge Park City has faced in recent years — increased costs for hotel rooms and food, along with the constant traffic bottleneck in downtown Park City during the festival. Public transportation is well organized, but buses are often full and those who do choose to drive into the town often have problems finding places to park.

"It's very difficult for an independent filmmaker and his or her crew who made their movies for a couple million dollars to justify spending another \$400-500,000 to bring the team to Park City for a week," said Julia, a publicist with New York PR firm 42 West.

That sentiment impacts Sundance attendance, particularly the last few years following the COVID-19 pandemic when fewer big studio movies have been released and brought to the festival. Most of this year's screened movies were made by smaller independent studios, and fewer celebrities and musical performers came to SFF.

One actor interviewed this year at Sundance wants the festival to stay in Utah, albeit they want most of the screenings held in Salt Lake City, with a few in Park City. Bowen Yang, "Saturday Night Live" comedian who starred in "Wicked" in 2024 and had a film premiering at Sundance this year, prefers Utah over Colorado or Ohio.

"I love it here, the quaintness, the ski resort experience," he said during a 20-minute visit at Eccles Theatre. "If they combine it with Salt Lake City, it'd still be just a 15- or 20-minute drive to come up here to the mountains. It adds to the unique feel of the festival compared to others. I hope it can stay." Plus, he said, he likes it

being in the Mountain time zone and only a short flight from Los Angeles.

Actress Marlee Matlin echoed those thoughts, expressing her love and appreciation for Sundance, which she has visited many times. Former New Zealand Prime Minister Jacinda Ardean came to SFF for the first time this year, loving the area and the state. A documentary on her life premiered at Sundance.

Wherever people gathered this year at the festival, talk about its future dominated conversations. Main Street became a pedestrian-only zone this year, which was great for attendees, but not so great for Main Street businesses that saw reduced sales.

Organizers are remaining mum on their decision, which is expected to be announced in late March or April. If Utah keeps the festival, most events would be held in downtown Salt Lake City with several screenings in Park City. Which-ever way the decision goes, the Sundance Film Festival will no longer be solely hosted in Park City after Feb. 1.



Former New Zealand Prime Minister Jacinda Ardean, who has relatives in Utah, came to Sundance for the first time this year and said she loved the atmosphere of the town and the area. Photos by Tom Haraldsen.



Comedian Bowen Yang loves coming to Park City for the Sundance Film Festival, and hopes it will remain in Utah after next year.



Actress Marlee Matlin has made several visits to Utah for the festival, including a documentary film based on her life that premiered this year.



Work Daze

The curse of the office vampires

If you want a truly terrifying horror film experience, don't go to a movie theater. Go to the office.

It's true! There are more thrills, chills and jump scares in your workplace than in any monster flick. The popcorn is better, too.

It's the ordinary office location that makes workplace horror so frightening. You don't expect to see a ghoul emerging from the supply closet or a radioactive swamp creature, sitting next to you at the daily status meeting. But the fiends are there, and trust me, and they're out to get you.

What follows is a basic taxonomy of the monsters you face every day at work. (If you think you're safe because you work from home, think again. Workplace monsters, especially from the depths of the HR department, know where you live.)

No. 1: Office Vampires.

Movie vampires drink your blood. Office vampires suck your energy. Office vampires don't have sharp canine teeth, although, if they're in sales, they may have flashy veneers. Once an office vampire has you cornered, you are helpless to escape as they drain your spirit with spoilers on TV shows you'll never enjoy again and videos of wonderful vacations you can't afford.

Like their bloodthirsty comrades, office vampires can be stopped with a wooden stake through the heart, but if your vampire is a manager, they have no heart, so you're doomed.

No. 2: Healthy-Eating Xenomorphs.

Xenomorphs are the endoparasitoid extraterrestrial species that stalked the first 50 "Alien" movies. The Xenomorphs' biological life cycle involves traumatic implantation of "chestbuster" larvae, which erupt from the host's body after a short incubation period, mature into adulthood within hours and seek out more hosts for implantation.

In the office, it's fad diets and doubtful health regimes that the Xenomorph implants, like Mark in accounting, who once preached against eating unsaturated fats and now never eats anything but. Or Millie in marketing, who is so pleased with the results of her fermented papaya supplement she now offers free samples of the noxious compound in the break-room at lunchtime. Don't even try to say no. Resistance is useless.

No. 3: Friendly Freddy, the Slasher.

Freddy is the affable creature hired by management to clear out the deadwood. Deadwood is anyone Freddy doesn't like, which is pretty much everyone. Unlike other slashers, Freddie can appear in your dreams, so don't expect to get much sleep once he arrives. You can make up for it at work until Freddie appears in your inbox.

No. 4: The Invisible Co-Worker.

This shape-shifter is a threat to your career success. Though normal in appearance and enthusiastic in attitude, the moment anything goes wrong with a project, these seemingly ordinary team members can suddenly disappear, leaving you to take the blame.

As experience has no doubt taught you, when a project goes right, they will appear out of nowhere to take the credit.

No. 5: M3GAN from IT.

M3GAN is a typical IT representative,



listlessly withholding updates and delaying service calls. Falling asleep at her desk after a morning of deleting requests for help, M3GAN is subjected to a training session for the company's new artificial intelligence system. Waking up with new powers, the former IT slacker develops an obsession to replace everyone in the company with AI.

Don't bother trying to explain why a human touch is essential in your job. When M3GAN arrives at your desk to discuss new ways to facilitate your work

duties — run.

No. 6: Frankenstein VP.

Created from random parts of modern management philosophy, stitched together in Gucci and Loro Piana, this monster knows all the buzzwords and can speak convincingly about Transformational Leadership Styles, PERK diagrams and Critical Path Methods to improve Employee Engagement.

The result is a scary, if stylish, creature whose superhuman powers are focused 100 percent on ending remote work. Encourage your co-workers to gather in the parking lot to protest. Don't forget the burning torches. This is the only chance you will have to scare the monster back to their corner office — at the morgue!

No question, working in an office horror movie will fill your workdays with fear and dread. So, after work, why not star in a rom-com, proving love and laughter can conquer all? On weekends, become a superhero in the Marvel Universe — a fighter for truth and justice.

These home movies are Academy Award material and should be enjoyed in IMAX and Dolby Sound — at least, until 9 a.m. Monday morning, when it's horror movie showtime once again.

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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Career Moves

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

BANKING

• **Zions Bank**, based in Salt Lake City, has named **Brad Herbert** as senior vice president of international banking. He will oversee Zions Bank's international banking efforts, forging global partnerships and helping companies based in the Intermountain West grow overseas. Herbert joined Zions Bank in 2006 and has served in several roles, most recently as senior vice president of marketing and communications since 2017. His education includes earning a bachelor's degree in advertising communications from Brigham Young University and an MBA from the University of Utah.

• **Bank of Utah**, based in Ogden, has appointed **Justin Shaw** as a mortgage loan officer in Layton and **Jason Wagner** as a mortgage loan officer at the Salt Lake City-Redwood Road location. Shaw has 10 years of experience in the finance industry. He began his banking career at a regional bank in New Mexico, where he spent five years in various roles, including personal banker and loan officer assistant. He then moved to Utah and played a key role in opening D.L. Evans Bank's Logan branch as an operations supervisor. Most recently, Shaw served as the sole mortgage loan officer for Ascent Credit Union in Davis County, where he helped members with the mortgage process. Shaw earned a bachelor's degree from Southern Utah University. Wagner has experience as a mortgage broker and small-business owner.

CONSTRUCTION

• **Sundt Construction Inc.** has promoted **Thiago Bezerra** from senior project manager to project director for Sundt's Transportation Group, Intermountain region. Bezerra will lead and manage pursuits, oversee large-scale projects and build relationships in the market. Bezerra joined Sundt Construction in 2017 and has served in a number of roles, starting as a field engineer and advancing to project manager and pursuit leader. Throughout his tenure at Sundt, he has worked on several notable projects, including the UDOT I-80 Westbound Choke Point, a UDOT Project of the Year winner and the UDOT Redwood Road Interchange. He is currently overseeing the ITD I-86 and I-15 System Interchange Reconstruction in Pocatello, Idaho.

GOVERNMENT

• Gov. Spencer Cox has appointed **Kelly Pehrson** to serve as interim commissioner of the **Utah Department of Agriculture and Food**. The appointment follows the retirement of Commissioner Craig Buttars. Pehrson was appointed as



Kelly Pehrson



Kim Shelley

UDAF deputy commissioner in April 2019 and has served under the last three commissioners. He also previously served as interim commissioner in 2020. Prior to joining UDAF, Pehrson spent 12 years in public service in San Juan County, serving initially as city manager in Monticello and later as the county chief administrative officer.

• **Salt Lake City** Mayor Erin Mendenhall has named **Kim Shelley** as her recommendation to lead the city's **Department of Public Lands**, and her appointment was confirmed by the city council. Shelley most recently served as the executive director of the Utah Department of Environmental Quality. She has more than 20 years of experience in environmental and natural resource management. Shelley earned a bachelor's degree in metallurgical engineering from the University of Utah.

HOSPITALITY

• **Lodging Dynamics Hospitality Group**, a Provo-based hotel management company, has appointed **Wendy Hoekwater** as acting chief marketing officer. A marketing and sales executive, Hoekwater has experience in hospitality and real estate marketing, with expertise in integrated marketing, digital transformation, direct sales and go-to-market strategies. In addition to her role at Lodging Dynamics, Hoekwater is the founder and CEO of Net Growth Marketing LLC, specializing in scaling small to mid-sized companies in the hospitality, travel, recreation and tourism industries. She has also held senior leadership roles at renowned hospitality organizations, including Apple Leisure Group, Choice Hotels International, Great Wolf Resorts, Marriott International and WoodSpring Hotels, where she served as chief marketing officer. Most recently, she served as vice president of marketing and reservation sales at Surf or Sound Realty.

LAW

• **Wilson Sonsini Goodrich & Rosati** has hired **Trina Higgins** as of counsel in its litigation and appellate practices in its Salt Lake City office. Higgins was the first woman to serve as a presidentially appointed U.S. attorney in Utah. She was nominated by President Biden and confirmed by the U.S. Senate in April 2022. She also spent over two decades as an assistant U.S. attorney earlier in her career and also held various leadership roles, including senior litigation counsel and chief of the Violent Crime Section. She also served as the Mediterranean regional legal advisor at the U.S. embassies in Valletta, Malta, and Nicosia, Cyprus, helping train foreign governments on investigating international money laundering, terrorism financing, and corruption. Higgins also has been an



Trina Higgins

adjunct professor at the University of Utah S.J. Quinney College of Law, where she taught trial advocacy for a decade. Higgins earned her J.D. from the University of Utah S.J. Quinney College of Law and her B.A. from Weber State University.

• **Spencer Fane LLP** has hired **Jeremy Ashton** as an associate in the Litigation and Dispute Resolution practice group in its Salt Lake City office. Ashton focuses his practice on developing and implementing effective dispute resolution strategies to help clients efficiently and beneficially resolve legal matters. In particular, he utilizes a background as a health care worker, consultant and policy staffer to defend health care professionals and systems, in addition to having specific experience in labor and employment litigation. Prior to entering private practice, Ashton gained valuable analytical and administrative skills as a law clerk working in civil rights litigation. Ashton's education includes earning a bachelor's degree from Utah Valley University.

MEDIA/MARKETING

• **Penna Powers**, a Salt Lake City-based communications agency, has appointed **Kenny Hammond** as a partner. Hammond has served as the firm's creative director and now steps into the role of partner/chief creative director. Hammond began his advertising career in Chicago and served as an adjunct faculty member at DePaul University, teaching advertising portfolio development. He has been at Penna Powers for the past 12 years.

REAL ESTATE

• **Cushman & Wakefield** has added **Melina Miramontes** as a director. Based in the firm's Salt Lake City office, Miramontes specializes in representing office owners/landlords and tenants. Miramontes also plans to be a member of Cushman & Wakefield's Women's Integrated Network (WIN), which develops and supports the talents of women team members across the firm. Miramontes most recently was at CBRE, where she worked since 2018 and was involved in negotiating a considerable amount of office lease transactions. Her real estate career began in 2016 with Summit Sotheby's International Realty.

RECYCLING

• **Sky Quarry Inc.**, a Woods Cross-based energy solutions company committed to revolutionizing the waste asphalt shingle recycling industry, has appointed **Todd Palin** to its board of directors. Palin has nearly two decades of experience in energy production and operational oversight. A native of Alaska, Palin is a businessman, champion snowmachine racer, and former first gentleman of Alaska. Palin has 15 years of industry experience with BP in Alaska's North Slope oil fields, including serving as a facility production operator. He also is a fourth-generation commercial fisherman and is a



Todd Palin

four-time champion of the Iron Dog Race, the world's longest snowmachine race.

RECOGNITIONS

• **Jzaneen Lalani** has been named to a list of the "Top 50 Women Leaders in Healthcare Technology," compiled by the **Healthcare Technology Report**, an Internet publisher and market research firm. Lalani is the chief business officer at Nusano, a physics company working to bring supply stability and innovation to health care and industrial markets using radioisotopes. She oversees the company's human resources, legal, government affairs and special projects functions, including construction of the company's radioisotope production facility in West Valley City. Lalani has over 20 years' experience managing life sciences companies across a variety of functional areas, including as a chief operating officer, and as general counsel at public and privately held companies.



Jzaneen Lalani

SERVICES

• **Burt Brothers Tire and Service**, a Bountiful-based tire and automotive services company, has appointed **David Celenza** as chief operating officer. Celenza will lead Burt Brothers' field team with day-to-day ownership of store operations for all 29 locations. He has a background in automotive, retail, operations management, multi-location leadership and corporate finance. Before joining Burt Brothers, Celenza worked at TBC Corp. from 2020 to 2025, most recently as vice president of business operations.



David Celenza

TECHNOLOGY

• **Green Dot Corp.**, a Provo-based financial technology platform and registered bank holding company, has appointed **Kim Olson** as chief risk officer. She has over 30 years of financial services experience, previously serving as chief risk officer and in senior risk oversight roles at global banking organizations, as well as rating agency and professional services experience advising financial institutions on risk management, evolving regulations and strategy. Olson most recently served as head of the Office of Remediation at Discover Financial Services since November 2023. She began her career at the Federal Reserve Bank of New York, where she held a variety of senior policy, regulatory and examination roles in banking supervision.

• **Listen Technologies Corp.**, a Bluffdale-based provider of advanced wireless listening products, has promoted **Kasey Kaumans** to market development manager. He will foster the company's partnerships with the consultant and end-user communities and identify growth opportunities in adjacent markets. Kaumans has spent his entire 18-year career at Listen Technologies, most recently serving as regional sales manager for the East Coast.



Kasey Kaumans

CALENDAR

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

March 18-20

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

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

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

March 18, 9-11 a.m.

Business Women’s Forum. Presenter Kristyn Allred, director of She’s Daring Mighty Things, Huntsman School of Business at Utah State University, will discuss “Business Community: How to Ignite Collective Power.” Location is Ken Garff University Club, Rice-Eccles Stadium, 451 S. 1400 E., Salt Lake City. Cost is \$50 for members and \$65 for nonmembers. Details are at slchamber.com.

March 18, 11:30 a.m.-12:30 p.m.

Lunch Break Networking, a Point of the Mountain Chamber of Commerce event. Location is Slim Chickens, 1250 E. State St., Lehi. Details are at thepointchamber.com.

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

Information Vault Series, hosted by the Darke Group. Speaker Shara Darke will discuss “Work vs. Personal Life.” Location is The Mill, Building 5, 9690 S. 300 W., Sandy. Cost is \$30; \$20 for Lady Tribe, UPIC, WEA and Mill members. Details are available by calling 801-244-6186.

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. Details are at <https://themillatslcc.com/education/executive-certificate-global-business-management/>.

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

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

March 19, noon-1:30 p.m.

“Strictly Networking Luncheon,” a West Jordan Chamber of Commerce event. Location is Famous Dave’s, 7273 Plaza Center Drive, West Jordan. Free (pay for your lunch). Details are at <https://wjc-ut.com>.

March 19, 5:30-6:30 p.m.

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

March 19, 6-8 p.m.

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

March 20-21

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

March 20, 10 a.m.

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

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

HR Leaders Lunch N’ Learn, presented by ACG (Association for Corporate Growth) Utah and SHRM Salt Lake. Topic is “Navigating HR in Private Equity Transactions: A Dual Perspective.” Location is KeyBank Tower, 36 S. State St., Salt Lake City. Not open to service professionals. Details are at <https://www.acg.org/utah/events/acg-utah-sl-shrm-hr-leaders-pe-acquisition>.

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

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

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

“The Culture of Health,” a Silicon Slopes event. Speakers are Trevor Farnes, founder and chief visionary officer of MTN OPS; Lisa Oyler, director of human resources at Access Development; and Derek Miner, partner at Lemonade Stand and Build Then Bless. Free. Details are at <https://app.siliconslopes.com/events>.

March 20, 6:30-8 p.m.

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

March 21, 8 a.m.-5 p.m.

Spring Conference, a PRSA Utah Chapter event for public relations, communications and marketing professionals and students. Sessions include “The Realist Guide to AI in Public Relations,” “Once Upon a Workshop: Unlocking the Magic of Storytelling,” “Authenticity Wins: \$150M CEO Teaches How to Unlock Higher-Level Success as an Entrepreneur and Marketer,” and “Navigating Mis/Disinformation as a Communicator.” Location is Salt Lake Marriott Downtown at City Creek, 75 S. West Temple, Salt Lake City. Cost is \$125 for members, \$175 for nonmembers, \$50 for students. Details are at utahprsa.org.

March 21, 8 a.m.-1 p.m.

Box Elder Business Summit, a Box Elder Chamber of Commerce event. Keynote speakers are Jeremy and Kristin Andrus, owners of Traeger Grills, and Mike Whitaker of Whitaker Holdings. General sessions include “Regional Economic Update: The Future of Box Elder’s Top Five Industries,” and Whitaker discussing “Cultivating Employees from the Ground Up.” Breakout sessions include “Social Media Advertising Using AI,” “Buying, Selling and Franchising Businesses” and “Financing for Businesses.” Event also includes the “Taste of Box Elder” lunch. Location is Utah State University Brigham City Campus, 989 S. Main, Brigham City. Cost is \$40. Details are at boxelderchamber.com.

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

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

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

“Ignite Her Power: Inspiring Confidence and Transforming Lives,” a South Valley Chamber of Commerce Women in Business event featuring lunch, networking and a panel discussion. Panelists are Andrea Clarke, founder and co-chair, The Labor and Honor Foundation; Nicole Holgreen, executive director, Bridle Up Hope; Elaine Dalton, president, Stella H. Oaks Foundation; and moderator Rob Brough, South Valley Chamber board and committee chairman and executive vice president, Zions Bank. Location is Sandra N. Lloyd Community Center, 12830 S. Redwood Road, Riverton. Cost is \$23 for members, \$35 for nonmembers. Details are at southvalleychamber.com.

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

Professional Development Series, a ChamberWest event. Speaker Matthew Croshaw, executive director, Impact Center 47G, will discuss “47G: Building the Premier Global Aerospace and Defense Ecosystem in Utah.” Location is Element Event Center, 5658 Cougar Lane, Kearns. Cost is \$25 for members by March 20 and \$35 thereafter, \$35 for nonmembers. Details are at chamberwest.com.

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

Women in Business, an Ogden-Weber Chamber of Commerce event. Location is

Jeremiah’s, 1307 W. 12th St., Marriott-Slaterville. Cost is \$25 for members and first-time guests, \$35 for nonmembers. Details are at ogdenweberchamber.com.

March 26, 8-10 a.m.

“Breaking Barriers Over Bagels,” a ULI (Urban Land Institute) Utah Women’s Leadership Initiative event that is part of a quarterly breakfast series. Location is Utah One Center, No. 18, 201 S. Main St., Salt Lake City. Costs range from \$10 to \$15 for members, \$20 to \$25 for nonmembers. Details are at <https://utah.uli.org/events-2>.

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.

March 26, 5-7 p.m.

“New Year, New Friends,” a Silicon Slopes Salt Lake City Chapter event. Location is Gracie’s, 326 S. West Temple, Salt Lake City. Details are at <https://app.siliconslopes.com/events>.

March 26, 6-7 p.m.

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

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

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

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

“Master Class: Building a Responsible AI Strategy,” a two-day Salt Lake Chamber event. Presenter is Bennett B. Borden, founder and CEO, Clarion AI Partners. Location is Salt Lake Community College’s Miller Campus, Free Enterprise Center Auditorium, 9750 S. 300 W., Sandy. Cost is \$350 for two-day registration; \$200 for one-day registration. Details are at slchamber.com.

March 27

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

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

WPN Awards Luncheon, an ACG (Association for Corporate Growth) event. Location is Zions Bank Building 1 S. Main St., Salt Lake City. Details are at <https://www.acg.org/utah/events/utah-wpn-awards-luncheon>.

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

“Business Essentials Lunch & Learn,” presented by the Point of the Mountain Chamber of Commerce and the Saratoga Springs Business Alliance. Speaker Ali Khan, founder and CEO of Moat iT, will discuss “Leverage AI to Streamline Operations & Strengthen Cybersecurity.” Location is Chubby’s, 1284 N. Redwood

CALENDAR

from page 9

Road, Saratoga Springs. Free (pay for your lunch). Details are at thepointchamber.com.

March 27, noon-1 p.m.

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

March 27, 5-7 p.m.

"Business After Hours," a Salt Lake Chamber event. Location is Kiln, 26 S. Rio Grande St., Suite 2072, Salt Lake City. Free for members and \$30 for nonmembers until March 23, \$20 for members and \$40 for nonmembers thereafter. Details are at slchamber.com.

March 27, 5-6 p.m.

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

April 1, 9-10 a.m.

"Bites & Insights" April Breakfast, 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>.

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.

April 2, 11:30 a.m.-1 p.m.

Wasatch Back Business University, presented by the Park City and Heber Valley chambers of commerce. Theme is "Leadership Development and Team Building." Location is Utah Valley University Wasatch Campus, 3111 College Way, Heber City. Details are at <https://uk.eventsforce.net/parkcity/88/register>.

April 4, 7:30 a.m.-3 p.m.

Elevate Business Summit, presented by the Eagle Mountain Chamber of Commerce, in collaboration with Point of the Mountain, Pleasant Grove-Lindon and Utah Valley chambers of commerce and the Orem Business Alliance. Location is Utah Valley University, Grand Ballroom, 800 W. University Parkway, Orem. Cost is \$80 for members and \$100 for nonmembers. Details are at thepointchamber.com.

April 8, 7 a.m.-1:30 p.m.

37th Annual Employment Law Symposium, presented by Salt Lake SHRM and Parsons Behle & Latimer, Registration and breakfast take place 7-8 a.m., with programming and lunch taking place 8 a.m.-1:30 p.m. Keynote speaker is Emily M. Dickens, chief of staff, head of government affairs and corporate secretary for SHRM. Event also will include Parsons' employment law attorneys discussing the latest on DEI, the Department of Labor's new independent contractor rules, addressing drugs and alcohol in the workplace, the Americans with Disabilities Act, handling remote work requests, tips and tricks for documenting discipline and accommodation issues, handbook pointers and pitfalls, and a primer on immigration law. Location is Grand America Hotel, 555 S. Main St., Salt Lake City. Cost is \$200 for members and \$250 for nonmembers through March 28 and \$50 more thereafter; \$300 for members and \$250 for nonmembers day of the event; \$120 for SLSHRM student members. Scholarships

are available. Details are at SLSHRM.org/events.

April 8, 7:15 a.m.-2:30 p.m.

Women in Business Spring Conference, a ChamberWest event. Location is Utah Cultural Celebration Center, 1355 W. 3100 S., West Valley City. Cost is \$99 for members through April 2, \$125 for members and nonmembers thereafter. Details are at chamberwest.com.

April 8, 6-8 p.m.

Beginning of "Everyday Entrepreneur Program," presented by The Mill Entrepreneurship Center at Salt Lake Community College and is a 10-week program on Tuesdays. Applications are due April 1. Location is South Salt Lake Community Center, 2530 S. 500 E., South Salt Lake. Details are at <https://themillatlscc.com/education/everyday-entrepreneur-program/>.

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.

April 9, 5-7 p.m.

"Business After Hours," an Ogden-Weber Chamber of Commerce event. Location is Leavitt's Mortuary & Aultorest Memorial Park, 836 36th St., Ogden. Free for members and first-time guests. Details are at ogdenweberchamber.com.

April 9, 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 thechamber.org.

April 15, 5-7 p.m.

Business Women's Forum Spring Mixer. Location is Kiln, 26 S. Rio Grande St., Suite 2072, Salt Lake City. Cost is \$35 for members and \$50 for nonmembers before April 11, \$50 for members and \$65 for nonmembers thereafter. Details are at slchamber.com.

April 16, 23, 30; 9 a.m.-noon

"Cash Flow is King" Workshop Series, a Small Business Development Center event. Location is the Salt Lake SBDC at Salt Lake Community College, Building 5, Room 114, 9750 S. 300 W., Sandy. Cost is \$89. Details are at <https://clients.utahsbdc.org/events.aspx>.

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 davischamberofcommerce.com.

April 16, noon

Lunch Break Networking, a Point of the Mountain Chamber of Commerce event that features networking at the Tulip Festival, Thanksgiving Point, 3900 N. Garden Drive, Lehi. Cost is \$15. Details are at thepointchamber.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. Details are at wbcutah.org.

April 18, 6-8 p.m.

2025 Awards Gala, a Point of the Mountain Chamber of Commerce event featuring dinner, awards, entertainment and swearing-in of the board of directors. Location is Loveland Living Planet Aquarium,

12033 Lone Peak Parkway, Draper. Details are at thepointchamber.com.

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 23, 5-6:30 p.m.

"Connect After Hours," a South Valley Chamber of Commerce event. Location is Garage Grill, 12547 Herriman Auto Row, Herriman. Cost is \$15 for members, \$25 for nonmembers. Details are at southvalleychamber.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. Keynote presenter Estela Barraza will discuss "Building Employee Well-Being Strategies That Deliver ROI and Engagement." Awards luncheon is noon-1:30 p.m. on April 29 and costs \$35. Location is Zions Bank Technology Center, Midvale. Conference cost is \$195. Details to be announced.

April 30, 1:30-6 p.m.

2025 Business Expo, a Davis Chamber of Commerce event. Kickoff is at 1:30 p.m., with expo open at 2 p.m. Location is Davis Conference Center & Hilton Garden Inn, 1651 N. 700 W., Layton. Free. Details are at davischamberofcommerce.com.

May 7, 11:30 a.m.-1 p.m.

"Mastering Financial Planning and Cash Flow Management," a Park City Chamber of Commerce & Visitors Bureau event. Location is Blair Education Center, Intermountain Park City Hospital, 900 Round Valley Drive, Park City. Details are at <https://www.visitparkcity.com/event/wasatch-back-business-university%3A-mastering-financial-planning-and-cash-flow-management/27708/>.

May 7, 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.

May 8, 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.

May 9, 11 a.m.-5 p.m.

Veteran-Owned Business Conference, a ninth annual event aimed at connecting top-tier partners; detailing veteran-owned businesses and resources; and gaining access to resources from the Utah Veteran Business Resource Center (VBRC), the Veteran Business Outreach Center (VBOC), the Small Business Administration (SBA) and the Utah Department of Veterans and Military Affairs (UD-VMA). Keynote speaker is Paden Sickles, a veteran and owner of SickFit. Location is Salt Lake Community College Student Center, 4600 S. Redwood Road, Taylorsville. Cost is \$35. Details are at utahvbrc.org/conference.

May 13, 8 a.m.-5 p.m.

2025 Zions Bank Wasatch Back Economic Summit, presented by the Park City Chamber of Commerce and Visitors Bureau and the Heber Valley Chamber of Commerce and featuring three keynote speakers, six breakout sessions, breakfast, lunch and an afternoon mixer, and networking and sponsorship opportunities. Theme is "Embracing Understanding, Empowering Our Future." Location is Grand Hyatt Deer Valley. Details are at <https://www.parkcitychamber.com/wasatch-back-economic-summit/>.

May 13, 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>.

May 14, 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.

May 14, 5-7 p.m.

"Business After Hours," an Ogden-Weber Chamber of Commerce event. Location is Business Depot Ogden, 1150 Depot Drive, Ogden. Free for members and first-time guests, \$10 for nonmembers. Details are at ogdenweberchamber.com.

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

2025 Mayors Lunch/Chamber Luncheon, a Davis Chamber of Commerce event featuring Davis County mayors spotlighting the growth, development, successes and challenges in their respective communities. Location is Davis Tech College, Allied Health building, 435 S. Simmons Way, Kaysville. Cost is \$25 for members, \$35 for nonmembers. Details are at davischamberofcommerce.com.

May 21, 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.

May 27, 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. Details are at ogdenweberchamber.com.

May 29, 5-7 p.m.

"Business After Hours," a Salt Lake Chamber event. Location is Asher Adams Hotel, 2 S. 400 W., Salt Lake City. Free for members and \$30 for nonmembers until May 26, \$20 for members and \$40 for nonmembers thereafter. Details are at slchamber.com.

Industry Briefs

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

COMMUNICATIONS

• **All West Communications** has begun construction of fiber Internet in Bluffdale. It will offer speeds of up to 8 gigabytes for homes and 10 gigabytes for businesses.

CONTESTS

• Trade association **BioUtah** and the **University of Utah's Technology Licensing Office** have announced the 12 startups from Utah's life sciences industry that were selected to present their innovations to investors, industry experts and conference attendees during a Shark Tank Pitch Competition at the **2025 Entrepreneur & Investor Life Sciences Summit**, sponsored by Wilson Sonsini. The presentations were scheduled to take place March 13, after *Business Journal* deadlines. The 12 were selected from 37 companies that applied to present. Finalists in the **Medical Device/Diagnostics Group 1** are **Demeter**, **Vira Regen** and **TAGS Medical**. Those in the **Medical Device/Diagnostics Group 2** are **Freyya**, **RefloDX** and **Zealacare**. Finalists in the **Therapeutics/Pharmaceuticals Group** are **Evolution Bio**, **Neuropharma** and **Sethera Therapeutics**. Finalists in the **Digital Health/Biotechnology Group** are **Microvascular Therapeutics**, **Monere** and **Renew Biotechnologies**.

ECONOMIC INDICATORS

• **Utah** is ranked No. 13 on a list of states where **remote workers are working an unofficial four-day week**, compiled by **Bisnar Chase** and based on a survey. The actions come in the form of starting work later, finishing earlier, taking longer-than-allowed lunch breaks, or signing off completely before Friday ends. Utah's rate is 31 percent. The national average is 26 percent. Connecticut leads the nation, at 47 percent. Alaska is at the bottom of the rankings, at 9 percent. Details are at <https://www.bestattorney.com/remote-productivity-study/>.

• The **Provo/Orem** metro area is ranked No. 3 among mid-sized metros (500,000 to 1 million population) and **Salt Lake City** is No. 20 among large metros (1 million-plus population) on lists of areas that offer the best chances for **women looking to start a career in tech** in 2025, compiled by **CoworkingCafe**. It analyzed over 200 metro areas across 10 metrics, from the share of female workers in the lo-

cal tech workforce, their earnings, unemployment, health insurance coverage rates and more. The study found that in the Provo-Orem area, 19 percent of the total tech workers are women, 5 percent more than last year. The area saw a 140 percent increase in the number of female tech workers from 2019 to 2023. Twenty-nine out of 1,000 jobs are in the tech sector in Provo/Orem, which places the area sixth for this metric. Women working in tech in the Provo/Orem MSA earn on average \$74,569, which is \$42,114 more than in the 2024 study. Between 2019 and 2023, female tech earnings increased by 54 percent, the third-highest among mid-sized metros. Details are at <https://www.coworkingcafe.com/blog/best-metros-for-women-in-tech/>.

• **Salt Lake City** is ranked No. 4 on a list of prime locations for **self-storage** needs, compiled by **StorageCafe**. It rated the metro areas on six factors. Salt Lake City has expanded storage availability to 8.67 square feet per resident, above the national average of 7.27 square feet. The city also was No. 2 for self-storage searches, an indicator that residents are actively looking for solutions to remove claustrophobia at home and declutter their spaces. A 6 percent population increase over the past five years has further fueled demand for storage solutions. Average self-storage rent is \$128 per month, which is below the national average. Details are at <https://www.storagecafe.com/blog/the-6-ds-of-self-storage-where-demand-is-strongest-across-the-us/>.

• **Utah** is ranked No. 1 among states for the **decline in flood insurance enrollment**, with a 37.5 percent decrease from 2023 to 2024, according to **ValuePenguin**. Utah is tied with three other states for the lowest percentage of flood-insured homes, at 0.4 percent. Utah is No. 2 for the lowest average cost of flood insurance, at \$658. Nationally, just 3.3 percent of households have National Flood Insurance Program coverage. That's about 4.7 million homes. Louisiana has the highest amount, at 20.9 percent. Details are at <https://www.valuepenguin.com/flood-insurance-policies-study>.

• The **average Utahn** spent just 24 hours and 36 minutes **outdoors during the winter**, according to a survey by **Sleep Junkie**. That is just two hours and 44 minutes per week in the natural light and matched the national average. Nebraskans spent the least amount of time outdoors during the winter, at 11 hours and 42 minutes. Idahoans led the nation, at three hours and 57 minutes. Details are at <https://www.sleepjunkie.com/winter-light-exposure-study/>.

• **Salt Lake City** is ranked No. 18 and **Ogden** is No. 20 on a list of **"Best Cities for a Home With a Fireplace,"** compiled by **Home Gnome**. Several Utah cities are ranked, with the lowest being West Valley City at No. 242. Home Gnome compared nearly 500 of the biggest U.S. cities, looking at the share of homes with fireplaces, cold weather conditions, and access to fireplace maintenance services like chimney sweepers. The top-ranked city overall is Flagstaff, Arizona. The lowest-ranked is Honolulu, Hawaii. Details are at <https://homegnome.com/blog/studies/best-cities-home-with-fireplace/>.

• **Piute County**, at 14 percent, had the highest increase in **single-parent households** in Utah between 2021 and 2024, according to a study by **BadCredit.org**. Meanwhile, **Grand County**, at 10 percent, had the biggest decrease. Following Piute County among growth areas was Emery County, with a 6 percent increase, Millard and Kane with 5 percent, and Rich County with 4 percent. The top five counties with the greatest decrease in children in single-parent households following Grand: Garfield, Garfield, Wayne and Uintah counties saw a 5 percent decrease, while Carbon experienced a 4 percent drop. It studied county health rankings data to track trends in the number of single-parent households over a four-year period. The percentage of children in single-parent Utah households has stayed unchanged during that time, at 14 percent. The biggest increase was in Foard, Texas, at 40 percent. Details are at <https://www.badcredit.org/studies/shift-ing-patterns-single-parent-households/>.

• **Interstate 15** between 9000 South and 600 North is ranked No. 1 on a list of Utah **"rush hour routes** most likely to prompt commuters to rethink their lives, compiled by **Potamkin Hyundai**. Coming in second is **I-215**, the east belt route in Salt Lake City. The poll of drivers concluded that the top such route is the I-95/New Jersey Turnpike from Newark, New Jersey, to the George Washington Bridge. Details are at <https://www.potamkinhyundai.com/rush-hour-reflections.htm>.

ENERGY

• **Clean Power Alliance**, a green power provider, has approved a new power purchase agreement with Houston-based **Fervo Energy** that will add 18 megawatts of carbon-free geothermal power to CPA's clean energy portfolio. The 15-year contract, which is built on a previous contract for 30 megawatts, will enable CPA to provide a total of 48 megawatts of non-weather-dependent, clean renewable energy that is available 24/7 to support the growing

clean energy demand across the 35 communities that CPA serves. Clean Power Alliance is a not-for-profit electricity provider for 35 cities across Los Angeles County and Ventura County, as well as the unincorporated areas of both counties. The collaboration between CPA and Fervo will deliver dependable, carbon-free geothermal power from Beaver County, Utah, to California's regional grid. Operations expected to begin in the second quarter of 2028.

MILESTONES

• **Extra Space Storage Inc.**, a Salt Lake City-based operator of self-storage properties, has reached more than 4,000 stores nationwide. Extra Space is the largest publicly traded company in Utah and has more than doubled its store count since 2021. Extra Space Storage now operates 4,011 stores across 42 states and Washington, D.C. The company has more than 8,000 employees (more than 600 in Utah) and 2.4 million customers. In 2024, the company added 297 stores to its operating platform. Of the 4,011 stores, 49 percent are wholly owned properties, 12 percent are owned in joint venture partnerships, and 39 percent are managed on behalf of independent owners by Extra Space Storage's ManagementPlus platform.

PARTNERSHIPS

• **Sportsman's Warehouse Holdings Inc.**, a West Jordan-based outdoor specialty retailer, has announced an exclusive partnership with **Byrna Technologies**, a technology company specializing in the development, manufacture and sale of less-lethal personal security solutions. The partnership will develop dedicated in-store and e-commerce shop-in-shops featuring Byrna's patented launchers and offering customers a live-fire demo experience in select locations. Sportsman's will use its existing archery lanes to provide customers with a hands-on live product demo area. Byrna will provide training, including in-store sessions.

• **Associated Food Stores**, a Salt Lake City-based provider of groceries and other goods and services to independent retailers in nine Intermountain states, and **Symbotic Inc.** have announced the activation of a warehouse modernization initiative at AFS' Utah distribution center. Symbotic's end-to-end automation system, with robotic case pick capabilities, will allow AFS' distribution center to improve a variety of retail-facing experiences, including overall supply, expanded selection and delivery of

see BRIEFS page 13

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\$2 billion financing secured to complete Novva Data Centers' SLC facility

West Jordan-based Novva Data Centers has announced that it, along with its development partner, CIM Group, a Los Angeles real estate investment trust, have secured financing for the buildout of Novva's Utah data center. The \$2 billion financing package for the 175-megawatt installation will be funded by J.P. Morgan and Starwood Property Trust of Greenwich, Connecticut.

"This significant financing is further validation of the potential we saw in Novva's proprietary data center design and its experienced and forward-thinking management team when we invested in the company five years ago," said Avi Shemesh, co-founder and principal at CIM Group. "As demand for AI and data center capacity grows, we believe Novva continues to be strongly positioned as one of the most innovative and fastest-growing data center companies in the U.S. developing sustainable, highly efficient data centers at low cost."

The new financing will allow Novva to complete the second and third phases of construction of its 100-acre data center campus located in West Jordan. Phase 2 of the project began construction in December 2023 and will feature the campus's second 318,000-square-foot data center, which will have the capacity to produce 72 megawatts of IT load and is expected to be fully complete by 2026. Phase 3 started construction in January 2024 and will also feature a 318,000-square-foot data center with a 72-megawatt capacity and is expected to be complete in 2026.

When completed, the Salt Lake City



Novva Data Centers' facility is under construction in West Jordan. Phase 3 (right) is expected to be finished in 2026. The company and its development partner, CIM Group, recently closed on a \$2 billion financing package to complete the project. Photo courtesy Novva Data Centers.

data center campus will span a total of 1 million square feet and feature 175 megawatts of capacity, making it one of the largest direct-to-chip cooled AI data centers in the world. The first phase of the campus began operations in 2023 and has become well-known for its design and engineering aspects, including the ability to operate without water year-round and cool with ambient air. The campus was fully leased in 2023 to a global tech company.

"Our Salt Lake City center is the first facility where we were able to fully showcase Novva's vision for future-proof data center facilities that put sustainability, innovative technology and

client needs first, and we're proud to continue that legacy with this second and third phase of construction," said Novva CEO Wes Swenson.

In addition to its Salt Lake City campus, Novva also operates data centers in Colorado Springs, Colorado and Las Vegas, and is in the process of building data centers in Reno, Nevada; San Francisco; and Mesa, Arizona. Novva employs renewable energy, high-density capacity, water-free cooling and innovative technologies like AI-powered robotic dogs for security and infrastructure monitoring in all its data centers. It has secured leases from top hyperscale AI and tech companies.

AI banking and fintech conference returns to Salt Lake City

Spring Labs, a California-based software company serving financial institutions, is hosting its second AI-Native Banking and Fintech Conference, to be held on Sept. 30 at the University of Utah in Salt Lake City.

Spring Labs' first conference spotlighting AI in the banking industry was held in Salt Lake City last year. This year the company said the event will "delve deeper into real-world generative AI use cases and AI-native applications transforming the financial services industry."

"The AI-Native Banking and Fintech Conference is a unique opportunity for industry leaders, decision-makers and innovators to connect and explore the practical applications of AI in banking and fintech. Attendees will gain valuable insights into how AI is reshaping the industry through real-world use cases and discussions," Spring Labs said.

"Following the success of last year's conference, we are excited to host the AI-Native Banking and Fintech Conference again," said John Sun, CEO of Spring Labs. "This event is crucial for fostering collaboration and driving innovation in the rapidly evolving landscape of AI in financial services."

Partners in presenting the conference include the Utah Governor's Office of Economic Opportunity, the Utah Bankers Association, the Stena Center for Financial Technology at the University of Utah and the American Fintech Council.

Details about the conference are available at <https://conference.springlabs.com/>.

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BRIEFS

from page 11

products to stores. AFS said improved accuracy and aisle-friendly pallet deliveries to stores enable increased speed to shelf and SKU availability for AFS' customers, while improving inventory utilization for AFS itself.

REAL ESTATE

• **Fort Street Partners** has partnered with **Cumming Capital Management** to complete the acquisition of **Lehi Spectrum I and II**. They are two Class A technology office properties with nearly 265,000 square feet combined. The buildings were built in 2018 and 2020. Fort Street Partners owns and provides property management services for 1.5 million square feet of office, retail and medical space throughout Utah. **Newmark** and **Woodley Real Estate** represented the seller.

• **Whole Foods Market** will lease the northeast corner of Morning Vista Boulevard and Timpanogos Highway in Lehi. Whole Foods Market will occupy 35,500 square feet. Financial terms were not disclosed. The lease announcement was made by **Mountain West Commercial Real Estate**. MWCRE agents Scott Brady and Tyler Jones represented the landlord, a joint ownership between **Perry Commercial** and **CenterCal Properties**, in the transaction. Whole Foods Market serves customers in more than 530 stores across the U.S., Canada and the United Kingdom.

RECOGNITIONS

• **Zions Bancorporation NA**, based in Salt Lake City, has earned 13 **Best**

Bank Awards from **Coalition Greenwich** for serving middle-market and small-business clients, and placing third in the nation for total awards issued in the middle-market banking segment. Since the inception of the awards in 2009, Zions is one of only four U.S. banks to have averaged 15 or more middle-market and small-business Coalition Greenwich Best Bank Awards annually and has received the second-highest number of awards in the middle-market category. The awards are based on approximately 25,000 market research interviews with businesses nationwide, resulting in the evaluation of more than 500 banks, of which 41 were recognized with measurable distinctive quality. This is Zions' 16th year being recognized by Coalition Greenwich, earning 246 total awards to date. Zions operates banks in 11 western states.

• **SoundSense**, a team from Juan Diego Catholic High School, won first place and the \$10,000 grand prize in the **2025 Tim Draper High School Utah Entrepreneur Challenge**, a business-idea competition. High school students from across the state competed for \$30,000 in cash and scholarships. The competition is hosted by the Lassonde Entrepreneur Institute, a division of the David Eccles School of Business at the University of Utah, and sponsored by Tim Draper, a venture capitalist. Every team in the competition identified a problem and proposed a creative solution. SoundSense is developing a device that translates alarms into vibrations for deaf and hard-of-hearing people. Other top winners this year included **Microplastics Purifier**, of Hillcrest Fork High School, which placed second (\$5,000); and **Backpack Banner**, of Highland High School and West High School, which placed third (\$2,500). Mi-

croplastics Purifier also earned the \$500 **Top Online Vote Award**. Among other prizes, **GreenDream**, of Skyline High School, was awarded a \$2,000 **College of Science scholarship**. In addition, the Tim Draper High School Utah Entrepreneur Challenge awarded a \$2,500 **Community Impact Award** to **Ryan Cook**, of Park City High School, for work to inspire young entrepreneurs. All top 20 teams in the competition were offered a spot in the Lassonde Founders program, which includes a \$1,000 housing scholarship for students to live, create and launch together at Lassonde Studios.

RESTAURANTS

• **Starbird**, a fast-food concept based in California, has signed two new franchise development agreements, bringing a total of 10 new locations to Salt Lake City and Chicago. The first openings are expected in late 2025 and early 2026. Five locations will open in Salt Lake City and surrounding areas. The company said the markets were chosen for their thriving food scenes; growing demand for mod-

ern, chef-driven dining options, and the franchisees' deep community ties. Starbird was founded in 2016 by restaurant innovators at The Culinary Edge, a restaurant consultancy.

TRANSPORTATION

• The **Salt Lake City Department of Airports and Kulture City** have opened the first **sensory** inclusive space in Concourse A at Salt Lake City International Airport to offer a positive experience for passengers with a sensory issue. The dedicated space was designed by medical professionals for individuals who may need a quieter environment. The sensory room is designed with bean bags, visual light panels, activity panels and air walls. Sensory bags are equipped with noise-canceling headphones. Fidget tools, verbal cue cards and weighted lap pads will be made available to anyone who may feel overwhelmed by the environment. Sensory sensitivities or challenges with sensory regulation are often experienced by individuals with autism, dementia, PTSD and other similar conditions.



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PUBLIC NOTICES

NOTICE TO CREDITORS

THE MARIE S. RASMUSSEN REVOCABLE LIVING TRUST dated September 18, 2019, and any amendments thereto.

Roger L. Holgreen, is the Successor Trustee of THE MARIE S. RASMUSSEN REVOCABLE LIVING TRUST ("the "Trust"). Marie S. Rasmussen, the trust Grantor, died on or about May 24, 2023. Creditors of the Trust of Marie S. Rasmussen are hereby notified, pursuant to Utah Uniform Probate Code and the Utah Uniform Trust Code to deliver or mail their written claims to the Trustee's attorney, Benjamin P. Thomas with the law firm of Strong & Hanni, at 102 South 200 East, Suite 800, Salt Lake City, UT 84111 or otherwise present their claims as required by Utah law within three (3) months after the date of the first publication of this Notice or be forever barred from presenting the claim. This Notice is intended to be valid against any creditor of the above-named trust and also against any creditor of the estate of the deceased Grantor.

DATE OF FIRST PUBLICATION:

March 7, 2025.

Dated February 28, 2025.

STRONG & HANNI

/s/Benjamin P. Thomas Attorneys for Trustee 102 S 200 E Ste, 800 Salt Lake City, UT 84111

Publishing: 3/10/2025, 3/17/2025, 3/24/2025

SUPERIOR COURT OF ARIZONA IN MARICOPA COUNTY

PROBATE COURT ADMINISTRATION

In the Matter of
JUSTIN GRAVES
Case No. PB2025-000064
NOTICE OF INITIAL HEARING REGARDING:
AMENDED PETITION FOR ORDER APPROVING SETTLEMENT OF MINOR AND APPOINTMENT OF CONSERVATOR FOR JUSTIN GRAVES AND PETITION TO DOMESTICATE UTAH STATE COURT APPROVAL OF MINOR SETTLEMENT FOR JUSTIN GRAVES

WARNING

This is a legal notice; your rights may be affected.

Éste es un aviso legal. Sus derechos podrían ser afectados.

You are not required to attend this hearing except as provided in A.R.S. § 14-5401(D). However, if you oppose

any of the relief requested in the petition that that accompanies this notice, you must file with the court a written response at least 7 calendar days before the hearing date OR you or your attorney must attend the hearing by following the instructions provided in this notice.

Any written response must comply with Rule 15(e) of the Arizona Rules of Probate Procedure. If you do not file a timely response or attend the hearing: (1) the court may grant the relief requested in the petition unless otherwise prohibited by law and without further proceedings, and (2) you will not receive additional notices of court proceedings relating to the petition unless you file a Demand for Notice pursuant to Title 14, Arizona Revised Statutes.

1. Notice is given that NINA HALE has filed the following:

• AMENDED PETITION FOR ORDER APPROVING SETTLEMENT OF MINOR AND APPOINTMENT OF CONSERVATOR FOR JUSTIN GRAVES AND PETITION TO DOMESTICATE UTAH STATE COURT APPROVAL OF MINOR SETTLEMENT FOR JUSTIN GRAVES

2. COURT HEARING. An initial hearing has been scheduled to consider the Petition as follows:

DATE and TIME: **Wednesday, April 9, 2025 at 2:00 PM**
JUDICIAL OFFICER: **Commissioner Vanessa Smith**
PLACE: **18380 N. 40TH STREET, PHOENIX, AZ 85032 - COURTROOM E-109**
TELEPHONE NO: **(602) 506-6086**

Pursuant to A.R.S. § 14-1306(A), if duly demanded, a party is entitled to trial by jury in any proceeding in which any controverted question of fact arises as to which any party has a constitutional right to trial by jury. Any interested person, including the Petitioner and the Petitioner's attorney, may attend the Initial Hearing virtually unless the Court has specifically ordered that person to attend the hearing in person. To attend the hearing virtually, use Court Connect as described in Section 3 below. If the Court has specifically ordered you to attend the Initial Hearing in person, you must do so by appearing at the location stated above at the time of the Initial Hearing.

3. COURT CONNECT /

MICROSOFT TEAMS

If you have a camera-enabled computer, smartphone, or tablet device, you should go to tinyurl.com/jbazmc-pcc11 a few minutes before the Initial Hearing is scheduled to begin. For the best experience, download and install the Microsoft Teams application on a camera-enabled computer, smartphone, or tablet device using either of the following methods prior to the time set for the Initial Hearing:

• Go to the following link: <https://www.microsoft.com/en-us/microsoft-365/microsoft-teams/download-app>

• Or scan the following QR code on your smartphone or tablet:



If you have a camera-enabled device, but do not want to install the Microsoft Teams application, you may use a web browser simply by typing tinyurl.com/jbazmc-pcc11 into your browser a few minutes before the Initial Hearing is scheduled to begin. Please note, however, that you will not have access to all the features if you use a web browser rather than the Microsoft Teams application.

If you do not have a camera-enabled device, you can still attend the Initial Hearing by phone by calling:

Courtroom Phone Number:
1-917-781-4590
Courtroom Conference ID#:
738 643 491#

For more information about Court Connect, please see <https://superior-court.maricopa.gov/court-connect>

Publish: 3/17/25, 3/24/25, 3/31/25

NOTICE TO WATER USERS

The applications below were filed with the Division of Water Rights in Davis County. These are informal proceedings per Rule 655-6-2. Protests concerning an application must be legibly written or typed, contain the name and mailing address of the protesting party, STATE THE APPLICATION NUMBER PROTESTED, CITE REASONS FOR THE PROTEST, and REQUEST A HEARING, if desired. Also, A \$15 FEE MUST BE INCLUDED FOR EACH APPLICATION PROTESTED. Protests must be filed with the Division of Water Rights on or before Apr. 13, 2025 either electronically

using the Division's on-line Protest of Application form, by hand delivery to a Division office, or by mail at PO Box 146300, Salt Lake City, UT 84114-6300. Please visit waterrights.utah.gov or call (801)538-7240 for additional information.

EXTENSION(S)

35-474 (a20259): Roy City Corporation is/are filing an extension for 8.4316 cfs from groundwater and spring (near Roy) for MUNICIPAL: In Roy.

Teresa Wilhelmsen, P.E.
State Engineer

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NOTICE TO CREDITORS

SETTLORS AND CO-TRUSTEES, JAMES IRA MURRAY AND HALEY NEVILLE MURRAY, 693 E. 1130 NORTH, BOUNTIFUL, UTAH 84010, AND CO-TRUSTEE, ASHTON J. MURRAY HEREBY PUBLISH NOTICE THAT THE FOLLOWING ASSETS WERE TRANSFERRED INTO A UTAH DOMESTIC ASSET PROTECTION TRUST ON FEBRUARY 12, 2025: PARCEL NO. 04-005-0016 IN DAVIS COUNTY, UTAH AND ON FEBRUARY 25, 2025: LOTS 12 AND 14 OF MAPLE CREEK RANCHES, IN FRANKLIN COUNTY, IDAHO. CREDITORS ARE REQUIRED TO PRESENT CLAIMS TO THE ABOVE CO-TRUSTEES WITHIN 120 DAYS FROM THE FIRST PUBLICATION OF THIS NOTICE OR BE FOREVER BARRED.

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ECONOMISTS

from page 1

the impacts might take a few months for consumers to experience. Because Trump had promised tariffs during his presidential campaign, many companies have prepared for them.

“In terms of the timeline of that being felt, many of these tariffs were widely anticipated, and businesses and industries responded preemptively in kind, whether it was [with] different contracts or inventory-building,” Piegza said. “So, I do expect a lag of that price increase being felt, probably about six to nine months before we start seeing that move into the numbers.”

“I think it is also a question of, will the tariffs actually be implemented [or] ... are they more of a negotiation tactic?” Henderson said. “I still think that’s to be seen.”

Some Trump-watchers have theorized that the tariffs are being threatened as a ploy, putting pressure on nations to come around to seeing things the way the president does. Others, however, believe Trump is a fundamental believer in tariffs as a way to boost the U.S. economy.

During Trump’s first term, tariffs generally did not lead to higher inflation, Henderson said. But the impacts at that time included businesses becoming uncertain and “somewhat hesitant to invest because they were unsure where [they] would be in 12 months in terms of trade and Fed policy.”

The two economists also extended the “it depends” mantra to other Trump policies, including those related to taxes, immigration, energy, Fed leadership and health care. For example, more stringent immigration laws and rules could wors-

en labor market shortages and increase wages and production costs. Or it could help address the high costs of social programs.

“It very much depends on the implementation and scope of policy,” Piegza said.

On another topic, the two speakers said the overall risk of inflation remains.

“It’s still very real,” Piegza said. “It’s reduced, certainly, from last year’s concerns, but I wouldn’t put it at zero.” Stifel’s model pegs the likelihood at about 15 percent over the next 12 to 18 months.

Neither speaker expressed confidence that the Federal Reserve could keep inflation at its desired 2 percent rate. That’s because the Fed’s track record of a post-recession “soft landing” is poor: only once, in 1994-95, during the past 60 years.

The economists’ bigger concern is stagflation, which they said is more likely than a recession.

“Virtually stagnant growth, or we could be talking about minimally negative growth” is how Piegza described it, adding that sluggish growth would be accompanied by elevated consumer prices.

“It’s far too early to declare a victory on a soft landing yet,” Henderson said. “Until inflation reaches that 2 percent target, that’s when you can wave that victory flag.”

Trump’s “aggressive” fiscal policy could complicate the Fed’s ability to achieve its price-stability goal, they said. Among other drivers of the national economy are resilient consumers, despite the weight of recent higher prices and higher borrowing costs, who have seen inflation improve.

Job creation has improved and unemployment claims were “very low” at the

time of their presentations, which took place before Trump implemented a job-cutting spree affecting federal agencies.

Meanwhile, the economy is helping some people while hurting others. The gap is not so much between rich and poor, but between those who have assets and those who do not. Some households are not feeling an economic pinch at all because their net worth “felt a massive run-up.”

“Statistically speaking, we know those at the middle or the lower end are less likely to have a stake in the equity market,” Piegza said. “Statistically speaking, they are less likely to own property and therefore have been largely precluded from enjoying this massive run-up in household

net worth.”

Consumers generally are still spending, but now at a lower rate. Some have changed their habits, putting off spending one month in order to save up to purchase a larger-ticket “binge” item the next.

“It’s clear,” Henderson said, “that we’re still shifting the goods and services in our basket on a monthly basis.”

During a question-and-answer session, Henderson also noted that despite its troubles and uncertainties, the U.S. has the world’s largest, most liquid economy and the top reserve currency. “We’re still,” she said, “the prettiest girl at the ugly-girl contest.”

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