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Utah least expensive state for starting a business

New study from Simplify LLC evaluates states on a variety of business-cost criteria

Brice Wallace
Business Journal

If you're a just-getting-started entrepreneur, relatively speaking, Utah won't dent your wallet.

A new study from Simplify LLC indicates that Utah is the least expensive state to start a business. Utah's costs are "consistently favorable" across the categories of the study, which included factors such as taxes, business filing fees, commercial rent and utilities, labor costs, regulations, and small-business lending.

The study's costs were based on the most recent data from the Bureau of Labor Statistics, Federal Reserve of St. Louis, Tax Foundation, Energy Information Administration and others.

Among factors in Utah's favor is having the No. 2 Small Business Administration lending rate in the nation, with \$15.4 million per 100,000 residents. Colorado is the highest at \$15.7 million, while Hawaii is the lowest, at nearly \$3.8 million.

Utah is No. 4 for its labor force participation rate of 68.3 percent. The District of Columbia is highest, at 71.8 percent, while Mississippi is lowest, at 54.7 percent. A high percentage of working-age people being employed supports robust hiring and growth for new ventures, the study says.

Utah is ranked No. 14 for a "moderate" corporate income tax rate of 4.65 percent. Minnesota has the highest rate, at 9.8 percent, while North Carolina's is the smallest, at 2.5 percent.

Utah is No. 7 for having the highest average commercial rent per square feet, at \$21. Hawaii leads the pack at \$36, while Kansas has the lowest rent, at \$12.33.

Other Utah figures include an average wage of \$63,854, ranked No. 25; a low LLC filing fee of \$59, No. 11; and electricity costs of \$663.34, No. 26.

Following Utah on the least-expensive-states list are (in order) South Dakota, Colorado, Wyoming, Montana, Idaho, Nebraska, Kansas, Nevada and North Dakota. The 10 most expensive locations are California, New York, Hawaii, Tennessee, Massachu-

setts, Alabama, New Jersey, D.C., Illinois and West Virginia.

California's spot as the most expensive state is cemented by its 420,434 regulations, the highest in the nation; electricity costs of \$1,273.73; average wages of \$87,490; rent per square foot of \$31.78; and a corporate income tax rate of 8.84 percent.

"For entrepreneurs who have the ability to pick and choose where they want to start their business, it's clear that certain states will allow you to save money in various business-related areas, which could help propel your business to the next level," the study says.

Simplify LLC said an unprecedented number of Americans have started their own businesses so far in this decade. The number of new business applications filed with the U.S. Census Bureau's Business Formation Statistics (BFS) has increased by 59.7 percent from 2020 to 2024, com-

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Goldman Sachs to its managers: Salt Lake City, Dallas or no job

New York City-based mega investment banking firm Goldman Sachs has asked some of its managers to relocate from major hubs — like its downtown Manhattan headquarters or a major location in London — to less expensive emerging locations like Salt Lake City or Dallas. The alternative is to lose their jobs, according to a report from Bloomberg News.

The investment bank is shipping its managers to growing locales to help develop talent pipelines in regions where the company is growing, thanks to the efforts of mainly junior-ranking employees, the report said. But the move, internally nick-

named "Project Voyage," is part of Goldman Sachs' latest cost-cutting initiative.

"The push aims to drive down costs and tap a pipeline of talent emerging in these regions," Bloomberg reported. "The firm is also seeking to build out more functions and roles in these growing offices whose rise has been fueled by junior-ranking employees, often in middle- and back-office functions."

Moving managers to Salt Lake City and Dallas will allow the bank to capitalize on the wildly different cost of office space.

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Utah jobless rate continues recent downward trend

Utah's unemployment rate continues to show moderate decreases, with January's rate coming in at 3.2 percent, down slightly from December's 3.3 percent, which was revised from the originally reported 3.5 percent, according to data released by the Utah Department of Workforce Services (DWS). Prior to December, DWS reported a rate of 3.5 percent for both October and November.

Meanwhile, the U.S. Bureau of Labor Statistics reported a January national jobless rate of 4 percent, down one-tenth of a percentage point from December.

DWS also reported that Utah's nonfarm payroll employment for January increased an estimated 1.9 percent from the prior year, with the state's economy adding a cumulative 32,800 jobs since January 2024. Utah's current job count stands at about 1,748,000.

"Utah's labor market enters 2025 on a strong footing, with broad job growth across industries," said Ben Crabb, chief economist with the Utah Department of Workforce Services. "The state's already low unemployment rate decreased in January after holding steady for the last seven months, showing continued tightness in the labor market."

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Work Daze

You gotta work more if you wanna work less



You definitely want to work less, but are you willing to work more to work less? That's the question.

Journalist Bob Brody thought he had the answer.

After retiring from a demanding job in a big city, Brody moved to the peace and quiet of an ancient hillside town in southern Italy, where he attempted to embrace the local philosophy of "il dolce far niente," or "the sweetness of doing nothing."

He couldn't do it. Or so he confesses in "Relearning the Fine Art of Doing Nothing," a recent article in the AARP: The Magazine. (How a magazine peppered with ads for stairlifts and safety showers appeared in the mailbox of a totally buff, resolutely immature person like myself is a mystery, though the cellphones with big buttons do look appealing.)

Brody discovered that you must work more if you want to work less, even in an idyllic situation where your most critical daily deliverable is a perfect cappuccino. Now imagine how much hard work is required if you want to work less in your brutal work

environment, where you're constantly challenged by the need to hustle and bustle simply to survive.

Fortunately, lollygagging can be learned. Goofing-off can be turned on. Here are four tips from someone who has done the hard work it requires to work less. (I would have had five tips, but it was too much work.)

No. 1: Pick a disease. Any disease.

Whether you are starting a new job or clinging to an old job, take time to associate yourself with a disease. You'll want a real but obscure ailment that sounds serious. This will not only allow you to take serious time off but will also excuse you for the lack of work you produce when you do manage to heroically drag yourself in.

The best way to announce your imaginary disease is to start fundraising for its imaginary cure. This way you not only get sympathy for your bravery but also credit for your selfless efforts for a worthy cause.

Think your managers won't buy it? Who would question the "Find the Cure for Kuru Fund," or take the time to research a once-prevalent disease that only affected members of the Kuru Tribe in Papua New Guinea?

Note: If a savvy co-worker has

already taken Kuru, consider Lilliputian Hallucination Syndrome, a rare but real disease that makes the sufferer believe they are seeing and hearing hordes of small people. The beauty part of being an LHS sufferer is that you can interrupt your workday to run through the office and pet the tiny CEO.

No. 2: Take the tour.

In the 17th century, English aristocrats left their castles to do the grand tour. It included stops in Paris and Rome. In 2025, the grand tour starts in sales and ends in HR. Your itinerary should include important historical sites in accounting, like the corner office where the sticky-fingered CFO ruled the roost before being perwalked into the arms of the FBI.

Travel tip: Don't forget to take plenty of pictures of the carefree natives frolicking in HR. The pics will be invaluable when it's time to ask for a raise.

No. 3: Take power naps.

One of the best ways to work less is to sleep more. Unfortunately, finding a good sleep spot at work takes work. Think of yourself as an intrepid explorer, searching a vast, inhospitable tundra for the perfect hidey-hole.

Before you start spending sleepy

afternoons in your nap nook, make sure no one else in the company is using it. It's embarrassing to find your manager occupying your secret spot. Of course, if you both ended up snoozing in the same supply closet, it would be a bonding experience.

No. 4: Become invisible.

Your competitors work hard to get noticed by management. Put your efforts into becoming invisible. Choose your work clothes to match the fashion choices of your co-workers. One more grumpy employee in head-to-toe Uniqlo will never be noticed. Don't speak up in meetings and never volunteer for assignments. If you have a door, keep it closed. If you work in an open office, you can disappear for hours at a time if you keep a coat on your chair.

Most important, never ask for vacation time.

With these four strategies, you don't need vacations. You'll have all the "il dolce far niente" you can handle and get paid for it.

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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Five productions approved for state incentives

Brice Wallace
Business Journal

Utah has once again been chosen for "The Chosen."

The sixth season of the Amazon Prime series will be shot partially in Utah and has the most expected in-state spending of five productions recently approved for incentives by the Utah Board of Tourism Development.

The board's March meeting featured details about the productions, which are expected to spend a total of more than \$24 million in Utah. The incentives total up to \$5.45 million.

"The Chosen" is a multi-season series about the life of Jesus Christ. Prime Video says it is the largest crowd-funded TV series or film project of all time with four of the seasons shot in Utah. Virginia Pearce, director of the Utah Film Commission, told the board that "The Chosen" has been a worldwide hit translated into more than 50 languages.

Just short of half of the sixth season will be shot in Utah, with the rest in Texas. Utah spending is estimated at nearly \$11.4 million, with 79 cast and crew and 800 extras involved in production through June. All of the Utah shooting will take place in and around Utah County.

The tourism board approved a tax credit incentive of up to \$2.27 million for "The Chosen," split over two fiscal years.

The director is Dallas Jenkins. The producers are Chad Gundersen and Jamie Elliott.

"We love filming in Utah and are

pleased to be back in Utah for another season of 'The Chosen,'" said Brad Pelo, president of "The Chosen." "The people are wonderful, the landscape is stunning, and the locations we use work perfectly."

"We always have had an amazing experience in Utah. ... We really just feel like every time we come back here, we're coming home, which is an amazing feeling," Elliott told the board.

Elliott said the production will not only have scenes with lots of extras, but about 600 people from outside of Utah will come into the state as a way for the production to reward its "super-fans."

"We do give our fans an opportunity to come out and be with us," she said, adding that they will need local hotels and restaurants and many bring their families for a subsequent vacation in the state.

"Some of these fans have participated before," she said. "They love Utah."

Steve Carell ("The Office," "The 40-Year-Old Virgin," "Evan Almighty") will star in another incentive-approved production, a yet-to-be-named HBO film. Other stars are Jason Schwartzman ("Rushmore," "The Grand Budapest Hotel," "Asteroid City"), Cory Michael Smith ("Saturday Night") and Ramy Youssef ("Ramy").

The production is expected to spend more than \$9.7 million in Utah through July, with the entirety shot in Summit County and employing 142 cast and crew and nine extras. The film will air on HBO and stream on Max.

The film was approved for a tax credit of up to \$2.43 million, spread over two fiscal years.

Emmy winner and Oscar-nominated Jesse Armstrong is the writer, director and executive producer. He will be making his feature directorial debut — other producers are Frank Rich and Jill Footlick. Armstrong is most famous for creating and writing the HBO series "Succession."

"Choosing Utah was one of the best decisions we made in setting up our film," said Jay Roewe, senior vice president of HBO global incentives and production planning. "The scale and scope offered in its beautiful landscapes and uniquely modern locations have allowed us to seamlessly tell our larger-than-life story with the backdrop it deserves. We are grateful for the wonderful support of the Utah Film Commission, including the film incentive and outstanding local crew, and look forward to this being a very special and successful production."

Hallmark Christmas movie star Lacey Chabert will perform in "Haul Out the Holly 3," expected to spend \$2.7 million during production through October entirely in Salt Lake County. Set during Halloween instead of Christmas, the film will employ 92 cast and crew and 300 extras. It was approved for a tax credit incentive of up to \$675,000.

The director is Maclain Nelson ("Haul Out the Holly," "Haul Out the Holly: Lit Up"). The producers are David Wulf and Michael Goldstein.

"Utah continues to be an amazing home for family-friendly movies," said Wulf. "This is the third installment of this iconic group of movies taking place in Utah's incredible neighborhoods. A combination of this perfect neighbor-

hood, the continued support from the Utah Film Commission, and Utah's strong tradition with celebrating holidays — both Christmas and Halloween — make Utah the perfect home for this film."

"Christmas Roses" is expected to spend \$250,000 in Utah, being shot entirely in Utah County through July. It will involve 32 cast and crew and 100 extras and be released digitally via Candlelight Media Group. Its incentive is for up to \$50,000.

The director/producer is John Lyde ("Love's Portrait"). Other producers are Sally Meyer and Stacey Ann Turner.

"All the crew for this project, from production to post-production, hail from Utah," Lyde said. "They are such a talented and dedicated group of filmmakers, and working with them makes the entire process run so much smoother."

Another production to be shot entirely in Utah is the web series "Insult to Injury." Shooting in Salt Lake and Utah counties, it will employ 24 cast and crew and 10 extras and spend \$140,000 during production through June. Its incentive totals up to \$28,000. The mockumentary-style take on a law firm is set to be released via YouTube.

The director is T.J. Packer. The producers are Michael Joe Silva and Charan Prabhakar.

"The professionalism of the crew and production value we've received is unmatched," Packer said.

So far in fiscal year 2025, the tourism board has awarded more than \$11.8 million in incentives for productions expected to have an economic impact of about \$50.6 million.

New dean announced for Weber State business school

Brice Wallace
Business Journal

A new leader will take over this summer at Weber State University's Goddard School of Business & Economics.

WSU has announced that Jeremy Oller will become dean of the school on July 7, succeeding Doris Geide-Stevenson, who has served as interim dean since July 2022.

Oller currently serves as dean of the College of Business at the University of Central Oklahoma.

"I want to give students the best possible experience when they come to college," Oller said. "It's all about them, their learning, and making sure they're ready to enter the workforce."

Oller said he was drawn to Weber State because low tuition offers students the best return on investment. "Weber is student-focused," he said. "As dean, that's

something you want to see: Is the university following through on its core mission? I found that to be an overwhelming 'yes.'"

He was also impressed by the "incredible" quality of WSU faculty and staff. As the new dean, Oller said, he wants to invest in their talent.

"The Goddard School is already doing a great job, so what I'm hoping to bring is excitement and the ability to keep the momentum going," he said. "I see the Goddard School's vision, and I know we can be known as a top regional school in the western United States."

At the University of Central Oklahoma, Oller led initiatives to strengthen academic quality, student engagement and industry partnerships. The college reaffirmed accreditation from the Association to Advance Collegiate Schools of Business, implemented a new mission and vision, revitalized the award-winning Broncho Business Leaders mentor-

ship program, created a student-run investment fund, launched the "Ready...Set...Work" career-readiness initiative, and has begun construction on a new student lounge and study space.

Oller also has served as chair of the economics department and a professor of economics, earning multiple awards for excellence in teaching and service.

His plans for WSU include fostering a team-focused culture that prioritizes students, an environment that supports the work of faculty and staff, and a school that keeps the interests of the community in mind.

"No matter what I do, I try to bring a lot of energy, a lot of passion," he said. "I'm all about listening to new ideas, encouraging creativity and staying team-focused."

Oller earned his bachelor's degree in economics at UCO before transferring to the University of Oklahoma for his Ph.D. in economics and Juris Doctor. His re-



Jeremy Oller will become dean of the Weber State University Goddard School of Business & Economics in July. Photo courtesy University of Central Oklahoma.

search focuses on antitrust policy, energy markets, pedagogy and taxation policy for alcoholic beverages.

Waystar research: Investing in AI and advanced automation is a top 2025 priority for RCM leaders

Revenue cycle management (RCM) leaders across the country have named investing in AI and other automation as their top priority for 2025, according to new research released by Waystar, a provider of healthcare payment software based in Lehi.

The study surveyed 600 healthcare RCM, finance, and technology leaders from provider organizations of all types and sizes. The findings show that decision-makers are actively prioritizing AI and advanced automation to address critical challenges, with a focus on automation in patient access and claim management.

Healthcare leaders face mounting pressure from rising administrative costs, increasing claim denials, payer conflicts and cybersecurity threats, Waystar said. The research highlights a strong shift toward strategic software investments that accelerate cash flow, adapt to evolving

payer policies and optimize performance.

The top six trends for healthcare leaders in 2025 include:

- Expanding AI and generative AI investments to streamline RCM operations. Ninety-two percent of leaders indicate their top priority is to invest in AI and advanced automation for RCM. Key focus areas for investment, in order of priority, include patient access, claim management, revenue integrity, patient financial care, denial prevention and denial management.
- Ensuring strong ROI from RCM software investments. Leaders emphasize return on investment (ROI) as a critical factor in their RCM purchasing decisions. Many providers consider alternative vendors when their current solutions underperform, citing low ROI as a core reason for switching platforms.
- Safeguarding data against cybersecurity breaches. Data security concerns

with an existing vendor rank as the second most important factor in switching RCM software, following negative client support experiences. A strong focus on data security also ranks as a top factor when evaluating new revenue cycle software, reflecting the industry's focus on protecting sensitive financial and patient information.

• Adopting end-to-end software platforms over point solutions. In contrast to the historical reliance on multiple siloed, non-integrated point solutions, more than 70 percent of providers now work with one to two software partners for all RCM needs. A 2024 study shows that 100 percent of leaders with end-to-end software platforms see a positive return on investment, which explains the industry's shift from point solutions toward a single platform.

• Enhancing patient access to boost precision and prevent denial. Hospitals

and health systems spend nearly \$20 billion annually attempting to overturn denied claims. Since 60 percent of denials stem from front-end patient access errors, healthcare organizations are increasing automation investments in financial clearance processes, such as prior authorizations and eligibility verification.

• Strengthening cash flow with error-free claim submissions. With claim denials up 20 percent and labor costs for claims status inquiries rising 71 percent over five years, providers are prioritizing automation in claim management to reduce errors and optimize cash flow.

"Healthcare leaders are clear on their investment priorities for 2025: AI and advanced automation are critical to improving efficiency, accuracy and security," said Matt Hawkins, CEO of Waystar.

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CORPORATE FINANCIAL REPORTS

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

Green Dot

Green Dot Corp., based in Provo, reported net income of \$5.1 million, or 9 cents per share, for the fourth quarter ended Dec. 31. That compares with a net loss of \$23.6 million, or 45 cents per share, for the same quarter a year earlier.

Operating revenues in the most recent quarter totaled \$455 million, up from \$366 million in the year-earlier quarter.

For the full year 2024, the company reported a net loss of \$26.7 million, or 50 cents per share. That compares with net income of \$6.7 million, or 13 cents per share, for 2023. For the full year 2024, operating revenues totaled \$1.72 billion, up from \$1.5 billion in 2023.

Green Dot is a financial technology platform and registered bank holding company that builds banking and payment solutions.

"It was a solid year and fourth quarter for Green Dot as we accelerated revenue and earnings growth and saw our first positive quarter of account growth in several years," George Gresham, CEO, said in announcing the results. "We balanced the impact of ongoing headwinds with operational improvements and growth in our B2B and embedded finance businesses, aided by new partner wins including Varo, Clip Money, DolFintech and others, reflecting the increasing demand and growth opportunity in embedded finance and Green Dot's unique value proposition.

"This reinforces our investments in Arc, our embedded finance brand and platform, and further bolsters my confidence in our growth strategy and path forward."

Myriad Genetics

Myriad Genetics Inc., based in Salt Lake City, reported a net loss of \$42.5 million, or 47 cents per share, for the fourth quarter ended Dec. 31. That compares with a loss of \$31.2 million, or 36 cents per share, for the same quarter a year earlier.

Revenue in the most recent quarter totaled \$210.6 million, up from \$196.6 million for the year-earlier quarter.

For the full year 2024, the company reported a net loss of \$127.3 million, or \$1.41 per share. That compares with a loss of \$263.3 million, or \$3.18 per share, for 2023. Revenue in 2024 totaled \$837.6 million, up from \$753.2 million in 2023.

Myriad Genetics is a molecular diagnostic testing and precision medicine company.

"There is a lot for Myriad Genetics to be proud of in 2024," Paul J. Diaz, president

and CEO, said in announcing the results. "We generated 11 percent revenue growth over 2023, making this our second consecutive year of double-digit growth, and \$40 million in adjusted EBITDA (earnings before interest, taxes, depreciation and amortization). This achievement is the result of the company's multi-year investment strategy along with our team's hard work and focus on the needs of our patients and the health care providers who serve them."

Purple

Purple Innovation Inc., based in Lehi, reported a net loss of \$8.5 million, or 8 cents per share, for the fourth quarter ended Dec. 31. That compares with a loss of \$18.3 million, or 17 cents per share, for the same quarter a year earlier.

Revenue in the most recent quarter totaled \$129 million, down from \$145.9 million in the year-earlier quarter.

For the full year 2024, the company reported a net loss of \$97.9 million, or 91 cents per share. That compares with a loss of \$120.8 million, or \$1.17 per share, for 2023.

Net revenue in 2024 totaled \$487.9 million, down from \$510.5 million in 2023.

Purple manufactures mattresses, pillows, cushions, frames, sheets and other products.

"Purple achieved a significant milestone in the fourth quarter, returning to positive adjusted EBITDA (earnings before interest, taxes, depreciation and amortization) for the first time in eight quarters and generating positive cash flow," Rob DeMartini, CEO, said in announcing the results. "This accomplishment reflects our team's disciplined execution, operational improvements, and strategic cost-saving initiatives throughout the year."

Nature's Sunshine

Nature's Sunshine Products Inc., based in Lehi, reported a net loss attributable to common shareholders of \$321,000, or 2 cents per share, for the fourth quarter ended Dec. 31. That compares with net income of \$9 million, or 46 cents per share, for the same quarter a year earlier.

Sales in the most recent quarter totaled \$118.2 million, up from \$108.9 million in the year-earlier quarter.

For the full year 2024, the company reported net income attributable to common shareholders of \$7.7 million, or 40 cents per share. That compares with \$15.1 million, or 77 per share, for 2023. Net sales in 2024 totaled \$454.4 million, up from \$445.3 million in 2023.

Nature's Sunshine Products manufac-

tures herbal and nutritional supplements.

"The fourth quarter was one of our strongest quarters ever, with revenue of \$118 million, reflecting growth of 8.5 percent year-over-year and 10 percent on a constant currency basis," Terrence Moorehead, CEO, said in announcing the results. "Our 21 percent growth in Asia Pacific and the continued execution of our strategies in Europe were key drivers of success. We are also encouraged by the 17 percent increase in North America digital sales, which demonstrates the continued strength of our digital platform."

Clarus

Clarus Corp., based in Salt Lake City, reported a net loss of \$65.5 million, or \$1.71 per share, for the fourth quarter ended Dec. 31. That compares with a loss of \$8.4 million, or 22 cents per share, for the same quarter a year earlier.

Sales in the most recent quarter totaled \$71.4 million, down from \$76.5 million in the year-earlier quarter.

For the full year 2024, the company reported a net loss of \$52.3 million, or \$1.37 per share. That compares with a loss of \$10.1 million, or 27 cents per share, for 2023. Sales in 2024 totaled \$264.3 million, down from \$286 million in 2023.

Clarus designs and develops equipment and lifestyle products for outdoor enthusiasts.

"During 2024 we remained focused on executing against our strategic roadmap and positioning Clarus for profitable growth over the long term," Warren Kanders, executive chairman, said in announcing the results. "Despite significant market headwinds, we took important steps during the year to simplify and strengthen the core at the Outdoor segment, while investing in new R&D and product development initiatives to scale the Adventure segment."

Kanders said the company enters 2025 "encouraged by the strides our teams have made to advance our turnaround and excited about the potential to unlock new growth opportunities going forward. Following multiple quarters of incremental progress at Outdoor, we believe our success simplifying the business, rightsizing inventory and reshaping the organization positions Black Diamond for a return to growth as the market stabilizes."

Domo

Domo Inc., based in American Fork, reported a net loss of \$17.7 million, or 45 cents per share, for the fourth quarter ended Jan. 31. That compares with a loss of \$18.7

million, or 51 cents per share, for the same quarter a year earlier.

Revenue in the most recent quarter totaled \$78.8 million, down from \$80.2 million in the year-earlier quarter.

For the most recent fiscal year, the company reported a net loss of \$81.9 million, or \$2.13 per share. That compares with a loss of \$75.6 million, or \$2.10 per share, for the prior fiscal year. Revenue in the most recent year totaled \$317 million, down from \$319 million.

Domo offers an AI and data products platform for companies.

"In FY25, we laid the foundation for durable, repeatable growth by focusing on ecosystem partners, the consumption model, and innovative AI solutions," Josh James, founder and CEO, said in announcing the results.

"I'm proud our Domo team has made substantial progress while also delivering dramatic improvements in RPO, demonstrating the strength of our customer relationships. Domo was made for this rapidly evolving AI and data environment, and we are thrilled to be executing strategically, while also guiding to billings growth for this year and cash flow generation this quarter and this year."

Owlet

Owlet Inc., based in Lehi, reported a net loss of \$9.1 million, or 63 cents per share, for the fourth quarter ended Dec. 31. That compares with a loss of \$6.9 million, or 97 cents per share, for the same quarter a year earlier.

Revenue in the most recent quarter totaled \$20.5 million, down from \$21 million in the year-earlier quarter.

For the full year 2024, the company reported a net loss of \$12.5 million, or \$1.57 per share. That compares with a loss of \$32.9 million, or \$4.53 per share, for 2023. Revenue in 2024 totaled \$78.1 million, up from \$54 million in 2023.

Owlet offers a digital health infant monitoring platform.

"2024 was a pivotal year for Owlet, marking our strongest financial performance in company history," Kurt Workman, CEO and co-founder, said in announcing the results. "We finished the year strong with fourth-quarter results that exceeded our guidance across all key metrics. We made significant progress in the year, including launching the first and only FDA-cleared baby monitoring device, expanding internationally, and capturing market share, positioning Owlet as a clear leader in connected pediatric health."

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Blake Thomas



Chad Thomas

and **Chad Thomas** as its new Southern Utah liaison. Green and Blake Thomas succeed **Kersten Swinyard** and **Jason Boal** as committee co-chairs. Green has been working in real estate for nearly 20 years, starting in leasing and property management and then moving to multifamily appraisal and consulting, where he spent 11 years of his career with Western States Multifamily. In 2018, he shifted to residential development and joined C.W. Urban (now Cole West). He currently runs his own development shop, **Alchemy Design+Development**, and focuses on infill townhome communities. He is active as a real estate consultant and is an adjunct instructor in the University of Utah's MRED program. Blake Thomas is the senior advisor for real estate and capital projects for Salt Lake City Mayor Erin Mendenhall. Prior to his appointment to this position, he served as the director of the Department of Community & Neighborhoods, which includes Building Services, Housing Stability, Planning, Real Estate Services, Transportation, and Youth & Family divisions. Prior to working for Salt Lake City, Thomas held various positions at Salt Lake County, including economic development director and executive director of the Salt Lake County Redevelopment Agency, and worked for the State of Utah's Office of Energy Development, where he focused on renewable energy development and alternative transportation projects. He earned a bachelor's degree in environmental studies and a master's degree in human dimensions of ecosystem science and management, both from Utah State University. Chad Thomas has over a decade of experience in public administration and economic development at roles in multiple cities and counties. That includes serving as vice president of economic development for Iredell County Economic Development Corp.; working for Provo and Layton cities in Utah; the town of Kilmarnock in Virginia; and the town of Davidson in North Carolina. His education includes a Bachelor of Arts in Communication degree (with a public relations emphasis) from Southern Utah University.

BANKING

• **Chartway**, a Virginia-based credit union with branches in Utah, Texas and Virginia, has announced that **Chartway Ventures**, its credit union



Jennifer Addabbo



Samantha Paxson

service organization, has elected two new board members to its board of managers: **Jennifer Addabbo**, CEO and co-founder of Engage fi; and **Samantha Paxson**, CEO and founder of Power & Light Collaborative. Addabbo and Paxson succeed outgoing board members **Sean Banerjee** and **Phil Olson**. Engage fi is an 80-person consulting firm assisting financial institutions with strategic planning, technology selections, contract negotiations, and implementations. PLC is a strategic growth consultancy focused on bridging the gap between innovation and community-focused financial institutions. Paxson previously served as chief experience officer at Co-op Solutions (now Velera) and has expertise in digital transformation and strategic growth.

ENERGY

• **Ionic Mineral Technologies**, a Provo-based company focused on silicon-based battery materials, has appointed **Ismail Yildirim** as head of production. He will lead the scaling-up of Ionisil, Ionic's halloysite-derived nano-silicon anode materials, while also commercializing its high-purity alumina ("boehmite") that is part of next-generation battery applications and beyond. Yildirim has over 25 years of experience in industrial mineral processing and hydrometallurgical engineering. His career includes working at KaMin LLC, BASF Corp. and IMERYS. He holds multiple patents in kaolin purification, calcination and alumina silicate innovations.



Ismail Yildirim

INDOOR ENTERTAINMENT

• **Sky Zone**, a Provo-based indoor trampoline park and family entertainment franchise, has promoted **Mike Revak**, formerly president of Sky Zone Franchise Group, to chief operating officer and appointed **Sherin Sakr** as chief legal officer. As COO, Revak's leadership will expand beyond franchise operations and development, overseeing all operations-related functions across the Sky Zone network of parks. Revak joined Sky Zone in 2011 as the chief operating officer of Rockin' Jump, which later became part of the Sky Zone brand. Since then, he has held several leadership positions, including chief business officer, president of Sky Zone Franchise Group, and most recently president of Franchise. Sakr has nearly



Mike Revak



Sherin Sakr

two decades of experience in franchising, including expertise spanning various industries, including food, real estate, personal services, and now active entertainment. Founded in 2004, Sky Zone owns, operates and franchises more than 265 parks.

LAW

• **Buchalter** has hired **Jeremy Adamson** as a shareholder in its Salt Lake City office. He is chair of the Labor &



Jeremy Adamson

Employment practice in Utah, bringing experience in commercial disputes, employment law and regulatory matters. Adamson represents clients in a wide range of disputes, from initial proceedings through trial. His commercial litigation experience includes breach of fiduciary duty claims, fraud, shareholder rights disputes, and breach of contract matters. He also counsels employers on compliance with federal and state employment laws and defends against class actions, PAGA claims and wrongful termination cases. Adamson also has regulatory experience, including defending clients in Federal Trade Commission and Securities and Exchange Commission investigations.

RECOGNITIONS

• **Five Utahns** have been named to the "2025 Female Founders 500" list, a list compiled by media company Inc. The eighth annual list highlights "the nation's top business leaders who challenge the status quo to tackle some of the world's biggest problems." The honored Utahns are **Allyse Jackson**, Beehive Meals; **Jenny Ahlstrom**, HealthTree Foundation; **Jenny Grobert**, BookSmarts Accounting & Bookkeeping; **Shea McGee**, Studio McGee; and **Tai Christensen**, Arrive Home. McGee and Christensen are labeled as "trailblazers" breaking down barriers in male-dominated fields, Jackson a "brand architect," Grobert a "power broker" and Ahlstrom a "wellness warrior." Each year, Inc. editors review thousands of applications highlighting female founders and applicants through three rounds of judging, looking specifically at an entrepreneur's accomplishments in the past year. Criteria include quantifiable metrics such as revenue, sales, revenue growth, funding and audience size. Inc. also looks for qualitative metrics, including social media momentum and stories of impact. Applicants are additionally evaluated through the program's advisory board.

• **Ducks Unlimited**, a nonprofit organization dedicated to conserving North America's disappearing wetlands, grasslands and other waterfowl habitats, has announced the recipients of the **2025 Wetland Conservation Achievement Awards**, recognizing outstanding contributions to North America's wetlands and waterfowl conservation and restoration. The awards were presented at the 90th North American Wildlife and Natural Resources Confer-



Joel Ferry

ence in Louisville, Kentucky. The recipients' list includes **Joel Ferry**, executive director of the Utah Department of Natural Resources since June 2022. He has been a leader in advancing wetland and waterfowl conservation in Utah. A fifth-generation farmer from Corinne, Ferry has a ranch that includes floodplain wetlands where his family has made habitat improvements, including wetland enhancement and invasive species removal. He also served as a Utah House representative.

RESTAURANTS

• **Konala**, an Idaho-based fast-food brand, has secured a five-unit franchise deal in Salt Lake City. New franchisee **Tyson Adams**, with a home base in Spokane, Washington, has a background in multi-unit operations. He previously served as a district manager overseeing Jersey Mike's locations. He and his team are working on real estate selection, with the first Salt Lake City location expected to open soon. Konala was founded in 2023.

SERVICES

• **John and Tim Larsen** recently took over ownership of **Spherion Staffing & Recruiting's** offices in Layton, Ogden, Orem, Salt Lake City and Taylorsville. They succeed **Ron Zarbock**, who dedicated 18 years to supporting the local workforce by connecting businesses with top talent and helping job seekers find meaningful employment opportunities. Zarbock remains a Spherion franchisee in Boise, Idaho, and will support them in the transition. John Larsen's career includes entrepreneurial ventures focused on technology and HR solutions, as well as executive leadership at Ford Motor Co., where he developed programs to optimize talent and align resources with the business's needs. Tim Larsen's background in finance and operations includes more than 16 years working with manufacturing and light industrial companies. Spherion will continue to focus on both general and professional staffing, offering temporary, temp-to-hire and direct-hire services. The company will maintain a strong emphasis on light industrial roles while also expanding its presence in professional recruitment.

TECHNOLOGY

• **Uplevyl**, a Texas-based female-forward technology platform, has launched **UP**, a social platform designed to amplify women's voices and create meaningful connections in the digital space. Among those involved is **Jacki Zehner**, who will become chief engagement officer. Zehner was the youngest woman and first female trader to become a partner at Goldman Sachs in 1996. She went on to co-found **Women Moving Millions**, a membership organization that has collectively committed over \$1 billion to improve the lives of women and girls. She also founded **SheMoney**, a Park City-based company dedicated to advancing women's financial wellness through community, content and consulting.



Jacki Zehner

National survey

Women in tech will find fertile job hunting in Provo-Orem

If you're a woman in a technology field, you may want to look to the Provo-Orem metro for a place to work. That's according to a new study from coworkingcafe.com, a website dedicated to flexible working spaces.

The report, "Tech & the City: 2025's Best Places in the U.S. for Women in Tech," found that the Utah County cities showed a 5 percent increase in the number of female tech workers over a year ago and a whopping 140 percent increase since the company's first survey in 2019. That places Provo-Orem second in the nation for women in tech jobs growth.

For the study, coworkingcafe.com analyzed over 200 metro areas across 10 metrics, including the share of female workers in the local tech workforce, their earnings, unemployment, health insurance coverage rates and more. The metros were divided into three population brackets — large, mid-sized and small.

Women working in tech in the Provo-Orem area are also paid well, according to the study. Average earnings for a woman tech employee in the area is \$74,569 — making it the 20th-highest salary among the 200 metros surveyed for the report. Between 2019 and 2023, female tech

earnings increased by 54 percent — the third-highest among mid-sized metros.

"The Provo-Orem metro area made great strides in the span of a year, becoming highly supportive of women in the tech scene," study authors said. "The MSA climbed from the 40th position to the third in 2025."

In the Provo-Orem area, 19 percent of the total tech workers are women, up 5 percent from last year. Twenty-nine out of 1,000 jobs are in the tech sector in Provo-Orem, which places the area sixth for this metric.

In another important metric, the survey

found that 68 percent of female workers have health insurance coverage in the area — the second-highest share in the mid-sized metros bracket, behind only Madison, Wisconsin.

Nationally, San Jose, California, took the first spot for women in tech among large metros, while Durham, North Carolina, and Lexington Park, Maryland, ranked first among mid-sized and small metros, respectively.

The full coworkingcafe.com report can be accessed at <https://www.coworkingcafe.com/blog/best-metros-for-women-in-tech/>.

Wildcat Midstream Expands Helper Terminal, Tripling Uinta Basin Crude Capacity

Wildcat Midstream, a petroleum terminal operator with operations in Carbon County and Fort Worth, Texas, has begun work on expanding its Helper terminal. The project will eventually more than triple the company's capacity to export the Uinta Basin's unique yellow and black wax crude oil to the U.S. Gulf Coast.

The Helper terminal can currently load 42,000 barrels per day. The first phase of the expansion, set to be operational by July, will increase the loading capacity to 66,000 barrels per day. The second phase, expected to be completed by late spring 2026, will further expand capacity to approximately 140,000 barrels per day. As part of this expansion, Wildcat has acquired 422 acres of land to the north of its existing facility in Helper.

"There is a strong demand for this unique waxy crude oil due to its unique qualities," said Jim Finley, a partner in Wildcat Midstream. "It has a high content of middle distillates, such as diesel and jet fuel, while its low sulfur content lowers refining costs and environmental impact. Additionally, it is relatively light and easier to process, and its high paraffin content makes it ideal for producing lubricants and wax-based products, while

generating minimal residual fuel. Even with the need for specialized transportation and heated storage, its price remains competitively attractive."

Wildcat Midstream is the only turnkey terminal operator in the Uinta Basin, providing producers with a range of logistical services from wellhead to railhead, including trucking, railcar loading, railcar leasing, offloading and ultimate market sales.

"We have secured multiple long-term agreements that reinforce our position in the Uinta Basin, enabling continued growth and broader market access," said Finley.

"This expansion is a significant milestone in our mission to support both producers and local communities in Utah through sustainable growth and long-term value creation," added Finley. "It will have a positive economic impact on the Ute Indian Tribe, Carbon County and the state of Utah."

Wildcat Midstream specializes in the purchasing, marketing and transloading of Utah wax crude. Current operations include 14 transloaders, 1,309 rail cars, three locomotives and 43 employees split between Carbon County and Fort Worth.

Spherion of Utah has new ownership

Spherion Staffing and Recruiting of Utah, the local franchisee of a national employment and recruitment agency, has changed ownership. Businessmen brothers John and Tim Larsen have purchased the five Spherion locations, including offices in Layton, Ogden, Orem, Salt Lake City and Taylorsville, from Ron Zarbock, who has owned the franchise for the past 18 years. Zarbock will maintain the Spherion franchise in Boise, Idaho, and remain as an advisor to the Larsens during the transition.

"John and Tim bring complementary strengths and a shared vision to their new roles as Spherion business owners," Zarbock said.

John Larsen's career includes entrepreneurial ventures focused on technology and human resources, as well as executive leadership at Ford Motor Co. At Ford, he developed programs to optimize talent and align resources with the business's needs.

Tim Larsen has an extensive background in finance and operations that includes more than 16 years working with manufacturing and light industrial companies.

"Tim and I are excited to strengthen Spherion's role in Utah's business com-

munity," said John Larsen. "As active board members of the Economic Development Corporation of Utah, we help attract companies to the state and support businesses already here as they expand. We'll continue working with local chambers and community organizations to make a lasting impact."

The Larsens said they remain committed to giving back to their community, including Spherion of Utah's partnership with Tife Humanitarian to match community donations to local nonprofit partners and with People Helping People, a nonprofit dedicated to workforce development and breaking the cycle of poverty for families.

"It has been a true privilege to serve our region for nearly two decades, helping businesses grow and supporting job-seekers in finding meaningful opportunities," said Zarbock, who opened Utah's first Spherion office in 2007. "As I transition the business to John and Tim, I am confident they will continue to uphold the values of integrity, dedication and community that have been at the heart of our work. I look forward to seeing the great things they will accomplish, and I'm excited for the future of Spherion in Utah."

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Calendar

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

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 \$35. 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. Speaker is Katie Wright, executive director, Utah Donor Collaborative. 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, 8:45 a.m.-2:30 p.m.

Women in Manufacturing Conference, a Utah Manufacturers Association event with the theme “Lace Up and Lead” and featuring a keynote presentation, breakout sessions, a panel discussion and ForgeHER Awards. Keynote speaker is Ginger Chinn, manager of government

relations, Northrop Grumman. Location is Salt Lake Community College’s Miller Campus, 9750 S. 300 W., Sandy. Cost is \$80. Registration can be completed at Eventbrite.com.

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

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

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 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. Cost is \$20 for members and \$40 for nonmembers. 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. Keynote speakers are Lavanya Mahate, entrepreneur, speaker and business and leadership mentor; and Sophia DiCaro, executive director of the Governor’s Office of Planning and Budget. 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://themillat-slcc.com/education/everyday-entrepreneur-program/>.

see CALENDAR page 8

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CALENDAR

from page 7

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 a.m.-1 p.m.

“Business Bootcamp,” a South Valley Chamber of Commerce event. Presenter Ralph Little, founder and CEO of a nationwide financial services company, will discuss “Smart Strategies to Earn More by Working Less.” Location is Salt Mine Productive Workspace, 7984 S. 1300 E., Sandy. Cost is \$35 for members, \$55 for nonmembers. Details are at southvalleychamber.com.

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, 8 a.m.-4:30 p.m.

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/](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 featuring an entrepreneurial women panel. 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 (UDVMA). 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 utahvbr.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, 10-11:30 a.m.

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

Free. Details are at wbcutah.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 20, 11 a.m.-1 p.m.

Business Women’s Forum: “Leading with Soul: The Strategy Behind an Unbound Personal Brand That Leads to Fulfillment.” Presenter is Paige Garrity, co-founder of fulFILLed Lifestyle Co. Location is Ken Garff University Club, Rice-Eccles Stadium, 451 S. 1400 E., Salt Lake City. Cost is \$35 for members and \$50 for nonmembers by May 16, \$50 for members and \$65 for nonmembers thereafter. Details are at slchamber.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.

June 5, 8:30 a.m.-5 p.m.

Employer Tax Workshop, a Small Business Development Center event. Location is Salt Lake SBDC at Salt Lake Community College, Building 5, MCPC 110, 9750 S. 300 W., Sandy. Cost is \$30 for early-bird registrants, \$35 thereafter. Details are at <https://clients.utahsbdc.org/events.aspx>.

June 11, 5-7 p.m.

“Business After Hours,” an Ogden-Weber Chamber of Commerce event. Location is Ogden Nature Center, 996 W. 12th St., Ogden. Free for members and first-time guests, \$10 for nonmembers. Details are at ogdenweberchamber.com.

June 24, 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.

BUSINESSES

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pared to the five years prior.

Starting a business, however, does not mean sustaining a business. U.S. Bureau of Labor Statistics indicate that during the 2014-24 period, 20.3 percent of startups were out of business within one year, and

only 34.9 percent remained in business after 10 years.

Among factors influencing startups are compensation costs for workers that increased 3.8 percent for the 12-month period ending in December 2024, according to the Bureau of Labor Statistics; commercial rent growing 3.2 percent for the 12-month period ending March 2024, according to the National Association of Realtors; and

the average price of electricity for commercial customers increasing by 22 percent from 2020 to 2024, according to the U.S. Energy Information Administration.

While a record 25.6 million Americans have started their own businesses over the past five years, according to the Census Bureau’s Business Formation Statistics, startups this year are facing a unique challenge with higher operating expenses fol-

lowing historic inflation. The economic landscape has changed across the country and choosing a location where wages, rent, utilities and taxes are reasonable could mean the difference between success and failure, the study says.

Details of the study are at <https://www.simplifyllc.com/most-and-least-expensive-states-to-start-a-business-2025/>.

PG's Kenect acquires Auto Labs of Texas

Kenect, a Pleasant Grove-based reputation management and customer engagement platform for automobile dealerships, has acquired Auto Labs of Austin, Texas. Auto Labs is an AI-native platform focused on fixed operations and customer experience for automotive dealers.

In its announcement of the purchase, Kenect said, "Together, Kenect and Auto Labs will offer customers a single, integrated place for powerful customer engagement, AI driven service scheduling, brand management and customer experience solutions for the entire dealership."

The acquisition brings Auto Labs' capabilities to Kenect, including automated service scheduling, video multi-point inspection and recall mining and telephony.

"We're at a pivotal moment in automotive software history, where AI is transforming customer interactions and operational workflows at an unprecedented pace," said Shaun Sorensen, CEO of

Kenect. "By integrating Auto Labs' innovative AI technologies into our platform and supercharging it with database migration service data, we're not just improving dealership service experiences — we're shaping the future of AI-powered dealership engagement ... and maximizing customer lifetime value."

"The automotive industry has long struggled to bridge the gap between variable and fixed operations, leaving significant revenue potential untapped" said Daniel Gonzales, CEO of Auto Labs. "By joining forces with Kenect, we have a unique opportunity to close this gap, helping dealerships maximize profitability across the entire customer lifecycle. With Kenect's significant resources and expansive reach, we're positioned to drive innovation at scale and redefine how dealers engage with their customers."

The financial terms of the acquisition were not disclosed.

Graduation Alliance appoints Shawn Smith new CEO

Graduation Alliance, a Salt Lake City-based provider of alternative education for youth and adults, has promoted Dr. Shawn Smith to the position of CEO. He succeeds Ron Klausner, CEO since 2015, who will become chairman of the board.

Smith, who joined the company in 2023 as the chief operating officer, is an author, speaker and entrepreneur. Before joining Graduation Alliance, he served as chief innovation officer for McGraw Hill. He co-founded Modern Teacher and spent nine years as its CEO. Earlier in his career, he served as chief of schools at Chicago Public Schools.

"I'm eager to build on the excellence Ron brought to Graduation Alliance," Smith said. "Ron's leadership skills and business acumen helped the organization grow exponentially over the past decade so it could effectively serve learners of all ages throughout the country. We are looking forward to a bright future at Graduation Alliance because of the strong founda-

tion Ron built."

"It has been the joy of my career to serve as the CEO of Graduation Alliance for the past nine and half years and grow the organization from a small online program to a team of almost 500 mission-oriented individuals," Klausner said. "Dr. Smith brings nearly 30 years of education expertise to the role and demonstrates the knowledge, skills, and zeal necessary to magnify our impact and bring us to new heights. I will support him in any way I can."

Founded in 2007, Graduation Alliance has given schools and communities across the nation the resources and support to help individuals reach their educational and career goals. In partnership with school districts, local governments, nonprofits, workforce development boards, and community colleges, Graduation Alliance develops alternative education and workforce training programs.



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

2024 report shows UTOPIA Fiber subscriber total climbed to more than 70,000



Workers install UTOPIA Fiber in Bountiful. Buildout for the fiber's network is set to be completed by July 2025. Photos courtesy UTOPIA.

By Becky Ginos
The City Journals

UTOPIA Fiber released its 2024 figures on March 11, showing sustained subscriber growth and rapid network deployment. According to the report, the Open Access fiber network deployed 1.9 million feet of fiber optic cable, 1.3 million feet of underground conduit, 68,190 feet of aerial strand and 8,660 handholes to allow even more Utahns access to high speed internet.

"It started in 2002 but really got going in 2004," said Roger Timmerman, executive director of UTOPIA Fiber. "Back then everybody was excited because we had 50 customers. Now we're getting 500-1,000 subscribers every month so we've seen a steady increase."

Fiber continues to meet the customers' needs, he said. "Cable, satellite and wireless continue to get better but fiber leads the way. It's future-proof. When you put in fiber, theoretically it has infinite capacity, it's just the devices at the end that have to be updated."

It doesn't deteriorate like cable, Timmerman said. "Cable uses copper. Even satellites only last about five years. Wireless and satellites have a short life span. Fiber is glass so we expect it to last 50 years or longer."

Each fiber optic cable has strands of glass, he said. "It sends light across the glass. It can be bent, it doesn't erode, oxidize and withstands cold and heat and it can get wet. Other materials don't hold up over time."

The cool thing is UTOPIA installed fiber 20 years ago, said Timmerman. "We don't see an end in sight. We've been able to stay ahead of the latest and greatest."

Timmerman said people are demanding higher speeds. "They're streaming more instead of using broadcasts like in the past. More people are using internet-based streaming. They like that it's cheaper and faster."

It's not uncommon for people to have

4K TVs, he said. "Now they have screens in their pockets and high-definition devices are growing exponentially. People need connectivity. I know it's a crisis in my home."

UTOPIA Fiber made fiber access available to 23,684 new homes in 2024 and 1,974 businesses, completed its West Haven City buildout and is set to complete Bountiful Fiber's network by July 2025. The subscriber total climbed to more than 70,000. UTOPIA Fiber delivers Fiber-to-the-Home (FTTH) in 21 cities in Utah and business-class service in 50 cities, according to a release.

Customers will see a noticeable difference, said Timmerman. "The entire experience is better on fiber. We put it out there and let the customer choose."

Bountiful City recently partnered with UTOPIA Fiber to build the network throughout the city and residents can opt in if they would like to. "The city had an open process and considered multiple options before deciding to go with UTOPIA, he said. "We were excited when the city ultimately chose UTOPIA. We have a three-year commitment but we're on track to finish early. The city has been very helpful and a good partner to help us be able to build so quickly."

The revenue from subscribers helps pay the bond, said Timmerman. "They're already getting revenue before they even start paying off the bond."

Every address in the cities it's in will get UTOPIA, not just areas that are profitable, he said. "It's considered a critical service for low-income households. We're not in it for profit. We're aligned with the cities in an interlocal agreement. Water and power are a lot like this. Cities work together with us so that they don't have to go hire workers and build the infrastructure."

The city and UTOPIA share the revenue, Timmerman said. "The city uses the money to cover the bond debt and we use the money to cover operational expenses. The more customers we get will keep the rates down."

Entitlement or ambition? Gen Z and millennials seen as most entitled for raises and promotions

Do younger generations truly feel more entitled, or are they simply more ambitious? As the debate continues, new insights from a recent Express Employment Professionals-Harris Poll survey reveal that Gen Z (39 percent) and millennials (35 percent) are perceived as the most entitled when it comes to raises and promotions, followed by Gen X (18 percent) and boomers (8 percent).

However, this perception of entitlement may actually reflect the ambition and drive of younger workers, as 61 percent of U.S. hiring managers agree that younger employees are just as ambitious as older generations were at the start of their careers.

Some U.S. job-seekers say they haven't seen a raise or promotion in the past two years, with more than 1 in 10 reporting they received a raise or promotion more than two years ago (12 percent) or never received one at all (11 percent).

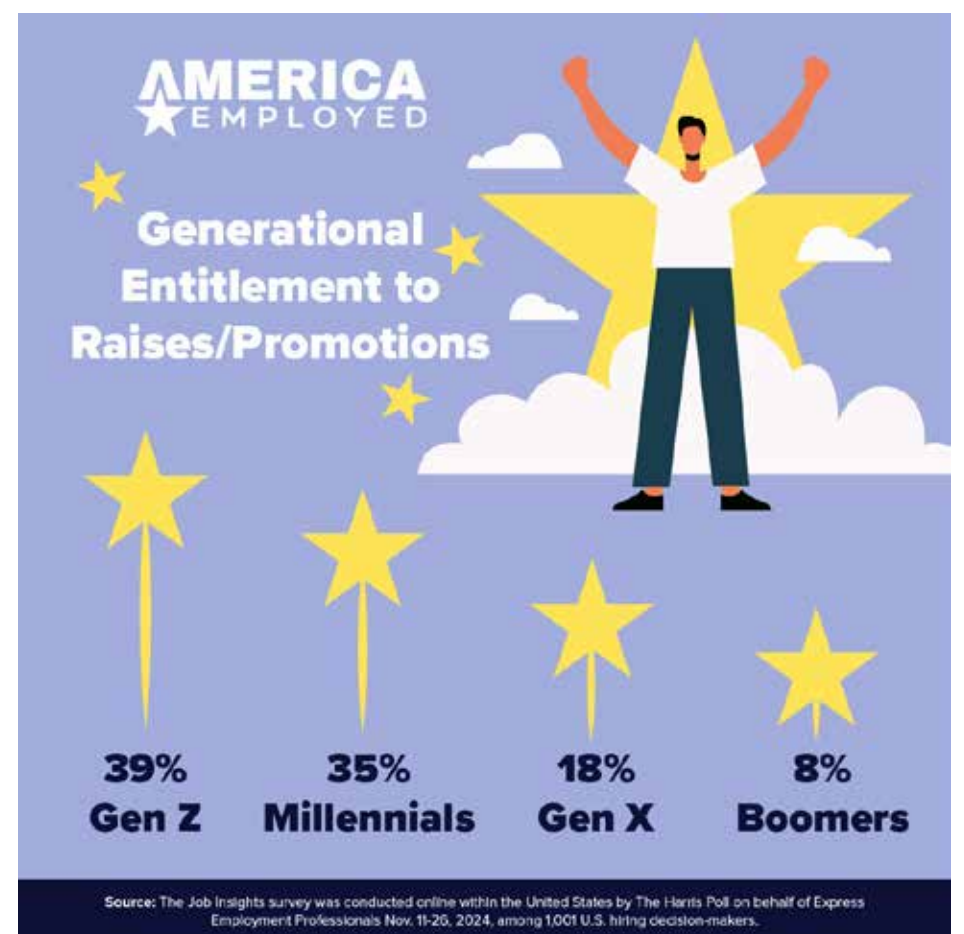
Among those who have received a raise or promotion, the most common reasons include meeting individual accomplishments (40 percent), receiving positive performance evaluations (38 percent), receiving positive feedback from colleagues (37 percent), skill growth (31 percent) and company success (28 percent).

Most of those who received a raise or promotion (71 percent) report their employer proactively gave it to them, while only 29 percent proactively requested it. A significant 90 percent of job-seekers who received a raise or promotion felt entitled to it.

Looking ahead, wages are expected to rise in 2025, with more than three-quarters (77 percent) of hiring managers anticipating the average wage at their company will increase compared to 2024. Despite these plans, more than half (52 percent) of companies fear that they will be unable to meet employee expectations for benefits and compensation, potentially leading to higher turnover rates.

Raises and promotions are particularly interesting to employees, especially in light of ongoing inflation. Around half of hiring managers indicate raises and promotions at their company are determined by performance evaluations (53 percent) and individual accomplishments (48 percent). Fewer consider length of time with the company (38 percent) and employee desire (26 percent) in their decisions.

There is some optimism among job-seekers, though, with 46 percent believing overall wages will increase in 2025 compared to 2024, while only 14 percent



expect a decrease.

"As we look at the changing workplace, it's clear that every generation has its own way of seeking growth and recognition," said Bill Stoller, Express Employment International CEO. "Whether it's seen as entitlement or ambition, the push for raises and promotions shows employees' de-

sire to move forward and make meaningful contributions in their careers."

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

BUSINESS JOURNAL FOCUS

WORKPLACE

IN FOCUS

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Office plants boost productivity and well-being

Placing plants strategically through an office space provides many benefits, including cleaner air, artistic design and noise reduction. (Photos courtesy of Bonnie Dallimore)

Bonnie Dallimore
owner of Plant Jungle

The charm and energy of plants motivate us to have them inside our homes and offices. According to a survey conducted in 2021, only 11.3 percent of respondents claimed they did not own an indoor plant.

Indoor plants are popular because they bring us closer to Earth's greatness — they create warmth and provide a sense of tranquility that truly inspires our souls. To bring plants indoors and have them live successfully with us is a true wonder.

There are incredible benefits of having indoor plants around us in our workspaces and different ways to display them that

add a touch of design to our homes and offices:

Improve mental health: The presence of plants in our workspace can boost our mood and improve overall cognitive function. Several studies have proven that plants help create a more calming and inviting atmosphere, which can lead to increased productivity and creativity.

Air purification: One of the most significant benefits of indoor plants is their ability to purify the air and help eliminate toxins from your environment.

Most common indoor plants, such as Sansevierias (snake plant), Peace Lilies



see PLANTS page 15

What it takes to **CREATE** a USA Today Top 5 Workplace

Trent Savage
Mountain America Chief
Human Resources Officer

Building a workplace that earns recognition as one of USA Today's Top 5 Workplaces, an accomplishment Mountain America Credit Union just achieved, is an endeavor that demands more than just meeting the basic needs of an organization and its employees.

It requires a holistic approach that touches every aspect of the organization, from its physical spaces to its core values and practices. Here is an expanded perspective on what it takes to C.R.E.A.T.E. such an esteemed workplace:

C: Culture that inspires

At the heart of any exceptional workplace lies a vibrant and supportive culture that fosters both individual growth and collective success. Culture starts with a maniacal focus on the members we serve, a mission that drives our employees to help members achieve their financial dreams.

Culture is about shared beliefs, values and behaviors. It is more than simply having a statement on the wall; it is about actively engaging team members every day in a meaningful mission with values they are accountable to live by. Values that are brought to life starting at the hiring process, goal-setting, performance assessments and promotions, and perme-

ate every aspect of what our organization does. Why are values so important? They are the connective tissue that brings our mission to life for our members and each other. Our mission and values are brought to life in a way that drives inclusivity and builds pride in what we do.

R: Relationships and connections

Strong relationships and connections within a company are crucial for fostering collaboration, enhancing communication and building a positive work culture. These bonds encourage trust and respect among employees, leading to increased

see CREATE page 15

OFFICE EQUIPMENT DEALERS

Ranked by Number of Utah Employees



	Company Name Address	Phone Web	No. of Utah Employees	Multifunction Products Sold YTD	No. of Utah Locations	No. of Nationwide Locations	No. of Utah Accounts	Services Offered	Machine Brands Available	Local Executive(s)
1	Les Olson Co. 3244 S. 300 W. SLC, UT 84115	801-486-7431 lesolson.com	245	*	8	11	*	Managed IT, IT hardware, copiers, printers, scanners	Sharp, HP, Fujitsu, Riso, Formax	Lisa Thaller, CBO James Olson, CEO
2	Valley Office Systems 2500 S. Decker Lake Blvd., Ste. 24, SLC, UT 84116	801-770-3300 valleyoffice systems.com	78	1,500	3	8	2,900*	Copiers, printers, scanners, production, document management, printer fleet management	Ricoh, Kyocera, HP	Carrie Packard UT Operations Manager Luis Hernandez UT Service Manager
3	Fisher's Technology 7023 S. 700 W. Midvale, UT 84047	801-938-7311 fisherstech.com	15	201	2	14	35	Sell & service copiers & printers, toner, document management, IT managed services	Canon, Konica Minolta, Xerox and HP	Gavin Fenton Regional Manager
4	Ability Business Solutions Inc. 1556 S. Main St. SLC, UT 84115	801-466-8486 abilitybusiness solutions.com	10	179*	1	1	800*	Copiers, printers, managed print, Unified Communications, VoIP Phone Solutions & IT services	Xerox, Lexmark, Konica Minolta, Ricoh, HP, Sharp	Dennis Cavazos President; Mark Cavazos, VP
5	CopyDoc Inc. 90 W. 500 S., Ste. 425 Bountiful, UT 84010	801-294-5686 copydocutah.com	1	10*	1	1	800*	Sales, service & supplies for nearly all brands of multifunction copiers, laser printers, fax machines	Kyocera, Copystar, Canon,	Layne Black



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OFFICE PLANT SUPPLIERS

Ranked by Number of Utah Employees



	Company Name Address	Phone Web	2024 Number of Utah Employees	No. of Utah Locations	No. of Utah Accounts	Year Est.	Services	Local Executive
1	Cactus & Tropicals 2735 S. 2000 E. SLC, UT 84109	801-485-2542 cactusandtropicals.com	135	3	1000	1975	Design, plants, floral, events, container gardens, holiday, interiorscape services	Scott Pynes
2	Plant Jungle 2194 E. Fort Union Blvd. SLC, UT 84121	801-453-9500 plantjungle.com	21	2	120+	1998	Live plants, silk/faux plants, plant walls, moss walls, patioscapes & retail store	Bonnie Dallimore Founder & Operations
3	Paradise Palm Interior Plantscapes & Indoor Garden Store 307 E. 300 S. SLC, UT 84111	801-582-3212 paradisepalm.com	11*	1	200+*	1977	Plant care services, sales, retail, living walls, design	John Mueller
4	Foliage Inc. 740 W. 1700 S., Ste. 7 SLC, UT 84104	801-474-0300 foliageutah.com	10-12	1	200+	2001	Design, installation & maintenance of interior plants	Julie Ward
5	Intermountain Plant Works 1842 W. Research Way, Ste. 70 West Valley City, UT 84119	801-268-1771 intermountain plantworks.com	5	1	150+	1976	Interior plant design, installation, maintenance, living walls & special event rentals	Roseann Formaro
6	Wasatch Greenscapes 3267 E. 3300 S., Ste. 513 SLC, UT 84109	801-648-2650 wasatchgreenscapes.com	3	1	50*	2014	Interior plant maintenance for home & office	Andrew Spencer
7	Living Creations, Plants & Flowers by Design 7259 S. 700 W. Midvale, UT 84047	801-485-3219 livingcreations.net	*	1	*	2004	Office plants & management, floral arrangement	Scott Olsen



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STAFFING & RECRUITING FIRMS

Listed Alphabetically

BUSINESS JOURNAL List

Company Name Address	Phone Web	No. of Utah Offices	No. of Offices Nationwide	Industries Served	Benefits Available	Local Executive(s)
Apex Staffing LLC 58 E. Cleveland Ave. SLC, UT 84115	801-328-9567 apexjobs.net	1	1	Construction, heavy & light industrial	Health insurance, 401(k)	Mike Robison Phil Boyer
Kelly Services 2255 N. University Parkway Ste. 7 Provo, UT 84604	801-266-0067 kellyservices.us	3	700+	Aerospace, contact center, light industrial, manufacturing, pharmaceutical, warehouse, distribution	Health, dental, short-term disability, holiday & vacation pay	Tiffany Murphy
LG Resources 721 N. Main St. Layton, UT 840041	801-900-4726 lgresources.com	3	3	Light industrial, skilled labor, professional services (direct hire)	Yes	Troy Hyde Owner/CEO
Nexeo HR 2600 W. Executive Parkway Ste. 160 Lehi, UT 84043	801-658-4700 nexeohr.com	6	12	Accounting, banking, finance, customer service, call center, construction, skilled trades, government, nonprofit, healthcare, health sciences, wellness, hospitality, events, manufacturing, industrial, technology, software, engineering, warehouse distribution, fulfillment	Medical, dental, vision, limited life, short-term disability insurance; Refer- a-Friend bonus, other financial incentives; weekly pay, direct deposit, Rapid Pay card; social media giveaway (Amazon gift cards, etc.); employee of the month; hassle-free job search; recruiter is always available to assist	Heather Webb Operations Mgr.
PrincePerelson & Assoc. 2180 S. 1300 E., Ste. 350 SLC, UT 84106	801-532-1000 perelson.com	1	1	Nine unique practice areas focusing on the following areas of expertise: accounting & finance, call center & customer service, creative & marketing, computer science & IT, human resources, legal, manufacturing & engineering, office & administrative, sales.	Health benefits, PTO, 401(k)	Jill Perelson
Resource MFG/Prologistix 2115 S. 3600 W. West Valley City, UT 84119	801-265-1999 resourcemfg.com or Prologistix.com	6	500	Manufacturing, distribution, call center	Better worklife, free education, medical, dental, vision, 401(k), short-term disability, accidental death/dismemberment	Keri Golden-Samora
Smith Johnson Group, Inc. <i>IT Talent Specialists</i> 8899 S. 700 E., Ste. 275 Sandy, UT 84070	801-984-4700 smithjohnson.com	1	2	IT for banking, finance, insurance, defense, state government., LDS Church, automotive, etc.	Healthcare, retirement, PTO, life insurance, vacation/sick, dental/vision, health savings accounts	Dennis Johnson President John Thompson Operations
Spherion 204 E. 900 S., Ste. 101 SLC, UT 84111	801-519-5093 spherion.com/utah	5*	*	Technology, light industrial, clerical/call center, professional	Medical	Ron Zarbock Owner
Synergy Staffing Partners 5578 S. Redwood Road, Ste. B Taylorsville, UT 84123	801-266-9675 synergy staffing4u.com	1	1	Light industrial, manufacturing, distribution, administrative clerical & professional direct-hire	Medical insurance	Bret VanLeeuwen
Vital Signs Staffing LLC 3761 S. 700 E., Ste. 150 SLC, UT 84106	801-892-8300 vitalstaffs.com	1	1	Clerical, professional & medical staffing	Holiday & vacation pay, incentive bonuses	Bill & Shari Whitworth



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PLANTS from page 11

and Rubber Plants are natural air purifiers — the more plants, the better your air will be. They also help add humidity to the room because of the moisture in the soil.

Mood booster: Colder months can be a challenging time, with shorter days, cold temperatures and dry indoor air. The distribution of plants throughout the office space can create a warm and cozy atmosphere during the cold of the winter and a cool, safe haven in warmer months.

Noise reduction: Plants can help muffle the busy noises in a room.

While they won't completely eliminate noise, they can add to a quieter and more peaceful environment. The leaves and stems act as natural sound absorbers, which helps create a noise barrier. The more plants, the more sound absorbers. A dense arrangement of plants can create a natural barrier that will help block out noise from other rooms.

Reduce stress: Just the action of caring for plants can be calming, especially during stressful deadlines. It's fulfilling to see them get new growth and get bigger over time.

Indoor plants can be easier to care for than outdoor plants. Most indoor plants only need water once a week, with a lot of them need water only bi-weekly and few needing water monthly.

Adds artistic design: A business environment that doesn't have plants incorporated into the design can appear unfinished.

Plants add texture and dimension and add vibrant color to the overall design. They help fill spaces where furniture may not work, such as corners and open areas.

Additionally, strategically placed plants in the workplace can enhance the vibe and aesthetic of the room, highlighting all styles, including modern, mid-century

modern, contemporary, industrial, country farmhouse minimalist, art deco and traditional. Here are several examples of using plants to create focal points and centerpieces in the office:

Decorative floor planters: A beautiful, decorative planter that houses your indoor plants can change the beauty of your room if coordinated with the style of furniture. Be mindful about the one you choose to make it look part of the room design, as opposed to an afterthought. Use colors to create an accent piece or to heighten awareness of specific areas.

Wall planters/sconces: Incorporating wall-mounted planters is a refreshing change from traditional framed artwork. Several planters on the market are made for mounting on the wall. Choose one that has plenty of room to house your plant and is simple to water. Consider juxtaposing two of them on a wall for an artsy, creative look or adding several to a wall for an instant living plant exhibit.

Hanging planters: Hanging plants add such a great dimension to rooms. When you think of hanging planters, what comes to mind? Most people think of the '80s-style hanger for plants, or macramé. Macramé hangers have made a resurgence of popularity since the '80s, and are back in style. Yet, there are several styles of hanging planters that accommodate different styles. If you decide on adding hanging plants to your indoor environment, set them up so they are easy to reach and water.

Plants are three-dimensional art that add the finishing touches to any workspace.

Artificial plants have a role

Artificial plants are right up there in benefits as well. Although they may not clean the air, they add to our environment. Artificial plants make sense in several situations, including dark areas where live plants can't survive, areas where they would be difficult to water, or if there are



long periods they would go unattended.

Artificial plants have come a long way and purchasing high-quality ones and setting them up in the right size and style of decorative planter will provide a more authentic look.

Seven tips to consider as you add plants to your environment:

1. Choose the right plant, in the right place, with the type of lighting the plant will need.
2. Learn about the type of plant you have with a simple Google search and occasionally revisit the information.
3. Keep it simple by making plant care easy with a routine.
4. Don't overwater — most plant "parents" overwater their plants.

5. When watering your plant, make sure to water slowly and over the entire top of the soil. The estimated amount of water to add to each plant is 30 percent of the soil mass.

6. Fertilize your plants with a house plant fertilizer approximately once a month, less in the winter. The simplest method is to purchase slow-release plant sticks that are easily added to the soil, with a needed refresh quarterly.

7. Trimming your plants helps to keep them shapely and new growth to persist. A quick Internet search will be a good guide to show how to trim a particular plant and how often. Most plants will need trimming only quarterly.

CREATE from page 11

job satisfaction and productivity.

Effective teamwork and a sense of belonging can drive innovation and problem-solving, as individuals feel more comfortable sharing ideas and feedback. A connected and cohesive workforce contributes to the overall success and resilience of the company, enabling it to navigate challenges and seize opportunities more effectively.

E: Engage and empower team members

A key ingredient in the recipe for workplace excellence is a workforce that is not only engaged but empowered to contribute meaningfully to the organization's mission.

Engaged team members are not merely clocking in and out; they are invested in the success of the company and willing to go beyond job descriptions to achieve shared goals. By fostering a culture of communication, collaboration and empowerment, organizations can leverage the collective talents and passions of their team members, leading to greater efficiency, creativity and overall performance.

A: Autonomy and accountability

Team members thrive when they understand what is expected of them and have the autonomy to make decisions and take ownership of their work.

Challenging and clear expectations, along with defined responsibilities, are essential components of a high-performance culture. By establishing stretch opportunities and a culture of accountability,



An exceptional workplace includes a supportive culture that encourages teamwork, collaboration and connection while challenging each individual. (Stock photo)

ty, organizations can ensure that everyone is aligned and working towards common objectives, even in the face of challenges and uncertainties.

T: Trust and confidence

Trust is the bedrock upon which successful organizations are built.

Team members who trust their leaders and feel trusted in return, believe in the organization's mission and are more likely to be engaged, motivated and committed to achieving excellence. By fostering open communication, transparency and integrity, leaders can build trust and confidence among their teams to create an environment where everyone feels valued,

respected and empowered to contribute their best.

E: Education and professional development

Continuous learning and development are essential for both individual and organizational growth.

By providing team members with regular opportunities for training and professional development, organizations can ensure that their workforce remains innovative, adaptable and equipped to meet the challenges of a rapidly evolving landscape. Moreover, investing in team member development not only enhances skills and competencies, but fosters a culture

of lifelong learning and personal growth, driving engagement, retention and overall satisfaction. Finally, it creates an agile organization that can flex to meet the changing needs of its members.

Creating a workplace that ranks among the top in the nation requires a multifaceted approach that prioritizes a culture that inspires relationships and connections, team member engagement, autonomy and accountability, trust and confidence, and educational opportunities both personal and professional. By focusing on these key areas and investing in the well-being and development of their team members, organizations can create environments where talent thrives, innovation flourishes and success becomes not just a goal, but a reality.

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BUSINESS JOURNAL List

Company Name Address	Phone Web	Total Revenue 2024	No. of Utah Employees	No. of Utah Offices	Products & Services	Notable Projects	Local Executive(s)
1 HB Workplaces 14761 Future Way Draper, UT 84020	801-363-5881 hbworkplaces.com	\$134M*	144	4	Furniture, Prefab Interior Construction, Speciality Storage	Extra Space Storage, Layton Construction, Nu Skin Pit Viper, Traeger Pellet Grills Zions Bank corporation	David Colling CEO; Zach Fronk Principal
2 Midwest Commercial Interiors 987 S. West Temple SLC, UT 84101	801-359-7681 midwestcommercial interiors.com	\$32.8M*	58	1	Commercial furniture, architectural walls, Interior design support & finishes	Myriad Genetics, CHG, Spanish Fork Hospital, Primary Children's Hospital, West Valley City Hall, HCA Regional Corporate Offices	Sean Wright President; Marshall Tate CEO
3 Interior Solutions 2375 S. 300 W. South SLC, UT 84115	801-531-7538 interiorsolutions.net	\$25M+	30	1	Interior design, office furniture installation, storage systems projects & creation of specialized work environments	Post House District, AFCU Campus, Westminster University	Aaron Harden
4 OFS Interiors 4753 Holladay Blvd. Holladay, UT 84117	801-974-1970 ofsinteriors.com	\$8.5M*	15	1	Architectural & interior design, office furniture, installation	Deseret Digital Media, Modern Simplicity, Walker Edison Headquarters, Colliers International, ACIMA Credit	Jonas Persch Owner/President
5 Main Street Office Furniture 3965 S. State St. SLC, UT 84107	801-685-8448 msof.com	\$6M*	24*	1	Space planning, interior design, furniture sales, furniture installation, workplace relocation and decommission	Lotus Riverwalk, Lotus Anthem, Progressive Leasing, Intercap Lending Firestone, JZW Architects	Wes Israelsson CEO
6 Wholesale Office Furniture 422 W. 12300 S. Draper, UT 84020	801-758-6639 wholesaleoffices.com	\$2.4M*	7	1	New & used office furniture	Catholic Community Services, Hollywood Studios, One Voice Childrens Choir, Evoq Nano, The Stena Group, Jabil, Jacob Jensen Law, Sandvik Mining & Rock Solutions	Jacob DeKlerk John DeKlerk Robert DeKlerk
7 Wood Revival Desk Co. 2502 S. 3270 W. SLC, UT 84119	801-972-4224 WoodRevival Store.com	\$360K*	2	1	Custom office furniture	*	Charles Hastings
8 Strive Workplace Solutions 1101 E Cambridge, Ste. 3 Layton, UT 84047	801-773-2512 striveoffice.com	Proprietary	17	2	Office suites: desks, credenzas, bookcases, chairs, systems, sit-stand; office supplies, janitorial supplies, personal protection products, promotional products, custom printing	*	Paul Savory
9 CCG 358 S. Rio Grande St., Ste. 100 SLC, UT 84101	801-359-6622 ccgslc.com	*	50	1	Office furniture, interior design, architectural walls, raised access flooring	Clearlink, Pluralsight, CHG Healthcare, Hexcel, Bonneville Real Estate Capital, Moreton & Co., Flynn Noorda, AvantGuard, Alpha Warranty, bioMerieux, Taylorsville State	Carmelle Jensen



*Did not disclose. Please note that some firms chose not to respond, or failed to respond in time to our inquiries. All rights reserved. Copyright 2024 by Salt Lake Business Journal. The Business Journal strives for accuracy in its list publications. If you see errors or omissions in this list, please contact us at lists@slbusinessjournal.com.

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R&O CONSTRUCTION



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CORPORATE

- **Health Catalyst Inc.**, a South Jordan-based provider of data and analytics technology and services to health care organizations, has repurchased shares of its common stock in an aggregate amount of approximately \$5 million. These repurchased shares were acquired between March 3 and March 10 as part of the company's existing share repurchase program approved by its board of directors in 2022, which authorized repurchases of up to \$40 million of common stock. These recent repurchases resulted in the retirement of approximately 1.1 million shares of common stock.

- **Megaplex Theatres** has rebranded to **Megaplex**. The company said the move emphasizes Megaplex "as a premier entertainment destination and the place where awe-inspiring moments become memories." The rebranding effort was a collaborative project between Megaplex and **Matchstic**. A first-of-its-kind Megaplex entertainment center in Downtown Daybreak is expected to open this year and will feature large-format auditoriums, bowling with lane-side dining, a variety of food and beverage options, games, and private event and party space. **Megaplex** operates 17 locations throughout Utah and Southern Nevada.

ECONOMIC INDICATORS

- Thirty-three percent of **young Utah job candidates** deliberately lean on their **regional identity** when applying for out-of-state jobs, according to a survey by **Resume.io**. It surveyed adults between 18 and 25 years old to discover how candidates increasingly leverage geographic stereotypes to stand out in a competitive job market threatened by automation and AI. Utah job-seekers don't just mention they're from the Mountain West but emphasize the traits that come with it, including a "roll-up-your-sleeves attitude" to fix problems with old-fashioned grit or finding a new way through when the going gets rough, and many also bring a tight-knit sense of community and teamwork. The highest percentage where regional stereotypes influence the most is New York at 46 percent. The smallest is West Virginia, at 7 percent. Details are at <https://resume.io/blog/regional-resumes>.

- **Utah** is ranked No. 44 on a list of "**best states to live off the grid**," compiled by **Home Gnome**. It considered laws and regulations impacting off-grid

homes, renewable energy growth and climate, among 28 total metrics. The top-ranked state is Iowa. The bottom-ranked state is Rhode Island. Details are at <https://www.homegnome.com/blog/studies/best-states-for-living-off-the-grid/>.

- **Utah** saw the least change among states in the rate of **injury-related deaths** from 2020 to 2024, according to a study by **MyBioSource**. It measured fatal injuries from both intentional causes, such as homicides and suicides, as well as unintentional accidents, including motor vehicle crashes, falls and other preventable incidents. In Utah, **Grand County** experienced the largest increase, at 42 deaths per 100,000 people. **Emery County** saw the largest decrease, at 16 fewer deaths per 100,000 people. Among states, West Virginia had the highest increase, rising by 23 deaths per 100,000 population during that time. Details are at <https://www.mybiosource.com/learn/injury-mortality-rates-in-america/>.

- **Salt Lake City** is ranked No. 85 and **West Valley City** is No. 111 on a list of "**happiest cities in the U.S.**," compiled by **WalletHub**. It compared 182 of the largest cities using 29 metrics focused on emotional and physical well-being, income and employment, and community and environment. The top-ranked city is Fremont, California. The No. 182 city is Cleveland, Ohio. Details are at <https://wallethub.com/edu/happiest-places-to-live/32619>.

- **Three Utah locations** are on a list of "**avored burial spots**" in the U.S., compiled by life insurance agency **Choice Mutual**, based on a survey. They are No. 79 **Glenwood Cemetery**, Park City; No. 108 **Grafton Cemetery**, Rockville; and No. 123 **Salt Lake City Cemetery**. Details are at <https://choicemutual.com/blog/americas-most-cherished-final-resting-places/>.

- **Provo** is the highest-ranked Utah city on a list of "**best-run cities in the U.S.**," compiled by **WalletHub**. **Salt Lake City** is ranked No. 130. **WalletHub** compared the operating efficiency of 148 of the largest U.S. cities. It constructed a "quality of services" score made up of 36 metrics grouped into six service categories, which were then measured against the city's per-capita budget. On a breakout list, Provo is ranked No. 3 for the lowest rate of violent crime. The top-ranked city overall is Nampa, Idaho. Details are at <https://wallethub.com/edu/best-run-cities/22869>.

- **Utah** has four counties in the top 100 on a list of "**most landslide-vulnerable counties**" in the U.S., compiled by **Home Gnome**. They are No. 47 **Utah County**, No. 69 **Washington County**,

No. 94 **Weber County** and No. 95 **Salt Lake County**. For comparison, **San Juan County** is ranked the lowest among Utah counties, at No. 729. Home Gnome compared more than 700 of the biggest U.S. counties based on three categories, considering landslide, earthquake and avalanche risk; the net change in tree cover over the past 20 years; and expected annual financial loss from landslides among 11 total metrics. The most vulnerable overall is Lincoln County, Oregon. The least vulnerable is Allamakee County, Iowa. Details are at <https://homegnome.com/blog/studies/most-landslide-vulnerable-counties/#rankings>.

GOVERNMENT

- The **Salt Lake City Council** recently approved a \$75,000 **Economic Development Loan Fund** loan for **Policy Kings Brewery**, a brewpub that will open at 79 W. 900 S. It is the city's first black-owned craft brewery. The company opened in Cedar City in 2018. Working with the Department of Economic Development's Business Development Division, Policy Kings Brewery received the EDLF loan to assist with building renovations, leasehold improvements, machinery, equipment, furniture, fixtures and working capital. The EDLF aims to stimulate business development and expansion, create employment opportunities, encourage private investment, promote economic development, and enhance neighborhood vitality and commercial enterprise in Salt Lake City by making loans available to businesses.

HEALTH CARE

- Biopharmaceutical company **iVee-na Delivery Systems Inc.**, a Salt Lake City-based company advancing a treatment of pediatric myopia, has closed a fully subscribed Series B-2 financing of \$3 million. The company said the investment will support the advancement of its pediatric myopia program. Ophthalmologist **Dr. Jerry Hu** will join the company board as an independent director. Hu is a private practitioner involved in academic and research endeavors. He is a partner, owner and co-founder of Texas Eye and Laser Center. He specializes in refractive surgery, cataract surgery, and cornea and anterior segment diseases.

INVESTMENTS

- **Iconiq Growth**, based in California, has announced an investment in **DX**, a Salt Lake City-based company offering an engineering intelligence platform that equips engineering leaders and platform teams with a comprehensive view of de-

veloper productivity. The amount was not disclosed. DX was founded by Abi Noda and Greyson Junggren and developed in collaboration with experts on developer productivity. DX is expanding its Salt Lake City headquarters, planning to double its 80-person team by the end of the year.

MANUFACTURING

- **YESCO**, a Salt Lake City-based sign company, has completed new interior fine pixel pitch displays for **Talking Stick Resort** in Scottsdale, Arizona. The project included installing 54 displays across the property, totaling 335 million pixels — a centerpiece is the showroom's 15-by-32-foot, 1.5mm display, engineered to be lowered and raised with a hoist system to accommodate live performances.

PARTNERSHIPS

- **Ski Utah**, a marketing firm owned and operated by the 15 statewide ski resorts that make up the Utah Ski and Snowboard Association, has announced a new partnership with **Ariens**, making Ariens the "official snowblower of Ski Utah." As part of the partnership, Ariens will have prominent visibility as a presenting partner of Utah Powder Day alerts on both the app and website. Ariens is the original brand of AriensCo, headquartered in Wisconsin. Established in 1933, AriensCo is a privately owned global manufacturer of outdoor power equipment and provides service and product support from its RapidCare division.

RECOGNITIONS

- **Four companies** emerged as winners at the 2025 E&I Shark Tank-style pitch competition at the Wilson Sonsini Entrepreneur & Investor Life Sciences Summit, presented by BioUtah, in Salt Lake City. Twelve companies competed in several categories. Winners are **Medical Devices & Diagnostics Group 1, Demeter**; **Medical Devices & Diagnostics Group 2, RefloDX**; **Therapeutics & Pharmaceuticals, Setheria**; and **Digital Health & Biotechnology, Monere**. Each of the winning companies received a \$4,000 cash prize, along with services from marketing firm Serfwerks and a one-year membership in BioUtah. The 12 companies that presented were selected from an initial group of 37 applicants.

- **Finalist teams** have been announced for the **2025 Tim Draper Utah Entrepreneur Challenge**, a college-stu-

see BRIEFS page 19



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Alianza completes acquisition of Metaswitch from Microsoft

Alianza Inc., a cloud-based, AI-powered communications platform based in Pleasant Grove, has completed its previously announced acquisition of the Metaswitch platform from Microsoft.

"The combined offerings of Metaswitch and Alianza will enable service providers to close a massive gap in their ability to grow services revenue and improve operational efficiency by modernizing core networks, unlocking new innovative offerings, and ultimately transforming network operations," Alianza said in a release announcing the closing.

With the close of this transaction, Alianza will serve a combined customer base of more than 1,000 communication service providers, including 19 of the top 20 global operators, the company said. Alianza will continue to support Metaswitch's existing product offerings while integrating its cloud-native technology into a unified product portfolio. This will

give service providers "a secure and reliable path to turn legacy infrastructure into a modern communications platform, ready-made to extend AI-enabled features that drive enriched customer experiences."

"The acquisition of Metaswitch by Alianza will accelerate product innovation and growth for thousands of service providers across the industry who face similar obstacles in modernizing their networks," said Brian Beutler, CEO and founder of Alianza. "Network infrastructure and operating complexity is often an insurmountable barrier for communications service providers, but with the combination of Alianza and Metaswitch, we are bringing together two world-class teams with complementary expertise to overcome challenges and unleash innovation at a pace not seen in decades across the telecom ecosystem."

Woodland Gourmet acquires Utah-based Seville Fine Foods

Woodland Gourmet, a Waukegan, Illinois-based food processing company that supplies plant-based specialty ingredients including herbs and spices for the food service industry, has acquired Salt Lake City-based Seville Fine Foods.

Seville provides culinary ingredients, including fire-grilled vegetables, slow-roasted tomatoes, pickled vegetables, spreads and sauces for food service providers.

"This strategic move aims to enhance Woodland Gourmet's product portfolio and value-added capabilities, further solidifying its position in the food service, retail and industrial markets," Woodland Gourmet said in a statement.

"Joining forces with Woodland Gourmet is an exciting opportunity to expand

our operations and bring our expertise and award-winning products to a broader audience," said Jeff Babikian, owner of Seville Fine Foods. "Together, we seek to offer unique customer solutions enabled by a diverse portfolio, enhanced capabilities, and the same unwavering commitment to quality and flavor."

"We are thrilled to welcome Seville Fine Foods into the Woodland Gourmet family," said John Buckles, CEO of Woodland Gourmet. "Seville's dedication to quality and innovation complements our vision to cultivate authentic, culinary-forward solutions and experiences for the food industry. This acquisition allows us to expand our offerings and better serve our diverse customer base."

Pluralsight research finds more than half of organizations don't have comprehensive AI strategies

More than half of U.S. companies have yet to form comprehensive AI strategies and 67 percent have short-term plans of a year or less, according to a new survey from Pluralsight, a Salt Lake City-based technology workforce development company.

Pluralsight surveyed 600 technology decision-makers about the state of their AI strategies, investments and skills for the report. The data was used to create a benchmark for Pluralsight's AI Readiness Index, a tool that allows companies to gauge where their AI strategies stack up against other organizations in their industry.

The poll also found that more than half (56 percent) of those surveyed have data systems that are not up-to-date enough to handle AI's technical and operational demands.

"There is a critical gap between organizational ambition and actual readiness when it comes to AI adoption," said Chris McClellan, chief product and technology officer at Pluralsight. "While many companies recognize the importance of AI, the lack of long-term strategies, mature systems and comprehensive workforce upskilling to support the demands of AI leaves them unable to capitalize on its potential. To successfully leverage AI technologies, companies must shift from tactical investments to strategic, actionable AI goals that span further than one year, and include the infrastructure and skilled work-

force needed to scale effectively."

The findings uncovered several key insights about the AI skills gap that is preventing organizations from implementing AI effectively:

- Seventy-five percent of companies have experienced delays or pauses in at least one or more AI projects due to a lack of employee AI expertise.

- More than one-third (35 percent) of respondents said half or less of its employees have well-developed AI skills.

- Thirty-eight percent of respondents said half or less of its departments have adopted AI skills as part of training programs and day-to-day use.

In the research, Pluralsight found that organizations with less revenue (61 percent) lack actionable AI goals. However, even among organizations with larger revenue, there is still minimal spend on AI initiatives. More than half (58 percent) of organizations with over \$50 million in annual revenue are spending less than \$500,000 on their AI investments, or about 1 percent of their total revenue.

This data shows that many organizations still have significant progress to make against their AI goals, including closing skills gaps, creating long-term AI strategies and investing more deeply into AI initiatives, the Pluralsight research authors concluded.

Draper online footwear company KNS International acquires Birdies

KNS International, a Draper-based online footwear retailer, has acquired Birdies, a women's footwear brand headquartered in Sacramento, California. Birdies is known for its highly loyal customer base and substantial social media following.

"I have long admired the Birdies brand and the creative vision that founders Bianca Gates and Marisa Sharkey brought to life," said Greg Tunney, CEO of KNS. "Their direct-to-consumer approach has resonated with women across the globe, enabling the brand to punch above its weight in the footwear category. Birdies will be a flagship brand within the KNS portfolio, bringing a combination of fashion and comfort for its expanding base of consumers."

"We are thrilled to join the KNS family, a company that shares our passion for innovation, quality and the consumer," said Gates, co-founder of Birdies, who will join KNS as brand president. "This partnership marks an exciting new chap-

ter, enabling us to scale our mission of delivering both comfort and style in a way that resonates with our loyal customers. With KNS' extensive expertise and resources, Birdies will quickly have the opportunity to expand our reach while staying true to the products and community that define Birdies."

"We are excited to welcome Birdies into the organization at KNS and I look forward to collaborating with the Birdies team to ensure a smooth transition and continued growth," Tunney added.

Birdies will join the KNS brand portfolio, which includes Journee, Taft and Vance.

KNS offers its brands online and through retailers nationwide. Its system handles about 30,000 drop-ship orders daily.

KNS International is backed by Centre Partners, a New York City private equity firm.



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BRIEFS
from page 17

dent business-model competition. Students from across the state are competing for \$75,000 in cash and prizes. The competition is managed 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. The competition showcase and awards ceremony took place after Business Journal deadlines. The finalists are **Bear Essentials**, Snow College; **Bidi**, Brigham Young University; **Bleeped**, Utah State University; **Buzzed Honey**, Utah Tech University; **Caribe Jewelry**, Ensign College; **Impact IQ**, Southern Utah University; **Interval AI**, BYU; **Killer Spice**, Utah Valley University; **MoonButter Co.**, Ensign College; **OCOVES**, Salt Lake Community College; **PicPortal**, BYU; **Pivvt**, University of Utah; **Reset Dating Socials**, Ensign College; **Roots Remedy**, SLCC; **Signspaces**, UofU; **Simpll**, UVU; **Social Sync**, Snow College; **SOUR**, UofU; **Tar-riflo**, USU; **Upadr**, Weber State University; **Wing Tutor**, SUU; and **Zilk**, USU.

• **Halia Therapeutics**, a Lehi-based, clinical-stage biopharmaceutical com-

pany, has been awarded the **Novo Nordisk Golden Ticket** to advance its groundbreaking research in obesity and the role of inflammation in metabolic diseases. The award provides Halia with a fully sponsored year of lab bench and office space at BioLabs Heidelberg or Paris, two of Europe's leading incubators for biotech startups. The Golden Ticket also grants Halia access to Novo Nordisk's scientific and industry advisors team, offering mentorship and networking opportunities to accelerate its research. Halia's HT-6184 is an inflammasome inhibitor designed to target metaflammation, the chronic, low-grade inflammation associated with obesity, metabolic dysfunction and related diseases. The company is preparing to initiate a Phase 2 clinical study in combination with Semaglutide in early 2025.

• Two brands of **Five Star Franchising**, based in Springville, are included in an annual ranking of "**Fastest-Growing Franchises**," compiled by *Entrepreneur*, recognizing their success in the United States and Canada. The rankings are based on the net total of new franchise units added between July 2023 and July 2024, as verified by *Entrepreneur*. The list includes No. 28 **Five Star Bath Solutions**, a bath transformation franchise in the home remodeling industry, and No.

48 **Mosquito Shield**, a provider of residential mosquito, tick and perimeter pest control services. Five Star Bath Solutions appears for the second year in a row and Mosquito Shield for the third.

• **Utah** has six facilities on the **Best of Senior Living 2025** list, compiled by **Seniorly**. It identified the 336 best senior living facilities in the U.S. after analyzing 500,000 online customer reviews across 60,000 facilities. The six are **Truewood By Merrill**, Cottonwood Heights; **Sunrise At Holladay**, Salt Lake City; **Park Lane Senior Living**, Salt Lake City; **Valencia At Willow Creek**, Sandy; **Treoo South Ogden**; and **Ivybrook**, Taylorsville. Truewood by Merrill is listed among the 20 best senior living facilities in the U.S. Seniorly partnered with **Skypoint**, a generative data company, to mine and analyze customer and family reviews to create a sentiment rating across six categories: cleanliness, dining services, staff ratings, value, care services and overall resident satisfaction. To qualify, communities had to be in the top 5 percent of sentiment ratings, have no serious licensing violations in the last three years, and have no negative media coverage in the last two years.

SPORTS

• **Weber County, Visit Ogden, Ogden City, the Utah Sports Commission and the Utah Olympic Legacy Foundation** have been awarded the **2026 LGT World Men's Curling Championship** to be hosted next spring at the Weber County Ice Sheet in Ogden. The event takes place March 28-April 5. The event is the annual world championship for men's curling, organized by World Curling and contested by national championship teams. The championship features a global selection of teams, with entries determined through zonal qualification events. The last time the event was hosted in the U.S. was in 2022 in Las Vegas. The Weber County Ice Sheet has not hosted a curling event of this caliber since the 2002 Winter Olympic Games. For the 2026 event, the organizing committee will include a collaboration from community leaders, including Weber County, the venue owner; Visit Ogden, responsible for host city activation; Ogden City supporting public services; and the GOAL Foundation providing volunteer support. Instrumental in the securement of the event, the Utah Olympic Legacy Foundation will provide event delivery and staff expertise, and the Utah Sports Commission will contribute essential financial and promotional support to the event.

GOLDMAN SACHS
from page 1

The cost of renting a commercial office building in Manhattan is about \$80 per square foot, compared to around \$26 per square foot for Salt Lake City and Dallas. In more expensive parts of New York City where Goldman has offices, rents soar to over \$100 per square foot.

In 2000, Goldman Sachs opened its first office near the University of Utah in Salt Lake City. The office was initially staffed to provide service and technology support for the firm's newly launched online platform for private wealth clients. Over the next two decades, the office grew and diversified to become one of the firm's largest and strategi-

cally important locations and one of the largest private employers in Salt Lake City, with close to 3,000 workers. The office will now grow further to accommodate the moving managers.

Living and working outside of major cities also provides employees more value to their paychecks. New York City's cost of living is 130 percent higher than the national average, with a median rent of \$7,749 per month, according to financial website Payscale. Salt Lake City's overall cost of living is only 10 percent higher than average, with a median rent of \$1,844 per month. Rent in Dallas comes in at around \$1,500 per month.

As part of Project Voyage, Goldman Sachs is also cutting around 3 percent to 5 percent of its nearly 50,000 employees. The bank's division heads are currently determining who to cut and who to relocate.

JOBLESS
from page 1

Utah's January private-sector employment recorded a year-over-year expansion of 1.6 percent, or a 23,100-job increase. Seven of the 10 major private-sector industry groups posted net year-over-year job gains. The overall gains are led by education and health services (up 12,200 jobs), construction (up 7,500 jobs) and manufacturing (up 3,000 jobs). Trade, transportation and utilities (down 2,200 jobs); information (down 400 jobs); and professional and business services (down 400 jobs) experienced slight year-over-year job losses.

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

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Penna Powers names Miller new president and partner

Penna Powers, a communications and advertising agency based in Salt Lake City, has named Stephanie Miller its new president.



Miller started at Penna Powers 30 years ago as an intern, and has worked in research, planning, strategy and messaging for the company. She has managed public relations, media relations, media training and has led the strategy for advertising campaigns for sober driving, alert driving, protection from scams and the pursuit technical education.

“While Stephanie has already been playing a vital role in our success at

Penna Powers, this transition marks an exciting new chapter for us as we focus on strategic growth and expanding our impact,” said David L. Smith, Penna Powers CEO and partner.

“Stephanie is known for her professionalism, strategic thinking, and ability to mentor and inspire,” said Justin Smart, Penna Powers chief strategy officer and partner. “Her journey from intern to president is a true testament to her commitment, leadership, expertise and deep understanding of the communications industry as a whole.”

Lehi’s Libertas Network acquires Praxis

Libertas Network, a Lehi-based organization focused on innovation and policy reform, has acquired Praxis, a remote alternative education platform in Colorado Springs, Colorado. Libertas Network said the move aims to expand opportunities for young people seeking non-traditional career paths outside of the conventional college system.

“This acquisition marks a significant milestone for Libertas Network, reinforcing its commitment to breaking down barriers in education,” the firm said in a statement. “By joining forces with Praxis, the organization is poised to reshape how young individuals prepare for their futures, offering them real-world skills, practical experience and direct career opportunities over traditional academic credentials.”

Libertas Network works toward driving

change through policy reforms, educational initiatives and entrepreneurial projects. It claims to have had a hand in over 100 law changes and a history of influencing innovative thought.

“This is just the beginning of a transformative journey,” said Connor Boyack, CEO of Libertas Network. “Bringing Praxis into the Libertas Network allows us to supercharge a program that’s already changing lives and align it with our broader mission to rewrite the rules of opportunity.”

“I can’t think of a better home for Praxis than Libertas Network,” said Isaac Morehouse, founder of Praxis. “The Libertas team has built a national audience of families raising critically thinking children who seek alternatives to the K-12 and college conveyor belts.”

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

My name is Carl Lobell. I am a retired senior partner at the international law firm Weil, Gotshal & Manges, whose principal office is in NY but which has offices throughout the United States, Europe and Asia. It's one of those firms now known as BigLaw. In my career spanning 60 years I have worked for many Fortune 500 companies as well as smaller companies and individuals with a variety of legal problems. In this practice I have worked with many, many lawyers but one in particular sticks in my mind. His name is Richard Kaplan and he now lives and practices in Salt Lake City. I would like to tell you about him, because if you are looking for a great lawyer whether you are a large corporation, a small or medium business or an individual you might like to know about him.



Carl Lobell

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

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



Rick Kaplan

You can reach Rick at 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

Cache Valley Electric appoints new co-CEO

Cache Valley Electric, a major electrical contractor headquartered in Logan, has announced that Eric Laub has been appointed co-CEO, joining his father, Jim Laub, in leading the company. This transition represents a major milestone for the company, as Eric Laub represents the fourth generation of family leadership of the company, now in its 110th year.

A graduate of Utah State University, Eric Laub has been with the company since 2015, holding various leadership positions throughout his tenure.

“His experience and dedication make him well-positioned to continue the legacy of excellence that his great-grandfather, H.F. Laub, established when he founded Cache Valley Electric in 1915,” Cache Valley Electric said in a release announcing Eric Laub’s appointment.

Cache Valley Electric, with a workforce of over 3,000 employees, has regional offices in Salt Lake City; Portland, Oregon; Honolulu, Hawaii; and Blytheville, Arkansas.

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Submit legal notices to:

Clientservices@thecityjournals.com

Monday by 5 P.M. week of publication



Beyond Inc. shuffles executive leadership

The board of directors of Beyond Inc., a Murray-based owner of online retail brands Bed Bath & Beyond, Overstock and buybuy Baby, has announced changes in its executive leadership. The new appointments became effective with the announcement.

Marcus Lemonis, Beyond's executive chairman, has been appointed to the additional role of principal executive officer. Adrienne Lee was also named president and chief financial officer, the company said in a release. These appointments fill positions formerly held by Dave Nielsen, who has left the company.

In addition to the appointments of Lemonis and Lee, Leah Putnam, former vice president of finance and controller, has been appointed chief accounting of-

ficer. Alexander Thomas, former senior vice president of finance and corporate development, now becomes chief operating officer of the company's Beyond brand.

"The last year has been about identifying Beyond's strategic priorities of delivering significant improvement in the key metrics of adjusted EBITDA, gross margin and reduced fixed costs as well as unlocking the value of our blockchain investments," said Lemonis. "We are committed to making money and returning this business to growth and will not let any obstacles deter that goal. This leadership team is best-suited to carry out our mandate of delivering profitable commerce."

"I am honored to take on expanded responsibilities as president and CFO,"

said Lee. "Over the past year, I've had the opportunity to work closely with the team and know what is needed to accelerate change. I look forward to driving our strategic priorities and positioning Beyond for long-term success. Importantly, in the near term, that means identifying and driving tactics to return our core commerce business back to profitability and extracting value from our blockchain investments."

Lemonis joined the company as a director of Beyond in October 2023 and was appointed chairman of the board in December 2023. In February 2024, he assumed the role of executive chairman. Under his expanded role will continue to drive the execution of Beyond's strategic priorities of rebuilding a profitable commerce business while

leveraging innovative technology, strategic partnerships and brand expansion to ultimately deliver growth, the company release said.

Lee has served as the company's chief financial officer for the past five years and in her new capacity will work closely with Lemonis to accelerate the company on its path to profitability.

"Adrienne embodies the style of leadership this company will excel with — a demanding expectation for performance, capital allocation and an ever-changing customer experience," said Lemonis. "She leverages her extensive experience in finance, administration and corporate strategy to demonstrate the kind of decisive leadership I expect."

Green Dot names interim CEO and president, to review operational alternatives

Green Dot Corp., a Provo-based digital bank and financial technology company providing banking and payment tools for consumers and businesses, has announced the appointment of new executive leadership, effective March 7.

Green Dot said that William I. Jacobs, who has served as chairperson of the board of directors since June 2016 and previously served as interim CEO, returns to the position of interim CEO of Green Dot Corp. Chris Ruppel, who has served as Green Dot's chief revenue officer, has been appointed as interim president of Green Dot and interim CEO and president of Green Dot Bank.

Jacobs and Ruppel succeed George Gresham, who has left the company amid the reorganization. Jacobs will continue to serve as chairman of the board and Ruppel will continue to serve as chief revenue officer.

The board of directors at the bank and fintech Green Dot have "engaged Citi to initiate a process to explore potential strategic alternatives," according

to a statement. "The board of directors and management team are committed to acting in the best interests of Green Dot, its stockholders and its stakeholders"

"No assurances can be given as to the outcome or timing of the strategic review process, and Green Dot does not intend to make any further public comment regarding the process until it determines that disclosure is appropriate," the statement concludes.

Prior to joining Green Dot, Jacobs served on the board of Repay Holdings Corp., a publicly traded financial technology company, and as a member of the board of Global Payments Inc., a payment processing services company.

Ruppel was previously general manager of Green Dot's direct-to-consumer business, focusing on the growth of its flagship digital bank, and led Green Dot's PayCard business, overseeing the development and launch of Green Dot's earned wage access solution.

Big-D Construction promotes Hunsaker to president of Lindon business unit

Big-D Construction has announced the promotion of Trevor Hunsaker to president, with responsibility for the company's Lindon office. He will also oversee Big-D's Idaho Falls, Idaho, office. The promotion comes 15 years after the opening of the Utah County office.

Hunsaker has been with Big-D for nearly two decades and for more than 32 years in the construction industry. He has "played a vital role in delivering high-quality projects and fostering lasting client relationships. Since joining Big-D in 2007, Hunsaker has exemplified the values that define the company," Big-D said in its announcement.

"We are thrilled to announce Trevor Hunsaker's promotion to president," said Troy Thompson, Big-D's chief operating officer. "Under Trevor's exceptional leadership, both Lindon and Idaho Falls have thrived, earning top rankings in the 'Great Places to Work' survey and are poised for great years ahead."

Hunsaker has a degree in construc-



tion management from Brigham Young University. He has experience in federal, heavy industrial, medical, higher education and temple construction. Some of his projects include the Kennecott Truck Shop, Long Canyon Mine and the BYU Music and Arts Buildings.

"The great people I work with make this job worth the day-to-day challenges, and I'm so proud of our team and the growth opportunity we see on the horizon," said Hunsaker.

PUBLIC NOTICES

PUBLIC NOTICE

Clerk's Office

HIGH COURT OF AMERICAN SAMOA

RECEIVED: 12:00 PM 11/12/24

Terry S. Fielding, CLERK OF COURTS

HIGH COURT OF AMERICAN SAMOA

Clerk's Office

File Time: 3:10 PM, 11/13/24

Terry S. Fielding, CLERK OF COURTS

IN THE HIGH COURT OF AMERICAN

SAMOA FAMILY, DRUG & ALCOHOL

COURT DIVISION

IN RE: A CHILD.

FDA/JR No. 70-24

NOTICE/FAAALIGA

To: Mr. Ruben Marquez

Somewhere in West Valley

UT 84119

NOTICE IS HEREBY GIVEN to the above-named Respondent that a Petition to terminate your parental rights in a female child who was born on September 11, 2023, at LBJ Tropical Medical Center, American Samoa, before the High Court of American Samoa. A hearing will be held after two months and ten days from

the date of the first publication of this Notice, to which the Court may enter an order terminating your parental rights in said child. If you have any objections, or wish to claim or asseit your parental rights, you must appear within two months and ten days from the date of the first publication of this notice and file an objection or a claim with the Court.

0 LE FAAALIG A. E TUUINA A TU ia oe o loo taua lou suafa i luga, ua iai se talosaga ua failaina i le Fa'amasinoga Maualuga o Amerika Samoa e faamuta ai ou aia faamatua i se teinetiiti faapea sa fanau o ia i le aso 11 o Setema, 2023, i le Falema'i i Fagaalu, Am Samoa. 0 lenei iloilogia e faia pea tuana'i le lua masina ma aso e sefulu mai le aso o le ulua'i faasalalaua o lenei talosaga. Afai e te tete'e, ia faaulu se talosaga tete'e i le Faamasinoga i totonu o le lua masina ma aso e sefulu mai le ulua'i faasalalaua o lenei faaaliga.

Dated: November 13, 2004

CLERK/FAILAUTUSI

HIGH COURT OF AMERICAN SAMOA

Clerk's Office

HIGH COURT OF AMERICAN SAMOA

RECEIVED: 12:60 PM 11/12/24

Terry S. Fielding, CLERK OF COURTS

HIGH COURT OF AMERICAN SAMOA

Clerk's Office

File Time: 3:10 PM, 11/13/24

Terry S. Fielding, CLERK OF COURTS

IN THE HIGH COURT OF AMERICAN

SAMOA FAMILY, DRUG & ALCOHOL

COURT DIVISION

IN THE MATTER OF THE PETITION

OF FAALIGA JASMINE FILIPO FOR

THE RELINQUISHMENT OF HER

PARENTAL RIGHTS IN A CHILD.

FDA/JR No. 70-24

ORDER FOR NOTICE OF

PUBLICATION

Before Honorable Acting Associate

Justice Elvis R. Pila Patea:

Affidavit having been laid before the undersigned Justice that personal service cannot be made upon the Respondent, and he could not be located within American Samoa.

IT IS ORDERED: Leave to serve process in accordance with the provisions of

ASCA 43.0501 et. seq., is granted.

Dated: November 13, 2024.

HON. ELVIS R. PILA PATEA

Acting Associate Justice

Certified to be a true copy of the original

on file in the Office of the Clerk of Courts

11/13/24

Terry S. Fielding

CLERK OF COURTS

LEGAL NOTICE DEADLINE

Submit legal notices to:

ClientServices@thecityjournals.com

Monday by 5 P.M. week of publication

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 writ-

ten 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

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

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.

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

**SUPERIOR COURT OF WASHINGTON
COUNTY OF THURSTON
FAMILY AND JUVENILE COURT**

In re the Guardianship of:

OPIE MUFFLY
D.O.B.: 04/17/2017

No. 25-7-00036-34

**Notice and Summons by Publication
(Guardianship Title 13 RCW) (SMPB)
(Optional Use)
*Clerk's Action Required***

To: BREA MATTHEW EASTBURN, Father;
WHOM IT MAY CONCERN, UNKNOWN BIOLOGICAL FATHER, OR ANYONE EXPRESSING A PATERNAL INTEREST IN THE ABOVE-NAMED CHILD:

A Guardianship Petition Title 13 RCW was filed on January 17, 2025 (Date); A Fact Finding hearing will be held on this matter on May 7, 2025, at 1:30 p.m., at Thurston County Family and Juvenile Court, 2801 32nd Avenue SW, Tumwater, Washington 98501. **You should be present at this hearing.**

The hearing will determine if guardianship is established. If you do not appear at the hearing, the court may enter an order in your absence establishing Guardianship.

To request a copy of the Notice, Summons, and Guardianship Petition, call DCYF at

360-807-7081 or 1-800-562-6926. To view information about your rights, including your right to a lawyer, go to www.atg.wa.gov/TRM.aspx.

Dated: March 5, 2025, by Linda Myhre Enlow, Thurston County Clerk.

Publishing: 3/24/2025, 3/31/25

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Gardner Institute launches research series on economic linkage between the state and federal government

As the federal government reinvents itself through significant policy changes and cost-cutting measures, the economic linkages between Utah and the federal government become more critical to understand. The Kem C. Gardner Policy Institute at the University of Utah has launched a research series on the Utah/federal government nexus that is designed to help Utah decision-makers better understand these linkages.

The first data summary in the series presents the Utah nexus for federal employment.

“Federal civilian employees in Utah, as a share of total employees, have been declining over time but especially since 1990,” said Nate Lloyd, director of economic research at the Gardner Institute. “This trend coincides with strong private sector growth in Utah over that time frame, as well as declines in the defense civilian workforce nationwide following the end of the Cold War.”

Key findings from first in the Gardner series include the following:

Size and Composition. Nearly 57,000 federal employees work in Utah, consisting of non-defense civilian employees (nearly 22,000), defense civilian employees (about 19,000) and military personnel (roughly 16,000). Most federal employees in Utah work for the

Department of Defense (primarily Hill Air Force Base), the Department of Treasury (primarily Internal Revenue Service), the U.S. Postal Service and the Department of Veterans Affairs.

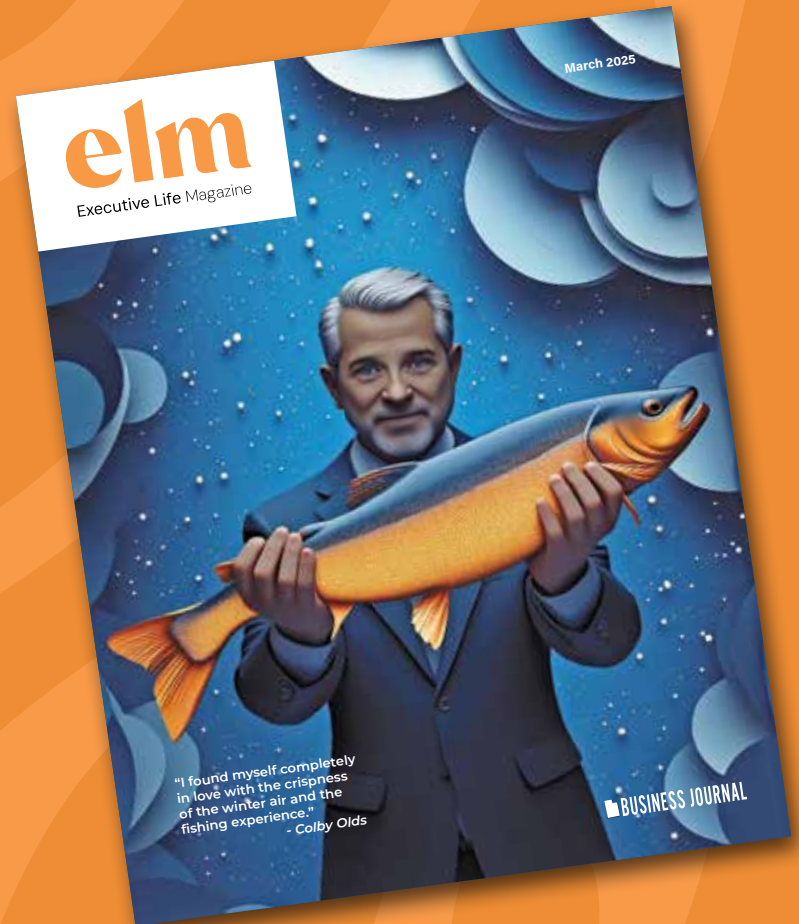
Ranking Among States. Utah’s share of federal jobs to total jobs ranks 14th among U.S. states at 2.4 percent when excluding the military and 23rd (at 3.3 percent) when including military employment. Compared with sectors of a similar size in Utah, this ranks slightly higher than the information sector but below the wholesale trade sector.

Location. Federal employees are heavily concentrated along the Wasatch Front. Non-Wasatch Front and rural worksites exist for the U.S. Postal Service, National Park Service and Bureau of Land Management, among other agencies. As a share of each county’s overall employment, federal civilian jobs are highest in Daggett County (13.2 percent) and Davis County (10.1 percent), while the lowest in Summit County (0.2 percent) and Utah County (0.4 percent).

Other topics in coming reports in the series include defense, travel and tourism, federal debt and deficit and federal lands. They will be released in the next several weeks.

The complete data summary can be accessed through the Gardner Institute website, gardner.utah.edu.

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What We Do:



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



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



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



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

SOUTH VALLEY CHAMBER

Who We Are:

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

Check Us Out
southvalleychamber.com
 or Call 801-566-0344