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OF NOTE



Nostalgic Rainbow Ice makes a comeback

A shaved-ice company founded by Salt Lake City natives Michele and Scott Van Leeuwen in the 1980s is making a comeback under new ownership: Sioux City, Iowa, native Eric Rasmussen and his wife Ali Rasmussen, who called the Rainbow Ice brand “iconically nostalgic” and “holds a special place in so many childhoods.” The twist is that the once-stationary stands are now mobile. Exclusive entrepreneurship options are available where it all started, Salt Lake City, and the surrounding area. “We feel incredibly privileged to guide it into its next chapter,” he said. (Rainbow Ice photo)

Stadler to double size, headcount at Salt Lake City operations

Inland Port Authority approves tax incentive for Northwest Quadrant expansion project

Brice Wallace
Business Journal

A designer and manufacturer of passenger trains is on track to nearly double its operations in Salt Lake City’s Northwest Quadrant.

Aided by a tax incentive from the Utah Inland Port Authority, Stadler US Inc. will grow from its current 560 employees to 800 employees in the next two to three years, with an overall growth of 500 employees by the time the project is complete. The overall size of the facility will grow an additional 245,000 square feet from its original 260,000 square feet, nearly doubling in size.

Switzerland-based Stadler began production in 2017 at leased space in Salt Lake City and began producing trains at its current site in 2019.

Chris Conradi, chief financial officer

for Stadler US, told the inland port authority board that “we’re pretty capped to the max” at the existing facility.

“But what we hope to see is with this expansion and incoming projects, we now have the capacity to go up to over a thousand employees on our site,” he said. “It’s going to take us a while to ramp up to that.”

The company will invest \$70 million to \$75 million in the project, which could be completed by March 2026.

“Stadler is very committed to the U.S.,” Conradi said. “This is going to become our North American headquarters, so anything we build for North America will happen right here in the state.”

The expansion will result in two new assembly halls, a welding facility, a sandblasting booth and a train battery charging station.

Conradi listed several projects that will

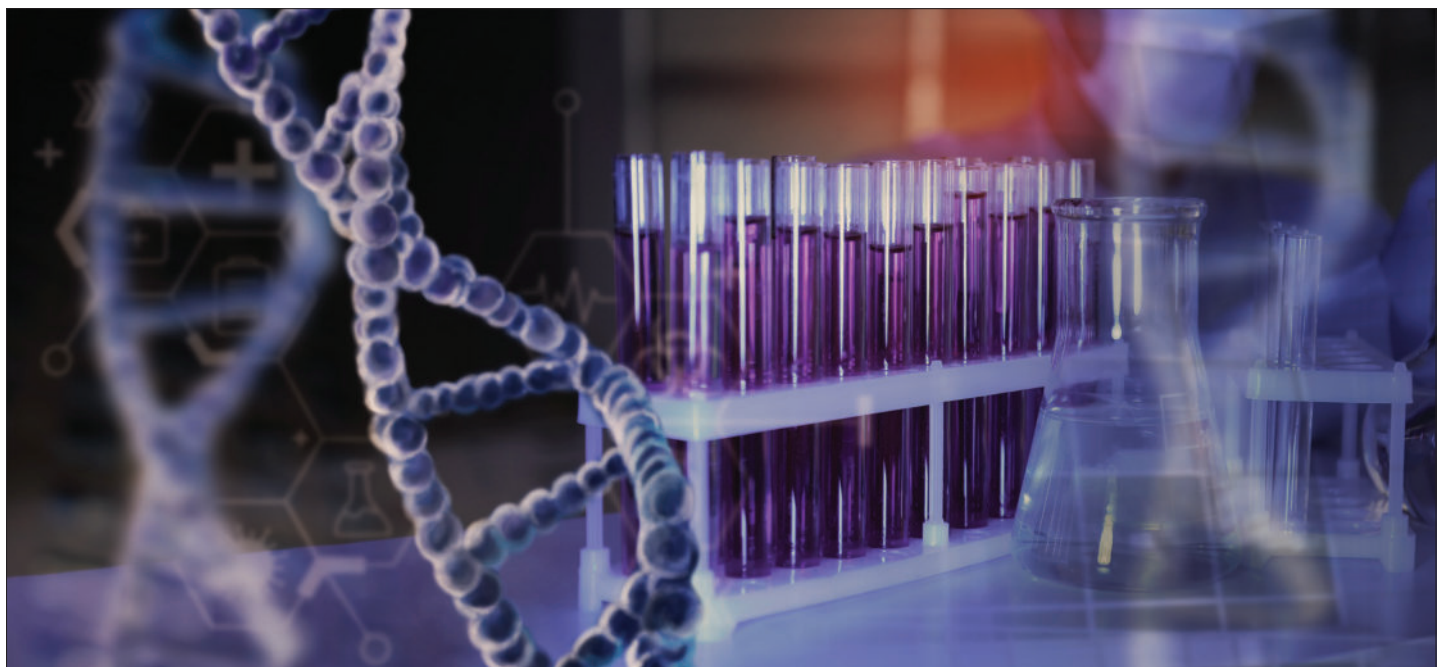
keep the company busy through 2031, including trains for Salt Lake City, San Francisco, Texas and Atlanta and parts of California. The Utah work is a contract with the Utah Transit Authority approved in November that calls for up to 80 rail cars for the TRAX light rail system.

The expansion will also help the company develop battery- and hydrogen-powered trains. “Part of Stadler’s MO is we really want to become a clean-energy propulsion provider for some of these transit agencies,” Conradi said.

The UIPA incentive was approved at the authority board’s most recent meeting. It aims to strengthen Utah’s manufacturing sector and advance green technology passenger rail solutions.

The incentive is in the form of an annu-

see STADLER page 10



Stock photo

23andMe bankruptcy fallout: AG’s office says protect your data

John Rogers
Business Journal

The Utah Department of Commerce’s Division of Consumer Protection (DCP) and the office of the Utah Attorney General are cautioning Utahns regarding the recent bankruptcy filing by 23andMe, a direct-to-consumer genetic testing company based in Lehi.

“Utah residents should be aware of their rights and the protections afforded to their genetic data under the Utah Consumer Privacy Act (UCPA) and the Genetic Information Privacy Act (GIPA),” the two agencies

said in a joint release. “Since this data is incredibly personal and sensitive, it’s important to understand your rights under Utah’s privacy laws, including how to delete your genetic data from 23andMe.”

The genetic testing firm’s parent company, 23andMe Holding Co., has won permission from a judge to try to sell information about customers’ medical and ancestry-related data — a cache that is considered the most valuable asset in the bankruptcy case — and has become a source of privacy and safety concerns amid the company’s collapse.

Shares in the company surged on the news of the judge’s ruling, jumping as

much as 158 percent as investors speculated that the bankruptcy could bring in enough cash to pay them something once all of 23andMe’s debts are paid. Under bankruptcy rules, any sale would need to bring in more than the company owes creditors — at least \$214 million, according to court records — before anything could be paid to shareholders.

Under the 23andMe’s sale plans, the company set quickly arriving deadlines for potential bidders, including May 7 when definitive offers are due, and a final hear-

see 23ANDME page 10

Salt Lake City International Airport opens first of three sensory rooms

Cassie Goff
The City Journals

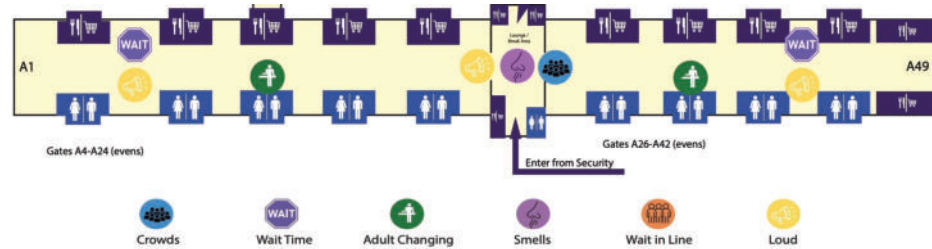
All passengers traveling through Salt Lake City International Airport will now have the opportunity to step away from the noise, stress and crowds that come along with the hustle and bustle of traveling. The Salt Lake Department of Airports' (SLCDA) first-ever "sensory room" was unveiled on March 5.

The sensory room is "the first sensory-inclusive space at the airport to offer a positive experience for all passengers with a sensory issue," said Nancy Volmer, director of communication and marketing for the airport.

Located in Concourse A (Gate A25, adjacent to the White Horse restaurant), the sensory room includes ADA seating, bean bags, visual light panels, air walls and activity panels.

"We want our airport to be accessible to everyone," said Salt Lake City Mayor Erin Mendenhall. "Even in an airport as beautiful as Salt Lake City's, traveling can be noisy, crowded and stressful."

SLCDA worked with KultureCity to design the sensory room with a team of



Salt Lake City International Airport provides neurodivergent resources on its website through the "Accessibility" page. (Courtesy of Salt Lake City International Airport.)

medical professionals and neurodivergent individuals. As an inclusive space, the sensory room is intended to provide a secluded area for all passengers who may feel overwhelmed in the environment.

"One in 4 of us have a sensory need," said Uma Srivastava, KultureCity's executive director. "For those individuals, traveling becomes stressful and overwhelming."

Sensory regulation sensitivities are common challenges for passengers experiencing autism, dementia and similar conditions. Sound sensitivities are especially common for veterans and others who live with PTSD, older folks and young children.

"Sometimes, it may be difficult to regulate

external sounds with internal feelings," said Meg Raby, KultureCity's sensory trainer.

In addition to the sensory room, airport staff will be continually training on how to recognize and handle overload situations. They will be stocking items to be made available for passengers who may feel overwhelmed by the environment and/or experience sensory sensitivities or challenges, including noise-canceling headphones, sensory bags, fidget tools, verbal cue cards and weighted lap pads.

"The new airport has been designed to be adaptable and to accommodate people of all abilities, and we continue to make improvements to achieve this goal," said Bill Wyatt,

executive director of SLCDA.

Even though the sensory room is designed for passengers with sensory regulation challenges in mind, all passengers are encouraged to utilize the quieter environment when desired. As the airport set a new record for passengers on March 2 (37,141), thousands of individuals are expected to visit the sensory room.

"We get to experience this moment with millions of people traveling with sensory challenges and needs," said Mendenhall.

SLCDA plans to have three sensory rooms in the airport, with two additional rooms to be designed and remodeled. This is part of the airport's mission to ensure a safe and smooth travel experience for all passengers.

KultureCity's mission is to improve the lives of individuals with invisible disabilities by creating sensory-inclusive spaces. It has previously helped to develop sensory rooms in the Park City Library, Delta Center, Caesars Superdome and Smoothie King Center in New Orleans, and Audi Field in Washington, D.C. Sensory rooms have also been constructed in the Atlanta, Portland and San Francisco airports.

Sundance decision to leave Utah will have consequences

Tom Haraldsen
The City Journals

A few years ago, actor Justin Long and I shared a transit ride in Park City while attending the Sundance Film Festival. That's when he told me why the annual gathering of actors, producers, directors, distributors and other filmmaking professionals has been so important.

"They work within blocks of each other in Los Angeles, but they almost never do deals unless they're up here," he said. "The mountains and the magic of Sundance bring people in the industry together. It really can't be beat."

Such deals won't be happening in Utah after next winter, as the Sundance Institute has announced it will relocate the film festival starting in 2027. The final Sundance Film Festival will be held in Park City and surrounding communities in January before it moves to a new home in Boulder, Colorado.

Everyone has expressed their take on why the move is being made. Was it Utah's ultra-conservative political leaders who banned the display of pride flags and downplayed diversity? Was it the state Legislature's somewhat-meager financial incentive to keep it here, or some representatives making unflattering remarks about the festival?

Were housing, food and transportation costs around Park City too high, especially for independent filmmakers already strapped for cash after finishing their films? Was the town just too small, the venues not close enough, and too negatively impacted by snarling traffic? Was it just about the money?

The answer is "all of the above," in no particular order.

An even larger question is how this will



Park City Main Street has attracted visitors for Sundance each January, with moviegoers and celebrity seekers alike enjoying the festival. Tom Haraldsen/City Journals.

affect Park City and the state of Utah in the future.

A little background: The Sundance Film Festival has been "under contract" with Park City regularly for years regarding services, venues, security and maintenance. The current contract expires after the 2026 festival.

Sundance Institute CEO Amanda Kelso said in April 2024 that the organization was starting a selection process for a festival host city in 2027. Six cities were chosen in June for consideration, but Atlanta; Louisville, Kentucky; and Santa Fe, New Mexico, were cut in September, leaving Utah (a combined Salt Lake City/Park City bid); Boulder; and Cincinnati, Ohio, as the last candidates.

Legislators in all three states ponied up bids for the show in the form of refundable tax credits — both Utah and Ohio for about \$3.5 million for the coming year. Colorado

offered a longer-range, \$34 million deal over 10 years.

Amy Redford, daughter of SFF founder Robert Redford, has more or less taken her father's place within the organization since he moved to New Mexico. Amy Redford is a graduate of the University of Colorado, located in Boulder. She knows the town and what it takes to stage Sundance, which had to play a factor in the decision process.

"Boulder is an art town, tech town, mountain town and college town," Kelso said in a release. "It is a place where the festival can build and flourish. We can't imagine a better fit than Boulder."

Colorado Gov. Jared Polis joined a group of state officials celebrating the news, saying, "Here in Colorado and across the country, [arts] put food on the table for so many people. The economic benefit to the state

over 10 years is projected to be over \$2 billion. We know it's about more than money. A powerful film that inspires somebody is priceless."

Economically, Utah has benefited greatly from Sundance. According to the festival's study for 2024, it generated about \$132 million in gross domestic product for the state, 1,730 local jobs, \$69.7 million in Utah wages, and \$13.8 million in state and local tax revenue.

Besides the income at hospitality venues such as hotels and restaurants, merchants on Park City's Main Street benefit from visitors, especially since there's "Park City any day" pricing and "Sundance Film Festival" pricing. One local driver, who wanted to remain anonymous, said his work for a resort near Park City "is always positively impacted by Sundance, and, yes, losing it will hurt."

"I've driven hundreds of people to and from Salt Lake International Airport and in and out of Park City for more than 10 years," the driver said. "There's a vibe and an energy created by Sundance that's unmatched, even with all the skiers in the winter or the hikers and rock climbers in the summer. It will be greatly missed."

Long-time Summit County resident Tom Kelly said he's aware that some locals tend to leave town during the festival because of the influx of visitors, though he and his wife are happy to stay.

"I think it's their loss," he said. "Even if you don't participate, you need to take pride in where you live. Sundance is a great source of community pride, and who wouldn't want to be part of something like that?"

Some Utah lawmakers aren't sorry to see it go. Sen. Daniel McCay, R-Riverton, posted on X: "Sundance promotes porn. Sundance promotes alternative lifestyles. Sundance promotes anti-LDS themes. Sundance does not fit in Utah anymore."

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Training AI tools to minimize human labor in the workplace

Cassie Goff
The City Journals

Brian Acord, founder of Acord.AI, showed members of West Valley’s local business community how to “Unlock the Power of AI” during a curated workshop by teaching attendees how to make work processes more effective and efficient with new technology.

Acord works as an AI specialist, educator at Salt Lake Community College, an entrepreneur for the Goldman Sachs 10,000 Small Business program, and a startup consultant through Acord.AI. He is a proponent of working with generative AI to help businesses grow.

“AI is going to destroy the world and it’s going to save the world,” Acord said. “We just don’t know which one it’s going to be first.”

He described how AI has been integrated into many types of web tools that companies are already using. Now, it’s going to be about developing specialty processes for generative AI to get more and more accurate.

“The solutions to AI problems will be found using AI,” he said.

Acord overviewed a handful of tasks AI can be programmed to complete, instead of spending human time and resources.

AI can be asked to respond to emails (while keeping in mind which ones are most important); record meetings (and trained to recognize specific voices); create images; write code; re-work information for presentations to boards/councils; summarize a five-star review to immediately share on LinkedIn; create “zaps” for applications that weren’t originally designed to work together; and record, summarize and organize information from a “braindump” or “brainstorm” session.

AI can be asked to play devil’s advocate, explore new perspectives, and address blind spots while analyzing data. Acord suggested asking AI the following questions: What am I missing? What could I be wrong about? What is this process missing?

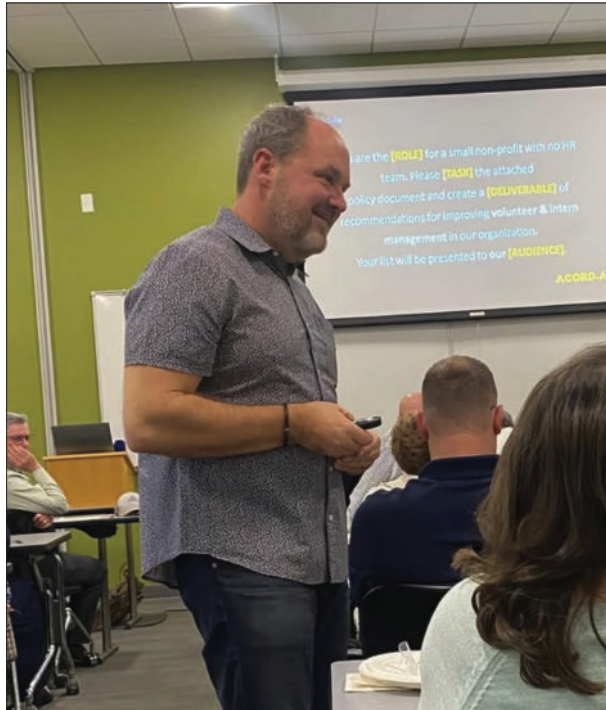
He also recommended programming AI for the different “hats” or “identities” users might wear. He has programmed separate AI pages, by uploading his previously recorded conversations for the multiple “hats” he is constantly wearing.

“Look at the different roles AI can play,” Acord said. “It opens up how much you can really use these roles for.”

When utilizing AI to help speed up processes, Acord emphasized the importance of thinking through the deliverables users want, in what format, and the data security. Prompts should be simple, straightforward and based on the anticipated result.

“The more data you can give it, the more accurate the response is,” he said.

He provided a basic prompt structure to input into text-



Brian Acord shares insights on leveraging AI to boost efficiency and productivity during ChamberWest’s sold-out Professional Development Luncheon. Photo courtesy of ChamberWest.

generative AI programs to yield relevant and impactful results: “Acting as [ROLE] perform [TASK] to create a [DELIVERABLE] for [AUDIENCE] in [FORMAT].”

Acord pulled back the curtain to quickly overview how AI thinks. He likened the processes by which AI learns to those of how the human brain learns.

“We have a lot in common with AI,” Acord said.

The human brain constantly takes in massive amounts of data and builds neural networks based on that data — the more frequently a specific learned association occurs, the deeper the associated neural pathway becomes. Humans are constantly re-evaluating and questioning their own neural networks and looking for inaccuracies to determine if the brain needs to deepen a neural pathway or re-route.

“We are interpreting patterns and we use those patterns to tell stories to help explain something,” Acord said. “Based on those stories, we have a world view.”

Like the human brain, AI identifies nonlinear data, interprets complex unstructured data, identifies patterns, and evaluates meaning. It learns continuously, but can find it difficult to go back into a previously learned pathway and troubleshoot.

“ChatGPT goes through all of this just like you do,” he said.

Acord cited an AI process that medical professionals tried to train and develop to streamline the early detection of cancer screening. Their idea was to train AI to identify an image of a skin lesion as either malignant or be-



“Until we begin using more specific and accurate terminology, our conversation and thoughts about AI will remain muddled,” said Brian Acord, founder of Acord.AI. Photo created by Acord using AI.

nign. A total of 25,000 images were fed into generative AI. When cross-checking the results of the AI model, researchers realized that every image including a ruler was being flagged as malignant. They had to go back and ask AI to remove images that included rulers and re-evaluate.

Eventually, this AI model began identifying correctly with a mid-90 percent rate for images with primarily white skin. Images showing skin from people of color reported only 70 percent accuracy.

“It does have bias built into it — as we all do,” Acord said.

Another example Acord used was asking for a book recommendation. If he asked a stranger for a book recommendation, they’d probably recommend their favorite book or ask for more data and alter the response. AI works similarly.

Acord suggested that the crowd explore a handful of AI systems beyond ChatGPT, including Perplexity, Claude 2.0 and Zapier.

Correction

A story about the Box Elder Business Summit in the March 31 edition of the *Salt Lake Business Journal* misspelled the name of Michael Jeanfreau, senior economist at the Utah Department of Workforce Services.

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CORPORATE FINANCIAL REPORTS

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

Clene

Clene Inc., based in Salt Lake City, reported a net loss of \$39.4 million, or \$5.67 per share, for the fiscal year ended Dec. 31. That compares with a net loss of \$49.5 million, or \$9.43 per share, for 2023.

Revenue in 2024 totaled \$342,000, down from \$654,000 in 2023.

Clene and its wholly owned subsidiary, Clene Nanomedicine Inc., is a biopharmaceutical company focused on revolutionizing the treatment of neuro-

degenerative diseases, including amyotrophic lateral sclerosis and multiple sclerosis. Among the treatments are CNM-Au8, which aims to restore neuronal health and function by increasing energy production and utilization.

“We expect further regulatory guidance in 2025 on the critical next steps required to advance our CNM-Au8 NDA submission for the treatment of ALS under the accelerated approval pathway,” Rob Etherington, president and CEO, said in announcing the results.

Security National Financial

Security National Financial Corp.,

based in Salt Lake City, reported after-tax earnings from operations of \$26.5 million, or \$1.11 per share, for the fiscal year ended Dec. 31. That compares with \$14.5 million, or 61 cents per share, in 2023.


Revenues in 2024 totaled \$334.5 million, up from \$318.5 million in 2023.

SNFC has three business segments: life insurance, cemeteries/mortuaries and mortgages.

“2024 marked another year of solid progress for our company,” Scott Quist, chairman of the board, president and CEO, said in announcing the results. “Our life insurance segment had its

best operational year ever, delivering a 25 percent improvement over 2023, which was its previous best year ever. ... 2024 was our cemetery and mortuary segment’s best year ever, improving 5 percent over 2023, which was its previous best year ever.” The mortgage segment “delivered a solid performance,” decreasing its loss by over \$11 million (64 percent) while increasing its revenue by over 8 percent, Quist said.


“Lastly, I will say that any year that we as a total organization improve our before-tax income by over 100 percent is a very good year.”



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Utah-based OliverIQ announces merger with Texas firm

Residential and commercial technology providers SAVI Controls of Carrollton, Texas, and OliverIQ of South Jordan have announced a merger. The newly formed company will operate as SAVI iQ and plans to deliver the first AI-driven, cloud-based automation and support platform for the commercial and residential markets, according to a release from OliverIQ.

SAVI Controls services the commercial audio-visual market with a simplified, easy-to-program solution while OliverIQ has developed an AI-powered

smart-home-as-a-service (ShaaS) platform engineered for service providers.

Terms of the merger were not disclosed. SAVI iQ will maintain offices in Texas and South Jordan.

The newly unified company plans to bolster its product line with AI-powered cloud services for “residential” and commercial projects, from bars, restaurants and casinos to sports stadiums, according to the joint statement. This gives Internet service providers and security companies the ability to now extend services beyond residential

subscribers to commercial customers, according to the announcement. Partners of the new company will be able to market SAVI iQ products under their own brands.

“We are thrilled to join forces with SAVI Controls,” said Will West, co-founder of OliverIQ and CEO of the newly formed SAVI iQ. “For years, thousands of dealers have built successful businesses by catering to a high-end niche. SAVI iQ changes that by making intelligent automation and support accessible to a much wider market —

helping homeowners embrace automation affordably while also empowering businesses to operate more efficiently.”

“Our platform leverages AI and intuitive voice controls, enabling partners to scale their businesses and unlock recurring revenue opportunities,” said John Dorsey, president of SAVI iQ. “For decades, commercial AV systems have been prohibitively expensive and overly complex. We’re changing that by offering advanced, accessible solutions alongside a recurring revenue model that transforms profitability.”

Cox vetoes bill that would have allowed property tax revenue for schools to go to state general fund

Gov. Spencer Cox has vetoed a bill from the 2025 Utah Legislature that would have fundamentally changed the way the state looks at property tax revenues.

Citing “public trust, sending the wrong message to educators, and accounting and legal problems,” Cox nixed SB37, a controversial bill that would have allowed property tax revenue, historically used only for public schools, to be diverted into the state’s general fund and used for any number of other purposes.

As is presently constituted, about \$842 million collected from local minimum basic rate property taxes goes directly to school districts for education funding. However, with SB37, sponsor Sen. Lincoln Fillmore, R-South Jordan, wanted to change the law to create “more budget flexibility” and to “equalize” funding across school districts.

Under SB37, the property tax revenue would go directly to the state’s general fund. After receiving the money, the Utah State Board of Education would then have 35 days to transfer an equal amount into local school district accounts.

The bill would allow the board to use income tax dollars, which are required under the Utah Constitution to be reserved for education expenses, to replace those property tax dollars in the state’s general fund before money would be distributed to school districts.

While opponents, notably the state’s educators, argued SB37 would jeopardize future education funding, Fillmore said it wasn’t just “a clever way” for state leaders to “steal money from public education.”

“The bill requires that whatever money is collected, the exact same amount of money in the exact same time frame, with

the exact same funding flexibility, is distributed to school districts as soon as it’s collected,” he said.

The Board of Education was a major opponent of the bill. As the Legislature’s general session ended, the board passed a resolution urging Cox to veto it. One board member, Sarah Reale, described the bill as “really fishy” and “money laundering,” according to a Salt Lake Tribune report.

Cox wrote in justifying his veto that State Auditor Tina Cannon requested a veto of SB37 in the interest of keeping the process “simple, clear and transparent.”

“I worry that this bill puts that at risk,” Cox’s statement said.

“Even if I were to ignore these legal and accounting issues, I also worry that this bill sends the wrong message to our schools and teachers about the value we place on our education funding,” Cox wrote.



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Cottonwood Title is proud to announce that Cort Ashton, Vice President of Escrow and Commercial Escrow Officer, has been recognized as a National Title Professional (NTP) by the American Land Title Association (ALTA).

This prestigious designation is awarded to individuals who demonstrate exceptional expertise, dedication, and commitment to the title industry. Ashton is currently the only person in Utah to hold the NTP designation and is one of only 120 nationwide.

Ashton has long been a respected leader in the industry. He has served as both a member and chairman of the Title and Escrow Commission for the State of Utah and has long played an active role in the Utah Land Title Association (ULTA), including a term as President and several as Chairman of the Legislative Committee, a role he still holds.

“The business of title insurance and conducting complex commercial closings,” said Ashton, “has provided endless opportunities to learn and grow, even after doing this for almost 30 years. This designation is a continuation of my lifelong quest to learn and be the best at what I do.”

Frank Ivory, President of Cottonwood Title, adds, “For Cort to receive this rare national designation is remarkable and only adds to his well-deserved reputation. I would expect that Cort’s customers are the least surprised by this since they routinely see him handle some of the most difficult commercial closings in the state.”

Ashton has been a senior leader at Cottonwood Title for over 21 years and has helped guide the company from a handful of employees and one office to over 125 employees across eight locations.



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.

April 7, noon-1:30 p.m.

“BioHive Unites: Game-Changing Conversations to Enhance Workplace Culture,” a BioHive event. BioHive, University of Utah President Taylor Randall and University of Utah Impact Scholar and UNITE co-founder Tim Shriver will discuss how The Dignity Index can help people be more effective leaders and enhance workplace culture. Location is Zions Bank Founders Room, 18th floor, 1 S. Main St., Salt Lake City. Details are at <https://lu.ma/ey9o3ots>.

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 \$250 for members and \$300 for nonmembers; \$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 \$125 for members and nonmembers. Details are at chamberwest.com.

April 8

Work Ability Career Exploration &

Job Fair, tailored for people with disabilities. Workshops begin at 9:30 a.m. Job fair is 10 a.m.-2 p.m. Location is Robert G. Sanderson Center of the Deaf and Hard of Hearing, 5700 S. 1500 W., Salt Lake City. Free and open to the public. Job-seekers may pre-register at <https://shorturl.at/RlnJ4>. Details are at <https://jobs.utah.gov/usor/vr/employer/events/jobfair.html>.

April 8, 11 a.m.-1:30 p.m.

“Quick Connections: Fast Conversions, Lasting Connections,” a U.S. Small Business Administration networking event. Location is Miller Conference Center, Building 3, 9750 S. 300 W., Room MBEC-203, Sandy. Details are at <https://www.sba.gov/event/68247>.

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. Location is South Salt Lake Community Center, 2530 S. 500 E., South Salt Lake. Details are at <https://themillatslcc.com/education/everyday-entrepreneur-program/>.

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

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

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

“Let’s Do Lunch,” a South Valley Chamber of Commerce event. Speaker Lee Weech, vice president of sales, Executech, will discuss “AI Fundamentals: Practical Tools to Boost Productivity.” Location is Canyons School District, 9361 S. 300 E., Sandy. Cost is \$23 for members, \$35 for nonmembers. Details are at southvalleychamber.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, 6-7:30 p.m.

“Online Marketing Fundamentals,” a Small Business Development Center

event that takes place online. Details are at <https://clients.utahsbdc.org/events.aspx>.

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 10-11

Ski-LE: An In-Person FDA and Compliance Legal-Regulatory Update, presented by Gardner Law and BioUtah. Evening session April 10 takes place 6:30-8:30 p.m. Programming takes place 7-11 a.m. April 11 and is designed for in-house attorneys, regulatory, quality and compliance professionals from the medical device, biotech and pharmaceutical industries. Presenters include Mark Gardner, managing partner at Gardner Law; Mike Pisetski, chief business and legal affairs officer at SI-BONE Inc.; and Nathan Downing, managing attorney at Gardner Law. Location is Cliff Lodge at Snowbird. Details are at <https://gardner.law/news/ski-le-an-in-person-fda-and-compliance-legal-regulatory-update>.

April 10, 9 a.m.-2 p.m.

EDA Tech Hub Synergy Symposium, presented by 47G and University of Nevada Reno (Nevada Tech Hub). Event will feature panel discussions and presentations on workforce development in rural communities and tribal engagement, exploring best practices, solutions and future opportunities, with networking to spark collaboration across government, industry and nonprofit sectors. Location is Thomas S. Monson Center at the University of Utah, 411 E. South Temple, Salt Lake City. Details are at <https://lu.ma/yr11cu67>.

April 10, 6-7:30 p.m.

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

April 11, 10 a.m.-2 p.m.

DoD SBIR/STTR Workshop, a Utah Innovation Center event focused on how a business can secure non-dilutive funding through the Department of Defense. Speakers include Jennifer Hwu, CEO of Innosys, and Colleen Gibney, SBIR deputy project manager at the Defense Health Agency. Location is World Trade Center Utah, 60 E. South Temple, Salt Lake City.

Free. Details are at Eventbrite.com.

April 11, noon

“Product Leaders: What’s In Your Way?” Event is presented by Silicon Slopes and Utah Agile. Speaker is Randy Hale, leadership and organizational effectiveness coach. Event takes place online via Zoom. Details are at <https://app.siliconslopes.com/events>.

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 16, noon-1 p.m.

“Solve the Business Puzzle,” a

see **CALENDAR** page 8



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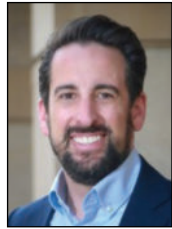
• **Helix Electric of Utah LLC**, an electrical contractor, has announced that **Nathan Goodrich**, division manager at Helix, has been appointed as chair of the board of directors for the **Associated Builders and Contractors of Utah (ABC Utah)**. He served as chair-elect in the previous year. He will guide the organization's strategic vision, advocacy efforts and workforce development initiatives. Goodrich has nearly three decades in the electrical contracting industry. Since opening the company's Utah office five years ago, he has led its growth from a small team to an operation employing more than 200 people. Goodrich has been involved in ABC Utah on its Government Affairs Committee, which meets monthly to address legislative and regulatory issues impacting members.



Nathan Goodrich

INSURANCE

• **Trucordia** (formerly PCF Insurance Services), a Lindon-based insurance brokerage, has named **Aaron Davidson** as



Aaron Davidson

REAL ESTATE

• **PEG**, a Provo-based owner, operator and developer of multifamily, hospitality and build-to-rent assets in the U.S. and Canada, has appointed **Kyle Early** as managing director of portfolio management. He will lead PEG's residential investment strategies, expand the firm's investment product offerings for institutional and private wealth clients, and oversee the sourcing and execution of investments. Early has experience in commercial real estate private equity and credit, with a track record in investment strategy, capital raising, and managing investments across the risk spectrum. His expertise includes acquiring stabilized, value-add and ground-up development assets, as well as originating bridge, construction



Kyle Early

senior vice president of broking and strategy. Davidson most recently served as a managing partner at Peak 8 Advisors. His career includes serving as CEO and president of Relay Partners, and he also held senior positions of increasing responsibility at ServiceNow and Guidewire Solutions.

and permanent loans across senior, mezzanine and preferred equity structures. Prior to joining PEG, he served as managing director for Greystar Investment Management. Earlier in his career, he was a senior vice president at Vanbarton Group, directing the firm's western U.S. acquisitions and loan originations. He was also a vice president at CIM Group.

LIFE SCIENCES

• **Renew Biotechnologies**, a Provo-based company focused on equipping researchers and providers with genomic and epigenomic tools, has hired **Bruce Hassler** as chief technology officer. He will lead the company's efforts to strengthen its technology infrastructure and information security. Hassler has experience in IT architecture, cybersecurity and infrastructure strategy.



Bruce Hassler

LOGISTICS

• The **Utah Inland Port Authority** has appointed **Mark Nord** as director of real estate and development in the Northwest Quadrant Project Area. Among his primary responsibilities, he will lead efforts to remediate and prepare the North Temple Landfill for future uses. Nord has over two decades of leadership and expertise in community development, strategic partnerships,



Mark Nord

and industrial and commercial real estate projects. He previously was economic development director for West Valley City, and he served as deputy mayor of Provo City and as a state lobbyist, exemplifying a background in government relations, policy advocacy and stakeholder engagement. Nord holds a Bachelor of Arts in political science from the University of Utah.

SERVICES

• **Always Best Care Senior Services**, a senior care franchise system in the U.S., has announced that **Bret Lyman** has taken over ownership of two Always Best Care franchises in Provo and St. George. The Provo office is at 350 E. Center St., Suite 4. The St. George office is at 1079 E. Riverside Drive, Suite 202. They will provide senior care services, including non-medical in-home care and senior living referral services. Lyman has more than 25 years of medical and direct care experience, having served as a registered nurse prior to joining the agency. He is currently the owner of an assisted living facility. His background includes home health, assisted living and skilled nursing experience, including pediatric, orthopedic, surgical, ICU and skilled nursing. Lyman is also a university educator with nearly 20 years of teaching experience.

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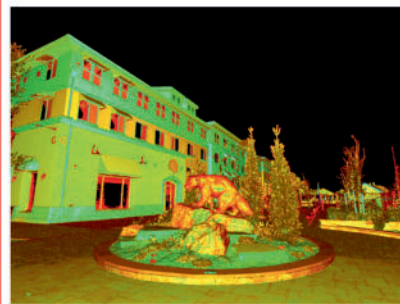
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CALENDAR

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Women's Business Center of Utah event. Presenter Elizabeth Gunter, artist, graphic designer and entrepreneur, will discuss "Branding & Content Strategy Reset: Plan Your Next 90 Days." Event takes place online. Free. Details are at wbcutah.org.

April 16, noon-1:30 p.m.

"Strictly Networking Lunch," a West Jordan Chamber of Commerce event. Location to be announced. Free (pay for your lunch). Details are at wjc-ut.com

April 16, 2-6 p.m.

Job Fair, a ChamberWest event. Location is Granger High School, 3580 S. 3600 W., West Valley City. Free for members, \$250 for nonmembers to participate. Details are at chamberwest.com.

April 16, 5:30-6:30 p.m.

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

April 16, 6-8 p.m.

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

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 17, 11:30 a.m.-1 p.m.

Economic Summit, presented by Bank of Utah, in partnership with the Utah Valley Chamber. Keynote presenter is Dejan Eskic, a senior research fellow at the Kem C. Gardner Policy Institute. Location is Thanksgiving Point, Garden Room, 3900 Garden Drive, Lehi. Details are at <https://campaign.documatix.com/DPS/Events/Registration?GUID=2QnLt pDleEKmdtATz6cfIA>.

April 17, noon

Mental Health Town Hall, presented by Silicon Slopes and Promise2Live. Location is Silicon Slopes, 2600 Executive Parkway, No. 140, Lehi. Details are at <https://app.siliconslopes.com>.

April 17, 1-3 p.m.

"Panel: Accelerating Government Sales: Unlock the \$2 Trillion Public-Sector Market," presented by 47G and Talbot West. Panelists include Wendy Whitcomb, formerly with DocuSign, Oracle and Salesforce; Craig Miller, director of defense initiatives and partnerships, 47G; and moderator Jacob Andra, chief innovation officer, Talbot West. Location is 175 W. 200 S., Salt Lake City. Details are at <https://lu.ma/da0odv45>.

April 17, 6-8 p.m.

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

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, 9-10:30 a.m.

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

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.

Professional Development Series, a ChamberWest event. Speaker Paul Howard, owner of Chick-fil-A West Valley, president and CEO of Howard's Hospitality, will discuss "Servant Leadership: The Secret Behind Chick-fil-A's Success." Location is Salt Lake Community College, 3460 S. 5600 W., West Valley City. Cost is \$25 for members by April 17, \$35 for nonmembers and for members thereafter. Details are at chamberwest.com.

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

Women in Business, a South Valley Chamber of Commerce event that includes a celebration of the 2025 graduating class of the South Valley Chamber Junior Women in Business Program. Event includes remarks from a panel of young female entrepreneurs: Sarah Davis (moderator), owner, The Piano Place; Amy Lund, owner, The Dough Lady; Kalli LeBaron, owner, Joy Pops; and Audrey Tran, owner, Roaming Heart. Location is Jordan Academy for Technology & Careers, 12723 Park Ave., Riverton. 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 23, 6-7 p.m.

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

April 24, 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 24, 6-7 p.m.

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

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 25, 9 a.m.-1 p.m.

"Critical Ventures: Investing in National Security Materials," a roundtable discussion hosted by 47G. Speakers will discuss opportunities for cross-sector collaboration, the economic outlook in the region, near-term investment priorities and innovation gaps, and Utah's continued role in national supply chain strategy. Location is Thomas S. Monson Center, 411 E. South Temple, Salt Lake City. Details are at <https://lu.ma/75ljkq06>.

April 29, 9 a.m.

Greater Cache Valley Economic Summit 2025, presented by Bank of Utah, in partnership with the Cache Valley Chamber of Commerce. Speakers include David Zook, county executive of Cache County; Michael Jeanfreau, a senior economist at the Utah Department of Workforce Services; and a representative from 47G. Location is Riverwoods Conference Center, 615 Riverwood Parkway, Logan. Details are at <https://campaign.documatix.com/DPS/Events/Registration?GUID=hGgrHRdziE3DPws1Nnzbbg>.

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 1

"Putt at the Point" Mini Golf Tournament, a Point of the Mountain Chamber of Commerce event. Start times are 9 a.m. and 10:30 a.m. Location is Megasphere, 1657 N. State St., Lehi. Details are at thepointchamber.com.

May 1, 4-6 p.m.

"From Bias to Balance: Safeguarding PHI for AI Research," a BioHive event focused on safeguarding PHI (protected health information) for advancing equitable AI innovation in health care. Location is bioMérieux, 515 Colorow Road, Salt Lake City. Details are at <https://lu.ma/2yntofp2>.

May 6, 11:30 a.m.

Point of Leadership Speaker Series, presented by the Point of the Mountain Chamber of Commerce. Speaker Austin Collie, former NFL and BYU football star, will discuss real-world leadership lessons from the field, the locker room and beyond. Location is Karl Malone Training Center, 525 E. 200 S., Lehi. Details are at thepointchamber.com.

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

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

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

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

May 8, 11:30 a.m.-1 p.m.

Women in Business Luncheon, a Davis Chamber of Commerce event 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 13-15

"Aerospace and Defense Acceler8 Wasatch 2025," a gathering of aerospace and defense innovators. Activities include a reception, keynote presentation, breakout sessions, panel discussions, matchmaking and a pitch competition. Location is Union Station, 2501 Wall Ave., Ogden. Free. Details are at <https://acceler8wasatch2025.eventbrite.com>.

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 clients.utahsbdc.org/events.aspx.

May 14, 10 a.m.

"Talk AI Summit: Autonomous Agents, Innovation and the Future of Work," a Silicon Slopes event focused on autonomous intelligence, AI-human synergy, and personalization at scale. Event takes place online. Free. Details are at <https://www.talkaisummit.com/tais25-registration63004765>.

CALENDAR

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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 17

“Night for Joy,” hosted by the Chartway

Promise Foundation and featuring food, beverages, live entertainment, a silent auction and raffle prizes. Proceeds will support charity partners, including Make-A-Wish Utah, Ronald McDonald House Charities Intermountain Area, Primary Children’s Hospital, Ability Found and more. Location is Squatters Pub Brewery, West Broadway, Salt Lake City. Cost is \$50. Details are at <https://e.givesmart.com/events/HIY/>.

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

Women in Business Golf Clinic, a ChamberWest event. Morning session is 8:15 a.m.-12:30 p.m. Afternoon session is 11:15 a.m.-3:15 p.m. Location is The Ridge Golf Club, 5055 S. West Ridge Blvd., West Valley City. Cost is \$95 for members by May 15, \$125 for nonmembers and for members thereafter. Details are at chamberwest.com.

May 21, 9-11 a.m.

“Franchising Unfiltered: Myths & Realities for Entrepreneurs,” a Small Business Development Center event. Location is Salt Lake SBDC at Salt Lake Community College. Cost is \$20. Details

are at <https://clients.utahsbdc.org/events.aspx>.

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 22, noon

Mental Health Town Hall, presented by Silicon Slopes and Promise2Live. Location is Silicon Slopes, 2600 Executive Parkway, No. 140, Lehi. Details are at <https://app.siliconslopes.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 19, noon

Mental Health Town Hall, presented by Silicon Slopes and Promise2Live. Location is Silicon Slopes, 2600 Executive Parkway, No. 140, Lehi. Details are at <https://app.siliconslopes.com>.

June 20, 4 p.m.

“Innovation Meets Investment,” a Silicon Slopes event focused on how professional financial guidance can empower a business. Location is Renaissance Financial, 9815 Monroe St., Sandy. Details are at <https://app.siliconslopes.com/events>.

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.

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STADLER
from page 1

al property tax differential rebate, equivalent to 10 percent of the assessed property tax, after completion of the development.

The rebate will be provided yearly for up to 25 years, provided there is continued operation within the Northwest Quadrant during that time. It is contingent upon continued operations, corporate stewardship commitments and water usage reviews.

“We are proud to expand our U.S. manufacturing footprint right here in Salt Lake City,” Martin Ritter, CEO of Stadler North America Division, said in a prepared statement. “This incentive will allow us to accelerate innovation, enhance our workforce, and strengthen our partnerships with the inland port and transit agencies nationwide.”

“This investment solidifies Utah as a premier hub for cutting-edge passenger rail manufacturing,” said Ben Hart, UIPA’s executive director. “Stadler’s expansion will bring high-quality jobs, strengthen local supply chains, and drive innovation in zero-emission passenger rail technology — exactly the kind of growth we aim to support.”

Conradi said the company hopes the expansion will boost economic activity in the surrounding area.

“We do still have quite a supplier base that is outside the United States, so we hope with big expansions like this and creating a bigger footprint, we bring those businesses here locally and we also build up greater economic activity amongst our suppliers,” he told the UIPA board.

Stadler also hopes to enhance job training programs, including through its apprenticeship program that trains 26 youth apprentices at their facility. Four apprentices are expected to graduate from the three-year program this summer.

Conradi said the company is “not sure where we land in the mix” when it comes to tariffs, but it wants to “localize as many competencies” as possible, including welding, additional engineering and production jobs.

He noted that the company has been hampered by weather issues that caused it to slow its capital expenditures. “But fortunately, because of incentives like this, Stadler still has the desire to continue to invest here in the United States,” he said.

Jerry Stevenson, a UIPA board member and Utah state senator, was part of the board’s unanimous incentive vote. “Stadler has been a wonderful organization that’s come to the state of Utah,” he said, “and we hope we continue to present an environment where you can continue to grow and produce product for around the country.”

Stephen Smith, UIPA’s associate vice president of regional project area development, described the expansion project as “another good community partnership here with Stadler Rail.”

“Stadler Rail has been an incredible partner in the Northwest Quadrant [and] for the state of Utah, both as a company and as a community partner,” Smith said. “They’ve supported growth in the Northwest Quadrant. We think this incentive helps further that, providing more opportunities that’ll benefit our project area, the community through workforce opportunities, capital investment as well as sustainable investment.”

The TRAX project, starting at \$129 million, is for 20 new Stadler Citylink light rail cars and is funded, in part, by a Federal Transit Administration grant. Pending additional funding, it includes options for 60 additional vehicles. More than 800 Citylink units have been sold in various countries across Europe since 2003.

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23ANDME
from page 1

ing in early June. But U.S. Bankruptcy Judge Brian C. Walsh required the company to slow the overall pace by two weeks, in part to accommodate his schedule and in part to give creditors a chance to weigh in before the court makes a final decision on a buyer.

“My reaction to the timeline is that it’s pretty tight,” Walsh said at the company’s first bankruptcy hearing, held in St. Louis. At his request, the company agreed to push back the final court hearing for the possible sale of assets from June 2 to June 17.

Walsh’s ruling didn’t resolve concerns raised by the looming auction of the sensitive data or complaints from shareholders about the months 23andMe spent trying to find a buyer before filing for court protection early in March.

The company has said the Chapter 11 reorganization doesn’t change how it stores or protects personal data and that any buyer will be required to comply with applicable laws with regard to the treatment of such information. The company allows customers to delete the genetic details and other information in their account and to have

their saliva, blood or other bodily tissues removed from the company’s “biobank,” according to the court.

The news release from Utah’s consumer protection organizations outlined Utah consumers’ rights under UCPA and GIPA, including the right to rescind access or to request 23andMe to delete a consumer’s account and genetic data.

“In light of the company’s financial difficulties and the potential risks to your sensitive information, you may want to consider this,” the agencies’ release said.

Consumers can also request the destruction of their genetic samples. If customers who previously submitted biological test samples to 23andMe wish to ensure that they are no longer stored or used, they have the right to make this request.

The release from DCP and the attorney general’s office goes on to detail how to accomplish these tasks, including step-by-step procedures for accessing and deleting a 23andMe account. These instructions can be accessed at the DCP website, <https://dcp.utah.gov/>.

The release also said that a consumer can opt out of the company’s sale of personal data as part of the bankruptcy procedures and gives instructions for doing so.

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Industry Briefs

Industry Briefs are provided as a free service to our readers. Company news information may be sent to brice.w@the-cityjournals.com.

BANKING

- **TAB Bank**, based in Ogden, has closed a \$13 million lender finance facility for **Capital Foundry**, a Pittsburgh-based specialty finance lender that provides a variety of debt and credit products as well as business consulting services to small businesses and middle-market companies. The facility is expected to enable the firm to expand its lending capabilities and better serve businesses seeking financing to support growth and working capital needs.

ECONOMIC INDICATORS

- **Park City to Salt Lake City** via I-80 is Utah's "most enjoyable commute," according to a survey of "dream drives" by **Quantrell Volvo**. That ranked No. 28 in the U.S. Other Utah drives on the list are No. 54 **Provo to Salt Lake City** via I-15 and No. 61 **Ogden to Salt Lake City** via Legacy Parkway and I-15. The top-ranked drive overall is Kailua to Honolulu in Hawaii via Pali Highway/HI-61. Details are at <https://www.quantrellvolvocars.com/dream-drives.htm>.

- **Utah County** is ranked No. 85 on a list of "most earthquake-vulnerable counties" in the U.S., compiled by **Home Gnome**. It compared 206 of the biggest U.S. counties with high earthquake risk based on three categories and considered earthquake risk, the median age of homes, and the number of dams. The top-ranked county overall is San Francisco County, California. The lowest-ranked is Williamson County, Tennessee. Details are at <https://homegnome.com/blog/studies/most-earthquake-vulnerable-counties/>.

- The average Utahn has not broken a sweat while playing a sport in 93 days, according to a survey by **LiveSportsonTV.com**. The national average is 98 days. The highest "not broken a sweat" average is in North Dakota, at 188 days. The lowest, 19 days, is in Colorado. Asked if they would rather play or watch if they had an hour to spend on sports, 25 percent in Utah picked playing over watching. The figure was 11 percent in North Dakota and 67 percent in Colorado. Details are at <https://www.livesportsontv.com/news/americas-sports-divide-survey-maps-where-were-watching-more-playing-less>.

- **Layton** is the highest-ranked Utah city on a list of cities "safest from

natural disasters," compiled by **Home Gnome**. It compared 477 of the biggest U.S. cities based on five categories, considering each city's overall risk across 18 natural hazards, including average insurance rates and access to disaster response resources like EMTs, fire stations, and hospitals. The lowest-ranked Utah city is No. 445 West Valley City. The top-ranked city overall is Lynchburg, Virginia. The No. 477 city is Hemet, California. Details are at <https://www.homegnome.com/blog/studies/safest-cities-natural-disasters/>.

HEALTH CARE

- **Wellnest**, a new fertility clinic for assisted reproductive technology (ART) in Ogden, recognized National Infertility Awareness Week by launching an **IVF Grant Program** aimed at alleviating the financial burden facing fertility patients. Wellnest will award up to \$2,000 in financial assistance to 25 eligible patients pursuing IVF. The American Society for Reproductive Medicine indicates that women without insurance coverage for IVF are three times more likely to stop treatment after just one cycle, compared to those with insurance. Another study found that approximately 25 percent of patients discontinue fertility treatments because of out-of-pocket costs.

HOSPITALITY

- **Extell Development Co.**, a New York-based real estate developer, and **Hilton**, a hospitality company, have signed an agreement for a new **Canopy by Hilton** hotel at Deer Valley East Village. The 180-key hotel, set to open in summer 2026, will be the first hotel in Utah for the Canopy by Hilton brand. The hotel design features architecture by **The Richardson Design Partnership** and interior design by **DLR/Brayton Hughes**. On-site amenities will include a pool and hot tub, steam room and sauna, fitness center, golf simulator, a ski reception lobby and ski locker room, meeting and conference facilities, and two levels of underground parking accommodating 176 stalls. Food and beverage options will include a signature destination restaurant, an apres-ski lounge, a grab-and-go coffee shop, and a rooftop lounge. The Canopy portfolio includes more than 40 open properties around the world and more than 40 under development across 13 countries and territories.

PHILANTHROPY

- **O.C. Tanner**, a Salt Lake City-based company focused on employee recogni-

tion, has committed \$15 million over 10 years to the **Utah Symphony/Utah Opera** as part of the newly established **O.C. Tanner Key Signature Initiative**, aimed at sustaining USUO's artistic and executive leadership positions and ensuring world-class programming for generations to come. O.C. Tanner's commitment is divided into two components, including support for key leadership positions within the organization and a challenge to inspire other philanthropic leaders in Utah to join in building a brighter future for USUO. The commitment includes ongoing annual funding of \$500,000, with an additional \$10 million over a period of years. As part of the O.C. Tanner Key Signature Initiative, USUO has announced that the role of president and CEO will be named the O.C. Tanner Chair.

- **Epicenter**, an affordable housing nonprofit, is getting financial help from the **Wells Fargo Foundation** for **Canal Commons**, the first multi-unit rural Utah affordable housing development built within 50 miles of Green River in nearly 40 years. The grant amount was not disclosed. Five new affordable rental housing units are under construction and another five or more are in the planning stage for the next year or two. Along with the Wells Fargo grant, Epicenter raised a total of \$1.2 million in funding to build new affordable housing in Green River and is using the grants to foster more tools needed to develop more homes in rural Utah. For example, it has activated Emery County's Community Reinvestment Agency fund to start granting funds to affordable housing projects, and it has hosted two affordable housing panels.

REAL ESTATE

- **Toll Brothers Inc.**, a builder of luxury homes, has announced a new phase of future home sites in its **Toll Brothers at Jordanelle Ridge** community in Heber City. The first phase of home sites is nearly sold out, and the new phase will be available for sale in late spring at 2109 N. Paradise Flat Lane. The community will offer home designs ranging from approximately 2,600 to more than 4,300 square feet, with prices starting at just over \$1 million. Amenities include a fitness center, clubhouse, cafe, fire pit, hiking and biking trails, and a pickleball court. Toll Brothers builds in over 60 markets in 24 states.

- A currently vacant, 27,000-square-foot **manufacturing building** in Hildale has been sold to an unidentified local business. The announcement was made

by **NAI Excel**. The sale was completed by Jason Griffith, a senior member and commercial investment specialist at NAI Excel, and Twila Davis, branch broker and senior vice president at NAI Excel in Cedar City.

RECOGNITIONS

- The **Utah Valley Chamber of Commerce** has named **Matthew S. and Paige Holland** and **Nathan Ricks** as the 2025 recipients of the **Pillar of the Valley Award**. They will be honored at the annual Pillar of the Valley Gala on April 9 at the Utah Valley Convention Center. The award recognizes individuals who have made extraordinary contributions to the business, civic, social, educational and cultural climate of Utah Valley. Matthew Holland is a former president of Utah Valley University and currently serves as a General Authority Seventy for The Church of Jesus Christ of Latter-day Saints. Paige Holland has played a pivotal and complementary role to the rapid development of UVU and Utah Valley, including being a force behind initiatives aimed at increasing access to education, particularly for women. Ricks died in a plane accident in 2023 but was a retired executive of Provo-based Nu Skin and was an executive at Stack Real Estate.

- Several women received **ForgeHER Awards** at the recent Women in Manufacturing Conference at Salt Lake Community College in Sandy. The awards from the **Utah Manufacturers Association** recognize outstanding contributions to the manufacturing industry in leadership, innovation, mentorship and technical expertise. Recipients are **Kaitlyn Ladwig**, shipping lead, Five Star Airport Alliance Inc.; **Natalie Koyle**, manager of production/U.S. logistics, Nu Skin Enterprises; **Sherry Van Mondfrans**, glass specialist, 3form; **Gretchen Hasenoehrl**, president, CNC Fabrication; **Vida Moss**, operations manager, Country Lazer; **Cari Dietrich**, principal engineering of research and development, Northrop Grumman; **Rebekah Stuart**, group product manager, Hexcel Corp.; and **Elena Balasa**, senior systems engineering manager, Northrop Grumman.

- **Tarifflo**, a student startup from Utah State University that offers an AI-powered platform that automates international trade documentation, won the \$20,000 grand prize and first place in the **2025 Tim Draper Utah Entrepreneur Challenge**, a statewide business-model

see BRIEFS page 14

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FROM THE COACH

A tale of two coaches

It seems almost magical when a great team comes together and extraordinary results occur. How does this magic occur? Is there a process that will increase the likelihood of such an outcome?

I think there is. Consider two similar high school baseball teams. Both have a player roster of those who “made the cut” at tryouts. However, there are subtle differences between the teams, primarily based on how their respective coaches decided who would get to play for them.

Both coaches felt the need to build a winning team as well as pressure to please parents who had invested heavily in the athletic futures of their sons. The first coach had a sleepless night of decision-making wherein he selected the young men to fill key positions on the team, and who possessed the attitude, work ethic and attributes needed to build a solid team culture. Some were experienced in the game, having played many years, but there were a few that he “just had a feeling about.”

The second coach adopted a less deliberative approach. He had heard the voices of parents who expected their sons to make the team, and they were his friends and neighbors. Although these boys were outperformed by others in tryouts, he opted to put most on the team. His rationale was simple: I don’t need the headaches of dealing with parents — and I’m a good enough coach to get their sons to play



RICH TYSON

well. Thus, some of the best players were cut, never to play baseball again.

Back to the similarities between these two coaches: They both had to cut young men who had tried out, leaving disappointed boys at

both high schools. The day after the rosters were posted, both coaches got an earful from several parents.

As a lifelong baseball fan and coach, as well as the father and grandfather of four high school baseball players, I’ve seen this scenario play out numerous times. And I’ve seen it in virtually every sport and in school plays, etc. There is almost always an “insider’s track” regarding who makes the teams.

So, there are two questions: (1) which coach and team performed best? and (2) what in the heck does this have to do with business?

The answer to the first question is pretty simple. The first coach who based his selections on merits, rather than familiarity and insider connections, had a very successful season. No state championship, but he built a cohesive team who enjoyed each other and continuously improved. The second coach’s team never fully jelled. There

was an undercurrent of resentment and uneasiness that lasted all through the season. Their performance was mediocre.

Regarding the second question, the answer is that this scenario plays out far too often in the formation of enterprise leadership teams. Rather than carefully assessing requirements, roles and positions for key players, founders and CEOs make their selections based on “who they know” from their friends and family. This is almost always a prescription that puts a linebacker at the shortstop position, or, as the saying goes, “a square peg in a round hole.”

As a coach of CEOs and entrepreneurial leaders, I have often asked if it is better to be deliberative or decisive. The majority of my clients have opted for decisiveness, and that is indeed important. But when it comes to selecting key players for your leadership team, you need to be like the first high school baseball coach. You need to be deliberative, to endure the sleepless nights of defining the roles you need to fill, the attributes the right person will need to succeed, their fit with your culture and the experience and education they need for their essential contribution.

Now, this raises an additional question: What if you already have a leadership team with one or more misplaced or marginal contributors? The answer here is almost always gut-wrenching. You must have the courage to make a change! And

if that person is a friend or family member, your tendency will be to put off the pain of making that change. But that is a mistake, perhaps even one fatal to your business.

Courage with compassion is required — and harmonizing these is not easy. We’re seeing a version of this with layoffs in the federal government right now. Wisdom dictates that downsizing is necessary where there is waste, and incompetence must be replaced with strong performers. We must have the courage to make these changes, but we also must recognize that every laid-off employee is a real person who has a family and obligations. Compassion dictates that we take no joy in the necessity of job loss, but courage requires that we do what is necessary. Not everyone at tryouts will make the team, nor stay on it.

As a coach to CEOs and other leaders of teams, I must say that a problem prevented is much to be preferred over a problem to be solved. If you take a deliberative approach to building a high-performing leadership team, you may well avoid (or at least reduce) the need to make difficult changes in the future.

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

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Funding allocations, workers part of fed's impact on tourism, travel

The federal government keeps people moving into and out of Utah, in the form of funding and employment for national parks and its airports, according to a new study.

The amounts include more than \$100 million in allocations to Utah's national park areas and airports annually and supporting more than 1,200 jobs, according to an analysis by the Kem C. Gardner Policy Institute at the University of Utah. The study is part of a series highlighting the economic linkages between Utah and the federal government.

Utah's federal parks receive a combination of U.S. Department of the Interior and U.S. Department of Transportation ongoing and one-time funds annually. In fiscal year 2023, the allocations totaled nearly \$49 million in ongoing, base operating funds to Utah's federal parks and more than \$143 million in one-time Legacy Restoration Funds since fiscal year 2021.

As for employment, in fiscal year 2024, Utah had more than 1,200 federal workers in tourism-related jobs, including 658 in leisure and hospitality (including national parks and recreation jobs) and 605 at the Federal Aviation Administration.

More than 16.7 million people visited Utah's 18 national parks and places in fiscal 2023, with 15.7 million concentrated at 13 locations. According to the National Park Service, those visitors spent \$1.9 bil-

lion, generating a \$3 billion economic impact in the state.

While National Park Service jobs at Utah's "Mighty 5" national parks grew 8 percent between fiscal 2005 and 2024, park visitation doubled, from about 5.3 million to more than 10 million. Utah's national park visitors spent \$1.9 billion in fiscal 2023, ranking Utah third among states, behind only California's \$3.2 billion and North Carolina's \$2.6 billion.

Utah's federally funded national parks and places comprise 5.6 million acres of land. The NPS manages all of Utah's national parks and places except for Bears Ears, Grand Staircase-Escalante and Jurassic national monuments and Ashley Karst and Flaming Gorge national recreation areas. Garfield, Wayne and Grand counties had the most federal leisure and hospitality job shares in fiscal 2024.

The state's first national monument, Natural Bridges, was established by Pres. Theodore Roosevelt in 1908. A year later, Pres. William Howard Taft designated Mukuntuweap National Monument, which would later become Zion National Park. Between 1908 and 2019, U.S. presidents and Congress designated 18 national parks and places in Utah.

Meanwhile, the U.S. Department of Transportation allocated \$50.5 million in its Airport Improvement Program grant funds to Utah's international airport and

six regional and 11 municipal airports in fiscal 2024. Of that total, Salt Lake City International Airport received \$34.8 million, while Utah's regional and municipal airports received \$4.9 million and \$10.8 million, respectively.

Five of Utah's regional and municipal airports also received a combined \$4.4 million in Infrastructure Investment and Jobs Act Airport (IIJA) Infrastructure Grants in fiscal 2024.

What would become Salt Lake City International Airport began as an airstrip in 1911, with its first terminal and administration building constructed in 1933. Its current redevelopment project under "The New SLC" name includes a new parking garage, central terminal, additional concourses and central tunnel to accommodate over 28 million annual passengers.

Utah's public transportation systems — including its airports, roads, bridges, mass transit, and electric vehicle charging stations — have received hundreds of mil-

lions of additional IIJA federal grant dollars in recent years, the report notes.

"Nearly 130 years ago, Utah became the 45th state in the nation," the report states. "This long battle for statehood set in motion a beneficial and, at times, tumultuous relationship between the U.S. government and the Beehive State. Among other national contributions, Utah settled vast acreages of land, led out on women's suffrage, provided raw materials, served as the connection point for the transcontinental railroad, supported two World Wars, and, more recently, emerged as one of the nation's most successful and dynamic economies.

"As the federal government reinvents itself through significant policy changes and cost-cutting measures, decision-makers will benefit from a data summary of the key economic linkages between Utah and the federal government."

The report is available at <https://gardner.utah.edu/recent-research/>.

BioUtah announces pitch competition winners at Life Sciences Summit

BioUtah, a trade association representing the life sciences industry in Utah, has announced the winners of its annual pitch competition held in Salt Lake City. The winners were honored at the recent 2025 Wilson Sonsini Entrepreneur & Investor Life Sciences Summit, presented by BioUtah and the University of Utah's Technology Licensing Office (TLO).

Winners were chosen from each of several categories, including medical devices and diagnostics, therapeutics and pharmaceuticals, and digital health and biotechnology.

The category winners of the pitch competition, sponsored by West Valley radioisotope company Nusano, are Demeter Medical, a mobile concierge aesthetics and IV therapy service, in the Medical Devices and Diagnostics Group 1 category; RefloDX, a gastroesophageal reflux detection product, in the Medical Devices and Diagnostics Group 2; Sether Therapeutics, a peptide-based drug development com-

pany, in the Therapeutics and Pharmaceuticals category; and Monere Corp., an anemia detection app, in the Digital Health and Biotechnology category.

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.

On stage at the awards ceremony to present the awards were Kelvyn Cullimore, president and CEO of BioUtah; Bruce Hunter, chief innovation officer at the University of Utah's TLO; Matt Bresnahan, partner with Wilson Sonsini; and Alden Brown, alliance management lead at Nusano.

"We congratulate this year's award winners for their cutting-edge innovations and pioneering work to change patients' lives," said Cullimore. "The judges faced a difficult decision in choosing the winners."

The competition featured 12 Utah life sciences companies selected from an initial group of 37 applicants.

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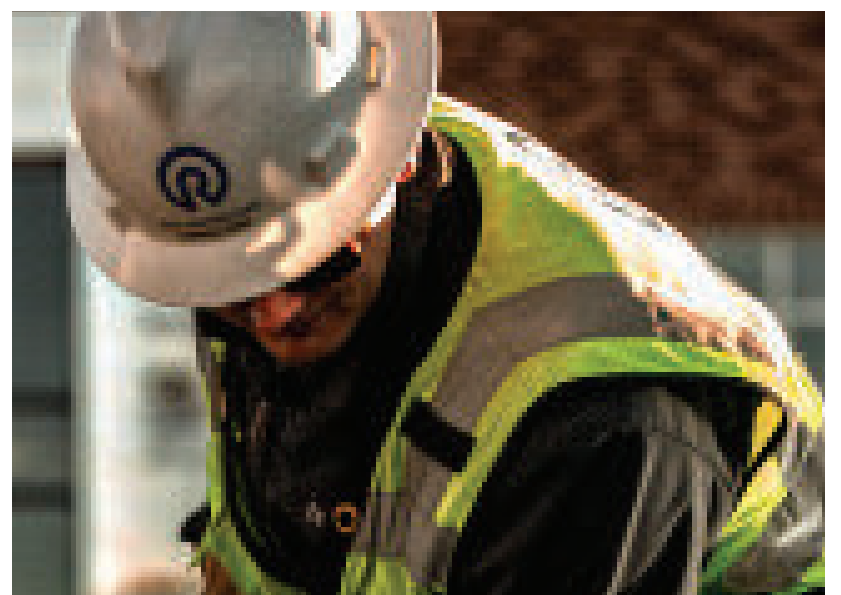
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IN THE MATTER OF THE ESTATE OF
ROBERT COLIN DELAHUNTY,

Deceased.

**ANNOUNCEMENT OF APPOINTMENT
AND NOTICE TO CREDITORS**

Probate No. 253700072
Judge: Blaine Rawson

**ANNOUNCEMENT OF APPOINTMENT
AND NOTICE TO CREDITORS**

Estate of Robert Colin Delahunty, Deceased - Probate No. 253700072
Pamela Wirthlin, 1645 Vineyard Drive, Bountiful, Utah 84010, has been appointed Personal Representative of the above-entitled estate. Creditors of the estate are hereby notified to: (1) deliver or mail their written claims to the Personal Representative at the address above; (2) deliver or mail their written claims to the Personal Representative's attorney of record, Charles H.

Livsey, at the following address: Ray Quinney & Nebeker P.C., PO Box 45385, Salt Lake City, UT 84145-0385; or (3) file their written claims with the Clerk of the District Court in Davis County, or otherwise present their claims as required by Utah law within three (3) months after the date of the first publication of this notice or be forever barred.

Charles H. Livsey
Attorney for Personal Representative
Ray Quinney & Nebeker P.C.
P. O. Box 45385
Salt Lake City, UT 84145-0385
(801) 532-1500

Publish: 3/31/25, 4/7/25, 4/14/25

**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 EX-
PRESSING 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.

Publish: 3/24/25, 3/31/25, 4/7/25

LEGAL NOTICE DEADLINE

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BRIEFS
from page 11

competition managed by the Lassonde Entrepreneur Institute at the University of Utah and sponsored by venture capitalist Tim Draper. Finalist collegiate entrepreneurs in Utah competed for more than \$75,000 in cash and prizes. Other top winners are **Interval AI** (a team from Brigham Young University), second place and \$10,000; **Signspaces** (UofU),

third place and \$7,500; **OCOVES**, Josh Hadley Ecommerce Award and \$5,000; **MoonButter Co.** (Ensign College), Actium Bootstrap Award and \$2,000; **OCOVES** (Salt Lake Community College), People's Choice Award Speed Pitch and \$1,000; and **Bleeped** (USU), People's Choice Online Vote and \$1,000. Earning Judge Awards totaling \$16,000 were **PicPortal** (BYU), **SOUR** (UofU), **Interval AI** (BYU), **Bidi** (BYU), **Impact IQ** (Southern Utah University), **Roots**

Remedy (SLCC), **Wing Tutor** (SUU), **Caribe Jewelry** (Ensign College), **Social Sync** (Snow College), **Buzzed Honey** (Utah Tech University), **Killer Spice** (Utah Valley University), **Pivvt** (UofU), **Bear Essentials** (Snow College), **Bleeped**, **OCOVES**, **Upadr** (Weber State University), **Simpll** (UVU), **MoonButter Co.** and **Reset Dating Socials** (Ensign College). All finalist teams received \$500 and Master of Business Creation scholarships.

RETAIL

• **Beyond Inc.**, a Murray-based company that owns Bed Bath & Beyond, Overstock and buybuy Baby, will reopen online buybuy Baby on May 8. The subsidiary also will be launching a crowdfunding offering of a tokenized digital security linked to certain buybuy Baby intellectual property on the tZERO brokerage platform, operated by tZERO Securities LLC.

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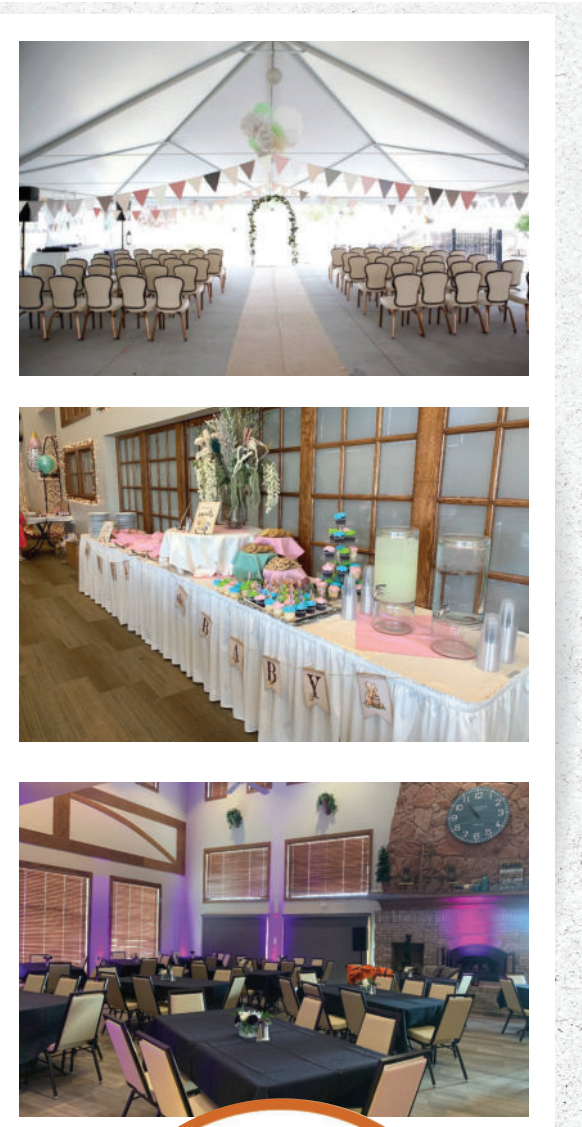
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Work Daze

You have a job, but do you have a chair?

CEOs are pounding their desktops. “Back to the office!” they cry. “Back to the office, say I!”

You really can’t blame them. To a CEO, an employee is not just someone they pay. An employee is someone they own.

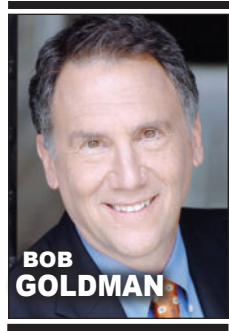
It was COVID-19 that sent employees sliding into home. Not only did remote work keep employees healthier, but it also made them happier. And — surprise! surprise! — happier employees are more productive.

Meanwhile, a less-well-known effect of the work-from-home revolution was occurring back in the office. With so many employees working remotely, management realized they didn’t need so much office space. Instead of an ocean of empty desks, companies could do with a pond. Across the country, office space was jettisoned, saving billions in rent, not to mention the billions saved on employee luxuries like desk blotters, pencils, paper clips and really bad coffee.

That was then. This — in case you haven’t noticed — is now.

Now, the work-from-home trend has been replaced by a return-to-office mandate. Top executives are calling “Olly, Olly, Oxen Free.” The game of hide and seek is over. It’s time to return to base.

Which raises a problem — a problem



BOB GOLDMAN

illuminated in “Managers Have Won the War on Remote Work. But Where Does Everyone Sit?”, a recent article by Andrew Rice in New York Magazine.

If you are among the recently re-

turned, you surely have noticed the problem. With acres of available office space spun off, where do the returning hordes sit? The proposals offered by management are not inspired. You could be ordered to share a desk. Worse, you could be ordered to share a chair. (Not a great outcome, considering all the weight you put on working next to your refrigerator.)

Luckily for you, someone has a solution. Unluckily for you, that person is me.

No. 1: Bring your medicine chest to work.

Sharing a desk with co-workers is uncomfortable. Also, unhealthy. It’s the perfect time to catch an imaginary disease.

Declare your commitment to being sick by constructing a mountain of Kleenex boxes on your slice of the desktop. Not even the most committed desk-sharer will sit through days of coughing and wheez-

ing. If they do seem willing to tolerate your hacking, up the game with a slathering of odorific menthol rub. Once your co-worker believes they’re in a toxic zone, they’ll go running, guaranteed.

No. 2: Schedule critical bathroom visits.

Your peace of mind is too important to leave bathroom visits to the call of nature. Use the shiny new artificial intelligence program your company has installed to create a schedule that reflects historical bathroom data. Prompt the AI to add visits to — and long waits at — the copying machine, the printer, the HR department, the mailroom, the breakroom, the supply closet, the main and minor conference rooms and the phone pod.

You’ll be away from your shared desk most of the day and no one will be able to question you. After all, it’s AI.

No. 3: Proclaim your back pain is back.

Announce your back problem by yipping in pain at every turn and twist of your path from the front door. Once you reach your desk, lay out the giant, economy-size boxes of analgesics, both your heated and chilled back braces, muscle stimulation devices, joint cream — mentholated, of course — lumbar-support pillow and electric back massager.

Continuing to work through all the pain you pretend to suffer will burnish your

reputation as a loyal employee. It will also evoke sympathy from co-workers and managers, who have their own imaginary medical issues.

No. 4: Develop your skills at footsie.

While a multi-employee desk share will create a cluttered desktop, the under-the-desk world is a playground for mischief. Start a wild game of footsie with the nearest pair of feet, being sure to show no expression above the desk. Puzzling out who is playing footsie with whom will enliven an otherwise boring workday. Best of all, the HR rules for inappropriate employee interaction probably do not include footsie.

Remember: What happens under the desk stays under the desk.

No. 5: Don’t worry. Be happy.

Managers know that a return-to-office mandate makes employees want to quit. That’s why they do it. They want you to go and they don’t want to pay severance.

Don’t let the forces of managerial evil win. Seeing you smile through every miserable workday is the best punishment you can dole out. Revenge this sweet makes returning to the office feel almost worth 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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