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FRASER BULLOCK AGAIN AT THE TOP

Familiar names to guide Olympics planning

Brice Wallace
Business Journal

The team that will guide Utah toward the 2034 Olympic and Paralympic Winter Games has some familiar names at the top.

Fraser Bullock will serve as executive chair and president of the 25-person Organizing Committee board, which includes business, sports and the community leaders. Bullock served as chief operating officer and chief financial of-

icer for the 2002 Winter Games in Salt Lake City and led Utah's 2034 bid effort as president and CEO of the Salt Lake City-Utah Committee for the Games.

The board membership recently was announced by Gov. Spencer Cox and U.S. Olympic and Paralympic Committee CEO Sarah Hirshland. The board is a result of an effort among Utah Olympic and Paralympic leaders, the state of Utah, and the U.S. Olympic and Paralympic Committee, with review from the International Olympic Committee.

"He has a proven track record and

achievements as a sports administrator and leader," IOC President Thomas Bach said of Bullock. "His vast experience and keen involvement in the project bode well for the new Organizing Committee."

Serving as vice chairs of the board will be Brad Wilson, a businessman and former speaker of the Utah House of Representatives, and Steve Starks, CEO of the Larry H. Miller Co. and former president of the Utah Jazz. Wilson was named as chief executive officer and will manage the day-to-day operations of the organizing committee. Starks will help oversee the work of the board and support and advise Wilson. As the executive chair, Bullock will drive strategy and relationship-building.

Wilson served in the Utah House from 2011 to 2023, including as speaker from 2019 to 2023. Starks' experience also includes serving as liaison to Cox on the Olympic and Paralympic bid committee.

see **COMMITTEE** page 7



Fans of the Winter Games will once again hear the rumble of bobsled competition at the Utah Olympic Park near Park City as the Olympics return to Utah. The Organizing Committees has been named and preparations are underway for the 2034 Games.

SENTIMENT INDEX STAYS STEADY AT THREE-YEAR HIGH

Utah's consumers are feeling pretty good about their economic prospects. Statewide sentiment remained at its highest level in three years in January, according to the Kem C. Gardner Policy Institute's Survey of Utah Consumer Sentiment. The index came in at 91.3, the same as December.

A similar survey conducted by the University of Michigan showed a decline in sentiment among Americans as a whole during the same time — from 74 to 71.1, or a 3.9 percent decline.

"This marks the second consecutive month of the highest level of consumer sentiment among Utah residents in over three years," said Phil Dean, chief economist at the Gardner Institute. "Utahns appear to be weathering the moderating economy well, even in the face of uncertainty."

The full results of the survey are available online at the Gardner Institute website, <https://gardner.utah.edu>.

Feds finally transfer 89,000 acres to Trust Lands control

John Rogers
Business Journal

Nearly six years after it was authorized by Congress, an historic land transfer finally took place late last month between the state of Utah and the federal government. The Utah Trust Lands Administration (TLA), the state agency constitutionally mandated to generate revenue for public schools and other state entities, took possession of more than 89,000 acres in the state in fulfillment of the John D. Dingell Jr. Conservation, Management

and Recreation Act of 2019, signed into law by Pres. Donald Trump on March 12, 2019, during his first administration. The act passed both the House and the Senate with broad bipartisan support.

Michelle McConkie, executive director of TLA, was on hand, along with along with Gov. Spencer Cox and U.S. Sen. John Curtis, as U.S. Secretary of the Interior Doug Burgum officially transferred title to the land to Utah.

Originally introduced by Curtis when

see **TRUST LANDS** page 5

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NEWS

Five Utah counties to see film production in 2025, thanks to tax credit incentives

Brice Wallace
Business Journal

Several film productions will be shooting across Utah this spring, aided by incentives recently approved by the Utah Board of Tourism Development.

The tax credit incentives total \$3.15 million, but the productions are expected to spend \$12.6 million and employ over 400 people during filming in Grand, Salt Lake, San Juan, Summit, and Wasatch counties.

An action-adventure film, "Zeus," was approved for a rural tax credit of \$967,581, based on expected spending of nearly \$3.9 million in Utah. It will shoot in Grand County and employ 78 cast and crew. Production takes place through August.

Despite the high Utah spending number, only 10 percent of the production will be shot in the state. The remainder will be shot in Australia, England, India and Mexico.

Producers are Jen Conroy, Jay Ash-

enfelter and Eric McLeod ("The Lone Ranger"). The director is Grant Sputore.

"In our search for a breathtaking backdrop to capture pivotal moments of the film, we found the perfect locations in Utah," McLeod said.

Unlike "Zeus," "(Saint) Peter" will be shot entirely in Utah, specifically Salt Lake County. It will employ 92 cast and crew, spend \$2.9 million in the state, and have production through May. It was approved for a tax credit of \$727,500.

The family-friendly film tells the story of a teen in high school, where everyone believes his comatose brother is a saint.

Producers are Peter Farrelly ("Dumb and Dumber"), Jennifer Goodridge Cruz and Naomi Despres. The writer/director is Josh Klausner ("Date Night").

"Having grown up in Salt Lake City until I was 12, the state of Utah is very dear to my heart," Klausner said. "(Saint) Peter" is a story about the life of a young 14-year-old boy, and as I envisioned it, I couldn't help but picture the locations from my childhood. Through our loca-

tion scouts, we've found such richness in the architecture and landscape, which will add so much character to the world of our movie."

Two Hallmark films from producer David Wulf ("Haul Out the Holly") were approved for incentives. Each will spend about \$2 million in Utah and be shot entirely in the state.

"Christmas on Duty," directed by Jake Van Wagoner ("Aliens Abducted My Parents" and "Know I Feel Kinda Left Out") will shoot in Summit and Wasatch counties, employ 89 cast and crew, and have production through August. It was approved for a rural tax credit incentive of \$500,000.

Directed by Maclain Nelson, "Home Turf" will be directed by Maclain Nelson ("Haul Out the Holly"). Shooting takes place in Salt Lake County, with production scheduled for March through September. The production will employ 87 cast and crew. It also was approved for an incentive of \$500,000.

Some Hollywood heavyweights will star in "Wild Horse Nine," which will

spend \$1.82 million in Utah: John Malkovich, Sam Rockwell, Parker Posey, Mark Ruffalo and Tom Waits.

About 15 percent of the thriller from Blueprint Pictures, Searchlight Pictures and Film4 will be shot in San Juan and Grand counties. The remainder will shoot in Chile and mostly on Easter Island. The Utah work will involve 60 cast and crew, with production through June. The production was approved for a rural tax credit incentive of \$455,032.

Producers are Diamuid McKeown, Graham Broadbent and Anita Overland. The writer/director is Academy Award winner Martin McDonagh ("The Banshees of Inisherin," "In Bruges," "Three Billboards Outside Ebbing, Missouri").

"Utah's vast, cinematic landscapes and striking quality of light make it the perfect setting for 'Wild Horse Nine,'" Overland said. "Beyond its scenery, Utah's highly skilled and professional crew base made the decision to film here an easy one. We look forward to bringing 'Wild Horse Nine' to life in this extraordinary setting."



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Sauer Compressors USA plans satellite facility in Cache Valley

Sauer Compressors USA Inc., a Stevensville, Maryland-based manufacturer of high-pressure compressors, is expanding its operations with the establishment of a new satellite facility in Cache Valley. The company said the move aims to enhance the its operational capacities, extend its market reach with a focus on rentals and support long-term growth in its industry.

Sauer said the facility will complement its Maryland headquarters by providing additional resources and support for its expanding customer base. The development of the satellite location is underway, with plans to begin operations within the next few months.

In addition to hiring industry professionals already located on Cache Valley, Sauer plans to foster talent development by engaging with Utah State University and Bridgerland Technical College to recruit individuals interested in pursuing careers in the high-pressure compressor sector.

“This new satellite facility will allow us to strengthen our workforce, improve operational efficiency and better serve our customers located in the western U.S.,” said Don Eaton, CEO of Sauer and head of its development in North America. “We are excited about the opportunities this expansion presents and look forward to growing alongside the Cache Valley community.”

Sauer USA is member of the Global Sauer Compressors Group, based in Kiel, Germany. It specializes in the manufacturing of medium- and high-pressure air and gas compressors and compressor systems for naval, commercial maritime, offshore, research and development and industrial applications.

SINTX Technologies sells subsidiary

In a move designed to provide financial flexibility for its growth strategy, Salt Lake City-based SINTX Technologies Inc. has sold its wholly owned subsidiary Technology Assessment and Transfer (TA&T) to Tethon Corp. of Omaha, Nebraska. Tethon Corp. does business as Tethon 3D in the ceramic additive manufacturing sector.

“This transaction marks a significant step in SINTX’s ongoing transformation, allowing the company to sharpen its focus on high-growth opportunities in the medical device sector while improving its financial position and operational efficiency,” SINTX, a maker of advanced ceramics for medical applications, said in a statement.

SINTX said the divestment aligns with its strategy to accelerate innova-

tion in the health care space, specifically the commercialization of its bioceramic technologies. The company said the sale of TA&T reduces corporate liabilities by \$750,000 and lowers annual operating expenses by more than \$1.7 million.

“This sale represents an important milestone in our strategic realignment,” said Eric K. Olson, CEO of SINTX. “By divesting of these assets, we are fully committing our resources to the medical device market, where our expertise in advanced ceramics can have the greatest impact. This transaction not only enhances our financial flexibility but also supports our efforts to accelerate product development and commercialization efforts in health care.”

Full financial details of the sale were not disclosed.

Trucordia acquires Boater’s Insurance

Lindon-based insurance brokerage Trucordia has acquired the insurance business of Boater’s Insurance Agency, headquartered in the San Francisco Bay Area of California.

“Boater’s Insurance brings unique offerings and robust experience in marine insurance solutions to Trucordia, which will deepen our bench strength in this vertical,” said Brooke K. DeWyze, Trucordia’s chief development officer. “The team’s impressive growth, which has been rooted in forging strong rela-

tionships, makes BIA an ideal match for our expanding company.”

Specializing in insurance for marine equipment owners, Boater’s is licensed in all 50 states.

The acquisition continues a recent history of rapid growth for Trucordia. With its growth over the past few years, the company is now ranked No. 19 on *Business Insurance* magazine’s 2024 Top 100 Brokers. Trucordia partners employ more than 5,000 people nationwide.

Draper's HealthEquity releases report on commuting & its effects on RTO

Draper-based employee benefits company HealthEquity has released new research focused on the challenges and preferences of employees who recently transitioned from fully remote work to a consistent in-office schedule. The findings highlight how factors like commuting can impact employees’ return to office (RTO) experience and underscore the importance of commuter benefits in supporting a positive RTO experience.

“Commuting can be the biggest hurdle in any return-to-office or existing work-from-office experience,” said Kalpi Desai, HealthEquity commuter product general manager. “Offering commuter benefits, from pre-tax options to parking discounts, can make a big difference in making individuals’ workdays more manageable and cost-efficient.”

The 2025 HealthEquity “RTO and Commuter Insights” study revealed that 54 percent of employees identified commuting costs — more than any other factor — as an obstacle to more frequent office attendance, impacting their overall RTO experience.

Other key findings from the research include:

- Most employees said their RTO was positive. Seventy-five percent of employees surveyed reported positive RTO experience.
- RTO improved quality of work. Eighty-three percent reported that their quality of work improved after they returned to the office.
- There’s a correlation between higher commuting costs and lower in-office attendance. Employees who reported higher commuting costs also tend to have lower in-office attendance, suggesting a correlation between commuting expenses and reduced office presence.
- Cost concerns impact well-being.

Those most affected by commuting expenses report lower sleep quality and a more negative perception of RTO.





With more companies mandating more in-office time from 2023, (the average across size and industry being approximately three days a week), it’s important to get the details right, the HealthEquity authors said. This is particularly evident as RTO policies have made it more challenging to fill positions and have contributed to higher employee turnover. These realities, combined with the fact that the cost of transportation in the U.S. remains one of the highest consumer costs, make workforce commutes one of the most important considerations in a successful RTO strategy.

Despite these challenges, the research highlights an opportunity for employers to address these concerns through commuter benefits and ongoing benefits education. While HealthEquity found that 65 percent of employees say they are aware of their tax-free commuter benefit options, only 47 percent currently report using them, even though more than half believed these benefits make commuting more affordable and convenient.

“While benefit types and options vary, what these employees are telling us is they want benefits that ease the financial strain of RTO. Commuter benefits are smart, strategic choices for companies that are shifting to more time in the office,” said Desai. “This is true not only in cities with mass transit, but also in the more numerous areas where driving to work is more common.”

HealthEquity and its subsidiaries administer health savings accounts and various other consumer-directed benefits for over 16 million accounts, working in partnership with employers, benefits advisors, and health and retirement plan providers.

The roadblocks keeping employees at home

-  **54%** Commuting costs
-  **45%** Family and home obligations
-  **31%** Lack of a dedicated personal space
-  **31%** Not enough social value to justify the trip

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Work Daze

Time for a time management timeout

You've decided that improving your time-management skills is essential to reducing your stress, boosting your career and retaining what's left of your emotional health.

Well, I've got news — you blew it!

Simply by reading this column you've proved that you have no idea of what a good use of your time is, but since you've gotten this far, you might as well continue. It's a fairly benign time sink and much less likely to get you in trouble than if you actually did some work.

The issue of time management came to me when I was wasting quality time, reading an article on fastcompany.com by time-management expert Greg Smith, who promised to reveal "five tips to take back control of your time."

Personally, I have always based my time-management philosophy on what I learned at Harvard Business School, or what I would have learned if I had gone to Harvard Business School, which I don't think I did. You can get pretty far in business by following the maxim, "Don't do what you can do today if you can put it off until tomorrow." Agree? ("Work smarter, not harder" is another popular saying around the Harvard Yard, but

it makes no sense. If you were to really work smarter, you wouldn't do any work at all.)



BOB GOLDMAN

The five tips follow, along with some slightly subversive commentary from me. Listen to my advice and you're sure to be fired, something of a drag, I admit, but it is an outcome which will definitely give you plenty of time to work on your time-management skills.

No. 1: Be less responsive.

If you want to take control of your time, tell your manager and your co-workers to adjust their expectations. However puny, these expectations must be reduced below the sea-slug level of responsiveness to which they've become accustomed.

With technology working against you in this regard, the key is to let the people you work with know that "you aren't always available."

That's right! You won't be instantly replying to every email and promptly returning every phone call. For Smith, the key to implementing this new regime "means checking my messages only once a day."

To make to this time-management tip even more powerful, I suggest you let everyone know that day is Nov. 15. Nothing ever happens on Nov. 15, not since

the birthday of William Pitt the Elder in 1708, anyway, and his time-management skills were terrible.

If you experience pushback from managers and co-workers who mistakenly believe you have something to offer when disaster looms, tell them to cool their jets. By delaying your response, the crisis will eventually resolve itself, which is something not remotely possible when you involve yourself in finding a solution.

No. 2: If it matters to you, schedule it.

Stop thinking of your calendar as an "infinite to-do list."

Instead of blindly letting the demands of imperious managers and demoted co-workers fill your calendar with endless meetings and arbitrary deadlines, fill it up first with your priorities.

Makes sense. What national sales meeting could be more important than the start date of the new season of "Duck Dynasty"? What annual performance review could more affect your life than the resurfacing of Audra's secret past with Holden on "The Young & the Restless"?

Once your calendar is filled with your essential dates, open up what is left to "important" work obligations, if you can find the time.

No. 3: Build in buffer time.

Everyone loves buffer time. That's

the time you allocate to scheduling nothing, so when you absolutely have to do something, you'll have time to do it.

Time-management expert Smith recommends setting aside up to 50 percent of your calendar for buffering. This seems reasonable to me, as long as you also earmark an additional 30 percent for not doing much and 20 percent for not doing anything at all.

No. 4: Work with a time coach.

Or use the money to buy a giant economy-size package of Ozempic or for a down payment on that genioplasty you've always wanted. You won't improve your time-management skills, but you'll look so good no one will care.

No. 5: Just say "no" more often.

It's hard to stop being a people-pleaser, especially when the people you want to please pay your salary. Follow the "Just Say No" route and you will get little done, but what you do accomplish will be absolutely perfect, or, at least, pretty good, which can only be an improvement.

If you doubt me, ask William Pitt the Elder.

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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TRUST LANDS

from page 1

he was in the House, and former U.S. Sen. Orrin Hatch, as the Emery County Public Land Management Act, the negotiated exchange was spearheaded in Utah by Emery County officials and stakeholders and eventually became part of the Dingell bill.

“It has taken over five years and countless hours by dedicated Trust Lands employees to see this act

through,” said McConkie. “I’m proud of the work we’ve done and excited for the opportunities it will bring to our state.”

The exchange involves 18 counties and over 89,000 acres conveyed to Trust Lands. The lands are located in Beaver, Carbon, Emery, Grand, Iron, Juab, Kane, Millard, Rich, San Juan, Sevier, Summit, Tooele, Uintah, Utah, Wasatch, Washington and Wayne counties.

“The land we are picking up from the federal government is a massive benefit for Utah. This land has a ma-

ajor energy-producing potential and contains deposits of critical minerals,” said Chris Fausett, managing director of the Surface Resources Group at TLA. “It will help us secure Utah’s energy future while providing much-needed economic development opportunities in rural Utah.”

“The revenues from these parcels will directly benefit public schools in the state,” said Mike Johnson, chief legal counsel for TLA, who helped draft the bill’s language. “Land exchanges with the federal government are critical for us. The scattered nature

of Trust Lands parcels often makes them challenging to develop, which makes our constitutional mandate to generate revenue for our beneficiaries even more complicated. We hope to see more of them soon.”

The Trust Lands Administration manages 3.3 million acres of land in Utah for the benefit of state institutions, primarily schools. The arrangement was authorized by the U.S. Congress in colonial times and renewed numerous times as states entered the union. Utah’s TLA was created by the state Legislature in 1994.

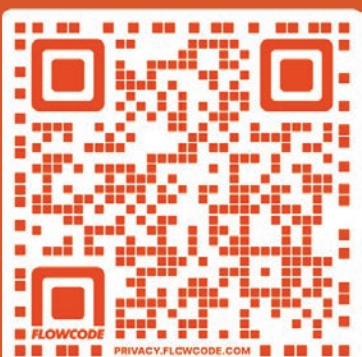


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FROM THE COACH

Do-it-yourself DOGE?

I have, on occasion, been labeled as being an “efficiency expert.” Most who used this description did not intend it to be a compliment.

On those occasions, I was invited by a client to audit key functions within their business to evaluate how effectively the organization was utilizing its resources — such as time, labor, capital and technology — to achieve their objectives. I was tasked with identifying inefficiencies, waste and areas for process improvement.

Inevitably, this required me to dig into what members of their team felt was their private domain — and this made me very unwelcome from the get-go. It wasn’t that they necessarily had something to hide; it was more that they resented that an outsider with little “real understanding” of their domain would be given carte blanche to snoop around.

Knowing that these assignments carry the onus of being very unpopular, I have invariably suggested that CEOs, general managers and department heads should periodically do their own internal audits, making these part of the expected, normal activities of business. Transparency builds trust and regular process audits will enhance the transparency of any organization.

What should such audits consist of?

To begin with, transparency should be broader than exposing fraud, corruption or wrongdoing. It should, in fact, be broader than even casting light on inefficiencies. In its most important role, transparency should illuminate the *effectiveness* of an enterprise, organization or business function.

Where efficiency addresses how well time, money, technology and people are being employed, effectiveness addresses whether a business or function should be done at all. It consistently asks two key questions:

- What is the purpose, mission and values of the organization?
- How does this business or function effectively work toward the accomplishment of the purpose, mission, and values of the organization?

If the answer to the second question is not clear, then the business or func-

tion is a candidate for elimination. More often than not, however, the business or function is well-aligned with the purpose, mission and values of the organization — and as such, it is essential to the effectiveness of the enterprise.

Having passed muster on this, efficiency issues should be addressed. My primary tool in this regard is value stream analysis (VSA), a strategic tool used to visually analyze the flow of value in a process from start to finish. It is commonly used in Lean and Six Sigma methodologies to enhance efficiency, eliminate waste and optimize resource allocation.

VSA begins with mapping the existing workflow to uncover inefficiencies, redundancies, delays and bottlenecks. I have often found that this is best done by first identifying all persons who, in any way, are involved in the process being analyzed.

I use Post-it notes to “paper the walls” with each person’s understanding of the process. Quite often, I find that people have differing perceptions of how things work — or how they are supposed to. All of these differences must be addressed and rationalized. When this is accomplished, a new value stream map for the entire process must be developed, identifying each step in delivering the desired outcome for the function. This must eliminate redundancies, waste and non-value-added activities, and it should create an optimized version of the process with streamlined workflows.

VSA ends with establishing actionable steps to transition from the current state to an improved state. I recommend that VSA be utilized in conjunction with zero-base budgeting (ZBB). ZBB requires that every expense must be justified for each new budgeting period, starting from a “zero base” rather than carrying over previous budgets. Unlike traditional budgeting, which adjusts prior budgets incrementally, ZBB requires organizations to re-evaluate all expenses, ensuring that resources are allocated efficiently and effectively aligned with strategic priorities. With the improved value stream map of a business or function in hand, ZBB can be effectively used to correlate budget allocations directly with the key components of the value stream.



RICH TYSON

The discipline of ZBB is based on the relative importance of activities, focusing on high-value initiatives, those that most directly contribute to the achievement of enterprise purpose, mission and values. It also helps eliminate unnecessary spending and allows organizations to respond to economic conditions as they occur.

So that brings us to the topic of the current federal super-charged auditing agency, the Department of Government Efficiency, or DOGE, under the direction of Elon Musk. In a matter of just a few days, his team has audited multiple federal agencies, finding billions of dollars of questionable spending and waste. It is not surprising that there is an incredible outcry against DOGE for assaulting what has

been assumed to be sacred cows.

My intention in his column is not to take a position regarding DOGE, other than to say that Mr. Musk is consistently and appropriately stressing the importance of transparency. As the late U.S. Supreme Court Justice Louis Brandeis has said, “Sunlight is said to be the best of disinfectants; electric light the most efficient policeman.”

I leave you with this question: *Who should be the primary source of sunlight in your business, an external efficiency policeman — or you, the leader thereof?*

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

Family recreation companies Pogo Pass and GetOutPass announce their merger

Competing family recreation membership programs in Utah County are now one. Pogo Pass of American Fork and Lehi-based GetOutPass have announced a merger.

The merger will result in creating “an even greater experience for venues and members,” according to a joint release from the two companies. “Together, they will expand their network of attractions, drive more foot traffic to partner venues, enter new markets, and enhance the value of their passes — making family fun more accessible than ever.”

Both companies have operated under a business model where member families or individuals pay a single fee and gain access to a variety of entertainment and educational venues throughout the year.

“Pogo Pass and GetOutPass’ unique subscription models reflect their mutual dedication to creating exceptional products. Our purpose is to unite families by creating forever memories. This partnership is an exciting step that will accelerate our ability to do this for families everywhere,” said Kyle Poll, CEO of the newly formed GetOutPass/Pogo Pass company. “Together, we will be able to bring venue partners and members greater value through stronger and more meaningful offerings.”

Combined, the two companies’ services span 33 markets and 2,300 venues across the nation, with over 300,000 active memberships. Since founding, these companies have recorded 5.5 million visits to venue partners.

“GetOutPass/Pogo Pass has long been a valued partner for us,” said Marilyn DeSimone, director of sales at Landry’s, a Texas-based hospitality and restaurant operator that has had a vendor relationship with both partners. “Their diligent attention to every part of the process has enabled us to attract more visitors throughout the year and deliver the best possible experiences. We are confident the expanded partnership will augment this growth and make a lasting difference for our shared customers.”

Poll said that vendors and members will not have any interruption in their relationships and passes, and for the time being, each company will retain its name and brand. Venues will have the opportunity to partner with both companies as a result of the merger.

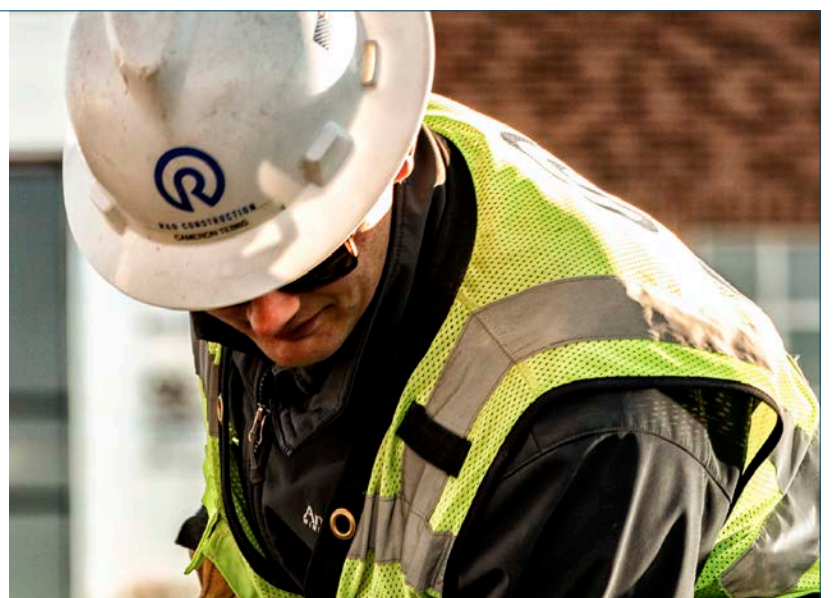
“This new chapter presents an unparalleled opportunity in the industry. We look forward to supporting venues and helping members create millions more forever memories,” said Poll.

Financial terms of the merger were not disclosed.

YOUR VISION. OUR COMMITMENT. BUILT TO LAST.



R&O CONSTRUCTION



COMMITTEE

from page 1

“Strong leadership is vital for a successful 2034 Olympic and Paralympic Winter Games and an enduring legacy for Utah,” Cox said during the committee news conference. “Fraser Bullock brings a great depth of Olympic experience as our executive chair and president. Brad Wilson has proven over many years to be a talented and prudent leader, and we look to his guidance as CEO. I’m grateful for Steve Starks, who has been my Olympic advisor, for his deep experience in business and sports and entertainment.”

Hirshland said the committee will bring expertise, experience and passion to the 2034 Games. “We are embarking on a remarkable decade of sport in the United States, and we have a great opportunity to showcase Olympic and Paralympic sport across America with Los Angeles 2028 and Salt Lake City-Utah in 2034,” she said.

“Our 2002 Games left a rich legacy in our state and set an example across the world on how the Olympic and Paralympic Games can enrich communities for years to come,” Bullock said. “We are fortunate to have Brad Wilson join our team, bringing great connectivity to our state and helping us maximize the benefits of the Games across Utah.”

Wilson said the 2002 Games “left a big impression on me, from supporting my wife Jeni in the Olympic torch run through our community to seeing the 9-11 flag come into Rice-Eccles Stadium and being there for Apolo Ohno’s first gold medal. We have a wealth of experience on our organizing team. It’s an honor for me to lead them as we look to engage communities across our entire state over the next nine years leading up to the Games.”

Starks said the next decade “will define the trajectory of this state, and the Olympics serve as a tremendous catalyst for the future. I’m honored and excited to work with Fraser and Brad and our esteemed board in helping prepare for and lead the Games.”

In addition to Bullock, Hirshland and Starks, the executive committee includes USOPC President Gene Sykes, as well as Olympic champion and Utah resident Lindsey Vonn and Team USA bobsledder Chris Kinney, a member of the Team USA Athletes’ Commission.

Vonn noted that she competed at her first Olympics in 2002. “Now, as an athlete representative, I’m excited to contribute to initiatives like the Family Village and ensure an exceptional experience for all athletes in 2034,” she said.

Serving as honorary chairs are Cox and Salt Lake City Mayor Erin Mendenhall. Honorary vice chairs are Utah Senate President J. Stuart Adams and Utah Speaker of the House Mike Schultz.

“As the capital city of Utah, Salt Lake City will showcase the heart of the Games in our downtown sports and entertainment district,” Mendenhall said. “Salt Lake City takes pride in being the gateway to the Games with our new international airport, and the home for athletes and families in the Olympic Village at the University of Utah.”

“Utah is the ‘State of Sport,’” Adams said. “We are proud to show off our state’s natural beauty, but most of all, we are excited to showcase our welcoming people and the values they represent. I look forward to collaborating with the Organizing Committee as we prepare to welcome the world to Utah once again in 2034.”

Schultz said the Olympics will play

a key role in the state’s past, present and future. “We cannot wait to show the world once again what we’re all about,” he said. “Fraser Bullock, Brad Wilson, and Steve Starks are the perfect people to lead this effort and organize games that celebrate and honor Utah’s Olympic legacy and look to the future — 2034 and beyond.”

In addition to Bullock, Hirshland, Starks, Wilson, Sykes, Kinney and Vonn, the Organizing Committee board includes Mindy Benson of Cedar City; Spencer P. Eccles, Brett Hopkins, Crystal Maggelet, Abby Osborne and Steve Price, all of Salt Lake City; Ryan Smith of Provo; National Governing Body Council member Sophie Goldschmidt of Park City; IOC members and Olympians Anita DeFrantz of Santa Monica, California, and Allyson Felix of Los Angeles and IOC member David Haggerty of

London; USOPC members Jack Hollis of Dallas and Dexter Paine of New York City; International Paralympic Committee Governing Board member and Paralympian Muffy Davis of Sun Valley, Idaho; Olympian Sarah Hughes of New York City; Paralympians Manny Guerra Jr. of Plymouth, Minnesota, and Oksana Masters of Louisville, Kentucky; and Kathleen Holding of Sheridan, Wyoming.

Catherine Raney Norman, a four-time Olympic speedskater who served as bid committee chair, will lead the Organizing Committee’s Athletes’ Commission. Eight Olympic and Paralympic athletes will serve on the board, including several past medalists.

Additional committees are expected to be named, including a steering committee to provide advisory support.

Competition venues have been iden-

tified and are in place, leaving leaders to use the nine-year lead-up period as a time to focus on communities. “In the lead-up to 2002, we were constructing venues,” Bullock said. “As we move towards 2034, our focus will be on communities. We want to ensure that the values of sport will impact all 29 counties in Utah.”

In addition to being a spotlight for sports and entertainment worldwide, the 2034 Olympic and Paralympic Winter Games are estimated to result in cumulative total economic impacts between 2024 and 2035 of \$6.6 billion in output, almost \$3.9 billion in state gross domestic product, over 42,000 job-years of employment, and \$2.5 billion in personal income. Those figures are from an analysis released last year by the Kem C. Gardner Policy Institute at the University of Utah.



SOUTH VALLEY CHAMBER

What We Do:



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



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



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



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

SOUTH VALLEY CHAMBER

Who We Are:

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

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

Industry Briefs

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

BANKING

• **TAB Bank**, based in Ogden, has closed a \$5 million lender finance facility with an undisclosed Nevada-based company specializing in factoring financing for farmers, agricultural businesses and fresh produce exporters in Mexico. The move enables the agriculture finance company to expand its operations and empower small- to mid-size growers globally by supporting their funding needs. Built by growers for growers, the company provides a financial solution tailored to the next generation of agricultural businesses. The platform bridges payment cycles spanning 30 to 90 days by advancing up to 96 percent of a grower's sales within 24 hours.

CORPORATE

• **Waystar Holding Corp.**, a health care payments software company headquartered in Lehi and Kentucky, has announced the pricing of its underwritten public offering of 20 million shares of its common stock by certain investment funds of **EQT AB** and **Bain Capital LP** and **Canada Pension Plan Investment Board**, and their respective affiliates, at a price to the public of \$40 per share. Additionally, the selling stockholders have granted the underwriters a 30-day option to purchase up to 3 million additional shares of common stock. Waystar is not selling any shares and will not receive any proceeds from the sale of shares in the offering by the selling stockholders. The offering was expected to close on or Feb. 24. The offering is being made through an underwriting group led by **J.P. Morgan**, **Goldman Sachs & Co. LLC**, and **Barclays**, who are acting as joint lead book-running managers and as representatives of the underwriters for the offering. **William Blair**, **Evercore ISI**, **BofA Securities**, **RBC Capital Markets**, **Jefferies** and **Deutsche Bank Securities** are acting as joint bookrunners for the offering. **Canaccord Genuity** and **Raymond James** are acting as co-managers for the offering.

DIVIDENDS

• The board of directors of **Extra Space Storage Inc.**, based in Salt Lake City, has declared a first-quarter 2025 dividend of \$1.62 per share on the common stock of the company. The dividend is payable March 31 to stockholders of record March 14. Extra Space is a real estate investment trust that owns and/or operates 4,011 self-storage properties. It is the largest operator of self-storage properties in the United States.

ECONOMIC INDICATORS

• **Utah** is ranked No. 1 on a list of “**least expensive states to start a business in 2025**,” compiled by **SimplifyLLC**. It used the most recent data from the Bureau of Labor Statistics, Federal Reserve of St. Louis, Tax Foundation, Energy Information Administration and others, with the ranking determined by analyzing nine factors, including taxes, business filing fees, commercial rent and utilities, labor costs, regulations, and small-business lending. The study said Utah excels with a second-ranked SBA lending rate of \$15.4 million per 100,000 residents and a No. 4 labor force participation of 68.3 percent, which supports robust hiring and growth for new ventures. Its LLC filing fee No. 11 at \$59, its corporate income tax is No. 14 at 4.65 percent, its wages are No. 25 at an average \$63,854, and electricity costs are No. 26 at \$663.34. The most expensive state to start a business is California.

• **Three Utah locations** are on a list of the “**most coveted creative communities**” in the U.S., compiled by **Brotherly Love Real Estate** and based on a survey. They are No. 36 **Sugar House** in Salt Lake City, No. 47 **Park City** and No. 52 **9th and 9th** in Salt Lake City. Brotherly Love said the creative locations are hubs where artistic expression, innovation and cultural vibrancy thrive. The top-ranked location is the Downtown Arts District in Las Vegas. Details are at <https://brotherlyloveproperties.com/survey-reveals-the-most-creative-neighborhoods-in-america-of-2025/>.

• **Ogden**, at No. 149, is the highest-ranked Utah location on a list of “**most expensive cities to heat a home in winter**,” compiled by **Home Grome**. Salt

Lake City is No. 219. The lowest-ranked Utah city is No. 340 South Jordan. The most-expensive city is Cleveland. The least-expensive is Los Angeles. Details are at <https://homegnome.com/blog/studies/most-expensive-cities-heat-home-winter/>.

• **West Valley City** is ranked No. 71 and Salt Lake City is No. 168 on a list of “**most vulnerable cities for house fires**,” compiled by **Home Gnome**. It compared the 200 biggest U.S. cities based on five categories measuring fire safety, including home fire risk, access to career and volunteer firefighters, and the percentage of homes using gas for heating. The most vulnerable city is Pomona, California. The least vulnerable is Sacramento. Details are at <https://homegnome.com/blog/studies/most-vulnerable-cities-for-house-fires/>.

EDUCATION/TRAINING

• The “**Everyday Entrepreneur Program**,” organized by **The Mill Entrepreneurship Center** at Salt Lake Community College, starts April 8. It is a 10-week program on Tuesdays, with the first gathering at South Salt Lake Community Center, 2530 S. 500 E., South Salt Lake. Applications are being accepted until April 1. Details are at <https://themillslcc.com/education/everyday-entrepreneur-program/>.

GOVERNMENT

• The **Salt Lake City Council** recently approved a \$100,000 **Economic Development Loan Fund** loan for **The Goat Head**, a restaurant at 702 S. 300 E. The company will use the loan for equipment and tenant improvements ahead of its opening. Its menu will feature options highlighting vegan and vegetarian specialties. The city said the restaurant will re-activate a prominent corner impacted by the COVID pandemic. The EDLF aims to stimulate business development and expansion, create employment opportunities, encourage private investment, promote economic growth, and enhance neighborhood vitality and commercial enterprise in Salt Lake City by making loans available to businesses.

INVESTMENTS

• **Chris Gibson**, co-founder and CEO of Recursion, a Salt Lake City-

based clinical-stage techbio company, and serial biotech entrepreneur **David Bearss** have launched a pre-seed venture fund called the **Altitude Lab Pre-seed Venture Fund**. The launch is prompted by the Trump administration's imposed limits on the National Institutes of Health on specific types of funding it provides to research institutions. The new fund aims to invest \$100,000 to \$250,000 in 10 to 15 biotech companies. Startups that were qualified for Small Business Innovation Research grants from the NIH are invited to apply to the fund. The fund will be managed by Altitude Lab, a Salt Lake City-based, nonprofit, life sciences accelerator that Recursion established five years ago. The startups will receive 12 months of office and lab space at Altitude Lab's facilities.

• **Altitude Lab**, a Salt Lake City-based accelerator program focused on early-stage life science and health care companies, has announced that its incubating startups have raised a total of \$154 million in early-stage funding since its launch in 2020. Founded by Recursion, Altitude Lab supports life science entrepreneurs in Utah by providing fully equipped laboratories, access to investors, business operations education, and a collaborative founder community.

MILESTONES

• **CBC Mortgage Agency**, a South Jordan-based Native American wholly owned and federally chartered housing finance agency, has financed 50,000 home-purchase transactions since it opened for business in 2013. CBC acquires FHA and second mortgages for down payment assistance from local lenders across the country. CBCMA said it has helped those families achieve homeownership through its down payment assistance (DPA) program. The majority of families served by CBCMA's Chenoa Fund are first-time homebuyers, minority homebuyers and low-income households, many of whom are first-generation homeowners. Through the fund, CBCMA provides both repayable and forgivable second mortgages to help

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families overcome the initial financial barrier of purchasing a home. The company began providing DPA services in 2013 through funding from its parent, Cedar Band Corp., a federally chartered tribal corporation founded by the Cedar Band of Paiute Indians. The DPA program has empowered families in 49 states to purchase homes. CBCMA's financial literacy and counseling services also have played a critical role in ensuring long-term success for new homeowners.

NONPROFITS

• **Sutherland Institute**, a Salt Lake City-based nonpartisan policy and educational institution that informs the public and policymakers, has joined the **Alliance for Opportunity**, a coalition of state think tanks dedicated to advancing upward mobility and reducing poverty. Sutherland said its Work & Opportunity Initiative will be a key area of alignment and collaboration with the alliance in pursuit of policy reforms at the state and federal levels. Sutherland joins the coalition along with a select group of other state-based policy organizations from across the country working together to improve upward mobility. Sutherland said the partnership will enhance its collaboration with like-minded state-based policy organizations that share a commitment to improving opportunity for everyone.

PARTNERSHIPS

• **Lendio**, a Lehi-based small-business lending marketplace, and **Payro Finance**, a business finance company serving small and medium-sized busi-

nesses, have announced a partnership to expand Payro's financing options. Through the collaboration, Payro clients will have access to Lendio's embedded loan marketplace, adding a broader range of capital solutions to support business growth.

• **TruHearing**, a Draper-based hearing health company, has partnered with **Shoebox**, a designer and manufacturer of software-based hearing testing and screening devices, with the collaboration aiming to fill a gap in hearing health care. The partnership enhances support throughout the entire hearing care journey, from prevention to treatment. The program provides access to Shoebox's advanced hearing screening technology to assess and monitor hearing health, in addition to affordable hearing aids offered through TruHearing.

REAL ESTATE

• **Colliers** has announced the sale-leaseback of 105,962-square-foot Class A manufacturing facility at 3510 W. Directors Row, Salt Lake City. **Flynn Roofing**, North America's largest building envelope contractor, has entered into a long-term leaseback agreement to continue operations at the site. Colliers represented both the seller and the buyer in the transaction. Colliers' West Industrial Capital Markets Team, composed of Vice Chair Michael Kendall, Senior Vice President Gian Bruno, Vice President Kenny Patricia and Associate Kylie Jones, led the disposition and acquisition process. Vice Chairs Tom Freeman and Travis Healey and Executive Vice President Jeremy Jensen provided local market expertise along with Vice Chair Grant Lammersen. This deal marks a milestone for the West Industrial Capital Markets Team as its first completed transaction in Utah.

RECOGNITIONS

• **BioHive**, an organization dedicated to fostering innovation and growth in the life sciences and health care innovation industry, recently presented a series of industry awards recognizing individuals and companies contributing to the success of the life sciences industry in Utah. The recipients are **University Student of the Year, Henry Crandall**, University of Utah Ph.D. candidate; **Rookie of the Year, Chad Pollard**, Wasatch BioLabs; **Community Partner of the Year, Intermountain Health**; **Storyteller of the Year, Katherine Matsumoto**, Recursion; **Community Impact Award, ARUP Laboratories**; **Patient Advocate of the Year, Blackrock Neurotech**; **Customer Advocate of the Year, Ryan Grassley and Sam Durst**, Extreme Motus; **Mentor of the Year, Mark Szczepanski**, Myriad Genetics; **Ecosystem Excellence Award, Altitude Lab**; **Women in Technology and Science Leadership Award, Seek Labs**; **People First Award, Denali Therapeutics**; **Researcher of the Year, Nusano**; **Innovation of the Year, Biofire Spotfire** respiratory/sore throat panel, bioMérieux; and **Visionary of the Year, David Bearss**, Halia Therapeutics.

• **Awardco**, a Provo-based employee recognition and rewards company, is ranked No. 20 on a list of **Top 100 Best Software Products of 2025**, compiled by **G2**. The company also finished in the top 100 in the software categories of Best HR Software Products, Highest Customer Satisfaction Products and Best Software for Mid-Market Businesses. G2's annual software awards recognize products that offer outstanding customer satisfaction, market presence, and innovation, based

on feedback from users.

• **Clark Planetarium** in Salt Lake City is ranked No. 9 on a list of the **"10 Best Planetariums in the Country"** by the readers of *USA Today*. Clark Planetarium was celebrated for its interactive exhibits, immersive dome theater experiences, and commitment to science education.

RETAIL

• **Bella's Market** has broken ground at 875 N. Main St., in Vineyard, part of the Utah City development. The grocery store will be one of the first amenities to Utah City, the 700-acre mixed-use masterplan community on the eastern shore of Utah Lake. The store will occupy 40,000 square feet. Architecture firm **RDC** is leading the design for Bella's Market with the interior design firm **DyeLot**. Construction, led by **Flagborough**, the developers behind Utah City, is progressing on schedule. Completion is expected by year-end. Through operating partner **Lee's Marketplace**, Bella's Market is a member of the cooperative Associated Foods Stores.

SPORTS

• **X Games** has announced that its sports festival will take place June 27-29 in Salt Lake City with Moto X, BMX and skateboarding competitions at the Utah State Fairpark and Event Center. The center is partnering with Salt Lake County to host X Games Salt Lake City 2025. The Salt Lake City events are part of a three-city schedule this year, with others in Sacramento and Osaka, Japan. The more than 100 athletes in Salt Lake City will compete for over \$1 million in prize money.

CORPORATE FINANCIAL REPORTS

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

Nu Skin

Nu Skin Enterprises Inc., based in Provo, reported a net loss of \$36.1 million, or 73 cents per share, for the fourth quarter ended Dec. 31. That compares with net income of \$7.3 million, or 15 cents per share, for the same quarter a year earlier.

Revenue in the most recent quarter totaled \$445.6 million, down from \$488.6 million in the year-earlier quarter.

For the full year 2024, the company reported a net loss of \$146.6 million, or \$2.95 per share. That compares with net income of \$8.6 million, or 17 cents per share, for 2023. Revenue in 2024 totaled \$1.73 billion, down from \$1.97 billion in the prior year.

Nu Skin Enterprises companies include Nu Skin, a beauty and wellness company, and Rhyz Inc., a group of consumer, technology and manufacturing companies focused on the beauty, wellness and lifestyle categories.

"We were pleased to beat our fourth-quarter revenue guidance, generate sequential revenue growth and exceed our adjusted earnings as we materially completed our restructuring plan," Ryan Napierski, president and CEO, said in announcing the results. "As we look ahead to 2025, we anticipate improving business trends and a return to year-over-year

growth in several of our markets but also anticipate continued economic challenges and poor consumer sentiment, particularly in Greater China and South Korea."

Napierski said the company this year will focus on strengthening its core Nu Skin business with the continued rollout of its enhanced sales performance compensation plan in several markets, as well as accelerating growth in developing markets, including Latin America.

LifeVantage

LifeVantage Corp., based in Lehi, reported net income of \$2.6 million, or 19 cents per share, for the second fiscal quarter ended Dec. 31. That compares with a net loss of \$700,000, or 5 cents per share, for the same quarter a year earlier.

Revenue in the most recent quarter totaled \$67.8 million, up from \$51.6 million in the year-earlier quarter.

LifeVantage offers health-based products.

"Second-quarter results were outstanding, with year-over-year revenue growth exceeding 31 percent to a record \$67.8 million, driven by tremendous demand for the MindBody GLP-1 System we introduced into the U.S. market in October," Steve Fife, president and CEO, said in announcing the results.

"We also continued to deliver strong profitability metrics and growth in Active Accounts, which was equally impressive, up 25 percent sequentially in

the Americas, as the number of enrollments surged to the highest level in five years. Across our business we're seeing incredible momentum and the entire LifeVantage community of independent consultants and customers is highly engaged."

Varex

Varex Imaging Corp., based in Salt Lake City, reported a net loss attributable to Varex of \$300,000, or 1 cent per share, for the fiscal first quarter ended Jan. 3. That compares with a loss of \$500,000, or 1 cent per share, for the same quarter a year earlier.

Revenue in the most recent quarter totaled \$200 million, up from \$190 million in the year-earlier quarter.

Varex designs and manufactures X-ray imaging components, which include X-ray tubes, digital detectors, and other image processing solutions that are components of X-ray imaging systems, as well as X-ray imaging systems for industrial applications. The company employs approximately 2,300 people in North America, Europe and Asia.

"Demand in the first quarter was solid, with both medical and industrial revenue up year-over-year," Sunny Sanyal, CEO, said in announcing the results. "Favorable sales mix and productivity gains across both segments resulted in higher-than-expected profitability and earnings per share. We expect to see continued

solid demand across both segments in the second quarter of fiscal 2025."

Weave

Weave, based in Lehi, reported a net loss of \$6.7 million, or 9 cents per share, for the fourth quarter ended Dec. 31. That compares with a loss of \$7 million, or 10 cents per share, for the same quarter a year earlier.

Revenue in the most recent quarter totaled \$54.2 million, up from \$45.7 million in the year-earlier quarter.

For the full year 2024, the company reported a net loss of \$28.3 million, or 40 cents per share. That compares with a loss of \$31 million, or 46 cents per share, in 2023. Revenue in 2024 totaled \$204.3 million, up from \$170.5 million in 2023.

Weave offers a customer experience and payments software platform for small and medium-sized health care businesses.

"Weave delivered another excellent quarter and year, with improvements in gross margin, cash flow, and operating income (loss), highlighting continued strong demand from the market and improvements in our operating model," Brett White, CEO, said in announcing the results.

"In 2025, we expect to continue to make strategic investments in medical vertical markets, mid-market, partnerships, AI, and payments, building on our 2024 momentum to expand our market leadership and unlock new revenue opportunities for the years ahead."

Career Moves

CAREER MOVES

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

CONSTRUCTION

• **Sundt Construction** has promoted **Manny Diaz** from project executive to regional manager for the company's Water & Wastewater Group. He will oversee operations, client relationships and strategic growth initiatives across Sundt's Intermountain region. Diaz has 50 years of experience in the construction industry, managing and delivering water and wastewater projects. He currently helps lead efforts on the new water reclamation facility for the Salt Lake City Department of Public Utilities.



Manny Diaz

ENERGY

• **SM Energy Co.**, a Denver-based energy company, has promoted **Richard Jenkins** to senior vice president over Utah. Jenkins has served as vice president over Utah since 2024 and previously vice president over operations since 2023. He joined the company in 2010 as a senior reservoir engineer. Jenkins has more than 17 years of experience in the oil and gas industry. SM is an independent energy company engaged in the acquisition, exploration, development and production of crude oil, natural gas and NGLs in Texas and Utah.



Richard Jenkins

GOVERNMENT

• **Gov. Spencer Cox** has appointed **Jared Garcia** as executive director of the Utah Department of Corrections. He

succeeds **Brian Redd**, who was recently appointed as Salt Lake City's new police chief. Garcia will oversee the department's operations, including its two prisons, six community correctional centers, and five adult probation and parole districts. Garcia currently serves as deputy executive director, a position he has held since October 2023, and has more than 22 years of experience in law enforcement, public safety and organizational leadership. Prior to joining UDC, he was the chief of police in Moab from May 2022 to October 2023. He spent the previous two decades with the Utah Department of Public Safety, rising through the ranks from trooper to captain.

• **Gov. Spencer Cox** has appointed **Tim Davis** as interim executive director of the Utah Department of Environmental Quality. Davis currently serves as the deputy Great Salt Lake commissioner. Davis has more than 25 years of experience in water and land policy, leading four different state water agencies in Utah and Montana, overseeing critical programs in water quality, water rights and drinking water. His experience includes serving as the director of Utah's Division of Drinking Water, and he also held leadership positions in Montana's natural resource and environmental agencies.

LAW

• **Holland & Hart LLP** has expanded its environmental and natural resources practice with the addition of Salt Lake City-based partner **Chad Baker**. He guides clients through mine closures and cleanup projects, including Superfund



Jared Garcia



Tim Davis

sites, involving multiple parties, agencies and jurisdictions. He helps clients navigate permitting and other regulatory compliance to remediate and repurpose land for renewable energy, data centers, industrial and other projects. He has specialized experience guiding clients through the unique environmental requirements of radiological decommissioning, including UMTRCA site disposal, restoration and long-term management, as well as compliance with Nuclear Regulatory Commission licensing requirements.



Chad Baker

NONPROFITS

• **Utah Clean Energy** has named **Jennifer Bodine** as deputy director. Bodine most recently served for over 14 years as sustainability manager at Weber State University and also served as WSU's interim energy manager since 2023. Prior to that, she was a planner for Teton County, Wyoming, and a recreational trail grants administrator for the Ohio Department of Natural Resources.



Jennifer Bodine

SERVICES

• **BluSky Restoration Contractors LLC**, a Colorado-based national property restoration contractor, has promoted **Candi Palacio** as vice president of its Ogden office. She will be responsible for managing BluSky's Ogden office operations, including business development, customer relationships, project management and administration.



Candi Palacio

Palacio has over 16 years of experience in the construction industry, with a background in design-build commercial construction and military/government contracting. She joined BluSky on the national team, managing large loss restoration projects, before transitioning to the Ogden office.

TECHNOLOGY

• Fitness platform company **iFit Inc.**, based in Logan, has appointed **Jeremy McCarty** as chief subscription officer. He leads the strategic vision and direction of iFit's subscription business while overseeing customer acquisition, retention, and optimization of the company's membership experience. McCarty has over 20 years of experience in subscription-based businesses across the wireless, telecom and smart home industries.



Jeremy McCarty

• **Weave**, a Lehi-based company offering a customer experience and payments software platform for small and medium-sized health care businesses, has announced that **Jason Christiansen**, currently vice president of finance, is expected to assume the role of chief financial officer and join the executive team upon the retirement of **Alan Taylor**, who has said he plans to retire at the end of the first quarter. For the past four years, Christiansen



Jason Christiansen

oversaw financial planning and analysis at Weave. Prior to joining Weave, he held senior leadership roles at Nice and inContact. He began his career as a Certified Public Accountant in Deloitte's assurance practice. His education includes a Master of Accountancy degree from Utah State University.

Eccles business school featured in new film series about attaining student success

As Glen Kreiner, professor of management at the University of Utah's David Eccles School of Business, notes, "Oftentimes, business schools have a bit of a bad rap about being about numbers and formulas, and [being] cold and calculating." In a new mini documentary-style film that is part of the "Leader Generation" series, the Eccles School aims to instead demonstrate its "holistic, multi-pronged and integrated approach to student success."

"Leader Generation," a new branded

content online series presented by the Association to Advance Collegiate Schools of Business (AACSB) and produced by BBC StoryWorks Commercial Productions, illustrates the role that business schools and educators can play in addressing the world's economic, social and environmental issues through responsible leadership.

The 18-part online series, which includes a story produced for the Eccles School, showcases how schools are equipping future leaders with the skills

to reimagine business. The Eccles School episode focuses on the curriculum, resources, programming and services offered to address mental health and well-being more broadly.

The episode features both Kreiner and Abbey Salamera, a program coordinator for student engagement and belonging at the UofU, highlighting a pair of Eccles School programs, including the "In A Pinch Basic Needs Initiative," which provides students access to food, housing, funding, mental health and family

resources; and the undergraduate course "MGT 1030-007: Responsibilities of Business Leaders," in which a component of the curriculum addresses mental health in the workplace.

"By addressing the basic needs of our students," said Salamera, "we aim to eliminate barriers that may impede their academic achievement and well-being."

The episode of the "Leader Generation" series featuring the Eccles School can be accessed at <https://www.aacsb.edu/about-us/advocacy/leader-generation>.

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Black Desert Resort emerges as crown jewel among St. George-area golf venues

Tom Haraldsen
The City Journals

There are 11 golf courses in the St. George area, and another eight within 20 miles. All but two are public or municipal, and each offers a variety of beautiful landscapes and challenging topography.

Few have garnered as much attention recently as the Black Desert Resort in Ivins. This multi-million-dollar resort broke ground in February of 2021. Last fall, it opened by hosting a PGA Tour event known as the Black Desert Championship. In May, it will host an LPGA Tour event with the same name. For any golf course to host events from both professional tours is rare (Pebble Beach and Augusta National come to mind), but for it to happen in Utah makes Black Desert's legacy already impressive. Developer Patrick Manning has the PGA contracted to do a second event this fall and the LPGA for a total of three years.

Manning first saw the property where he is building the Black Desert Resort more than 20 years ago. He came to Utah after a friend of his told him, "you gotta see this land." So Manning and his wife flew out from their home in Florida and have never looked back.

"My wife and I stood right about where the resort center is built, and I told her, 'I can't explain the feeling I have — it's suffocating,'" he recalled. "I had the overwhelming feeling that we needed to sell everything we had and move here. It took some convincing, but she agreed, and we made the move, and I've never regretted it for a day."

Fast-forward almost two decades to when Manning envisioned a championship golf course, since he'd already designed more than 150 of them around the world. Manning acquired 3,000 acres of land for the resort, portions of it split among Ivins, Santa Clara and St. George boundaries. The 7,400-yard course also features an amazing short game facility with a driving range, a chipping range and the largest putting green in the country, with 36 holes.



Nestled among Southern Utah's soaring red cliffs and foreboding black lava flows, Black Desert Resort near St. George is quickly becoming the top golf destination in the state. The venue has already been the stop for a tournament on the PGA's Fall Tour, with an LPGA tournament slated for the next three years. Photo courtesy Black Desert Resort.

Manning has connected with Utah Tech University in St. George to offer both the school's men's and women's golf teams a home course and practice facility.

You don't need to wear a collared shirt to play here. At the practice facility, golfers can climb out of a nearby hot tub and start putting away wearing shorts. Manning said his

goal was elegance without pretense.

"It rivals any practice course and facility of any other college or university," he said. "I've always wanted this to be a project that benefits not just players, but our neighbors and friends in the community,

see BLACK DESERT page 18

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BIG BUSINESS\$

It's hard to know for sure, but some estimates put the annual economic impact of the golf industry in the United States upward of \$100 billion

Golf has long been considered a sport of leisure and prestige, attracting players of all ages and backgrounds. But beyond its reputation for offering relaxation and enjoyment, golf has also become a significant economic driver in the United States. The game generates billions of dollars in revenue each year, supporting businesses and communities across the country. From green fees to golf course construction, the sport's economic impact touches multiple sectors, benefiting not only golf enthusiasts but also the broader U.S. economy.

Green Fees and Memberships

The most direct source of revenue for golf courses comes from green fees and memberships. Green fees are the charges players pay to access a course for a round of golf, while memberships often provide access to exclusive clubs and discounts. Green fees can vary depending on the course's location, prestige and difficulty, with public courses typically offering rates between \$20 and \$100 for 18 holes. However, at high-end resorts or exclusive country clubs, green fees can exceed \$300 per round.

As of recent data, the U.S. golf

industry generates approximately \$20 billion annually from green fees and memberships alone. According to the National Golf Foundation (NGF), there are over 15,000 golf courses in the United States, with millions of rounds of golf played every year. The memberships, which provide golfers with unlimited access or discounted rates, make up a substantial portion of the total. For instance, premium country clubs charge between \$5,000 and \$20,000 annually for membership dues, with some prestigious clubs reaching fees of over \$100,000 for initiation. Given these figures, it's clear that memberships contribute significantly to the financial success of golf courses across the country.

Lessons and Instruction

Golf instruction is another key economic component of the sport. Professional lessons and clinics are essential for both beginners and seasoned golfers looking to refine their skills. These services can take place in one-on-one settings, group lessons or specialized camps, all of which come with a price tag. The cost of golf lessons can vary significantly based on the location, the instructor's expertise and the format of the lesson. On average, individual golf

lessons cost around \$50 to \$150 per hour. Renowned instructors or golf pros at high-end clubs can charge upwards of \$300 per hour for one-on-one lessons.

The Jim McLean Golf School at The Ledges Golf Club in Heber City offers individual one-hour lessons at a cost ranging from \$115 to \$190 for nonmembers and \$100 to \$165 for members.

The school also offers a two-day Junior Golf School for youth ages 5 to 13 with five total hours of instruction for \$250.

For the serious learners, there are nine-hole playing lessons with one of the school's master instructors for \$450 or an ultimate package that includes a morning of instruction, a nine-hole playing lesson and lunch for \$950.

The golf instruction sector, including private lessons, group clinics and golf schools, is estimated to contribute approximately \$1.8 billion annually to the U.S. economy. This figure includes not only direct revenue from lessons but also the economic benefit derived from travel, accommodations and related

expenses when golfers attend instruction programs at various resorts or golf schools. Golf instruction also spurs other industries, such as travel and hospitality, where golfers often visit destinations known for their golf academies.

Equipment and Apparel

No golfer is complete without the necessary equipment, and this area of the industry has witnessed tremendous growth over the years. Golf clubs, balls, apparel and accessories make up a substantial portion of the sport's economic footprint. Golf equipment manufacturers like Titleist, Callaway, TaylorMade and Ping generate billions in sales each year. On average, an individual golfer will spend around \$700 to \$1,000 annually on new golf clubs, balls, bags and accessories. High-end clubs can cost thousands of dollars, while premium balls and accessories like GPS devices and rangefinders also add to the costs.

In total, golf equipment and apparel account for an estimated \$8 billion in annual revenue in the United States. Apparel alone repre-

see **BUSINESS OF GOLF** page 18



GOLF COURSES-NORTHERN UTAH

Ranked by Slope

BUSINESS JOURNAL **List**

	Course Name Address	Phone Web	Slope (Back Tees)	Rating (Back Tees)	Par (Back Tees)	Tournaments Hosted 2024	Greens Fees per 18 Holes	Private or Public	Total Yardage from Tips	Dress Code?	Course Record	Amenities	Head Pro
1	Red Ledges Golf Course 205 Red Ledges Blvd. Heber City, UT 84032	435-657-4054 redledges.com	155	77.2	72	11*	\$150 w/Mem.	Private	7,551	Y	65	Full dining, driving range, putting green, chipping green, two pools, tennis	Jon Paupore
2	Victory Ranch Golf Course 7865 N. Victory Ranch Lane Kamas, UT 84036	435-785-5000 victoryranch utah.com	146	75.9	72	*	*	Semi- Private	7,576	Y	62	Restaurant, double-sided driving range, short game area, putting green	Andrew Fetsko
3	Eagle Mountain Golf Course 960 E. 700 S. Brigham City, UT 84302	435-723-3212 eaglemountain gc.com	142	72.3	71	10*	\$38	Public	6,725	Y	64	Full driving range, 2 practice greens, full-service snack bar	John Patzwald Director of Golf
3	Homestead Resort & Golf Club 700 N. Homestead Drive Midway, UT 84049	435-654-5588 playhomestead gc.com	142	71.8	71	30*	\$35-65	Public	6,669	N	62	Practice facilities, restaurants, lodging rooms, meeting space, Crater Hot Springs, swimming pools	Wayne Clark Golf Operations Manager
3	Willow Creek Country Club 8505 S. Willow Creek Drive Sandy, UT 84093	801-942-1954 willowcreekcc. com	142	73.5	72	2	\$105* w/Mem.	Private	7,046	Y	63	Driving range, 3 practice greens & short-range game, banquets, pool complex	Carl Sarahs Director of Golf
4	Soldier Hollow Golf Course Silver 1370 W. Soldier Hollow Lane Midway, UT 84049	435-654-7442 stateparks.utah .gov/golf/soldier- hollow/teetime/	141	75	72	*	\$25-85	Public	7,627	N	62	Large practice area, pro shop, lessons, full-service restaurant	David Simm
4	Stonebridge Golf Club 4415 Links Drive West Valley City, UT 84120	801-957-9000 golfstonebridge utah.com	141	73.6	72	57	\$36-50	Public	7,131	Y	64	Driving range, banquet room	Clark Garso
5	Riverside Country Club 2701 N. University Ave Provo, UT 84604	801-373-8262 riverside countryclub.org	140	73.4	72	12	\$150	Private	7,102	Y	62	Golf, tennis, pool, athletic club, dining	Chris Moody, Pro Travis Byron, Asst.
6	Canyons Golf 3636 Willow Draw Road Park City, UT 84098	435-615-4728 canyons golfcourse.com	139	68.9	69	50*	\$65-225	Public	6,069	Y	66	Restaurants, spa, lodging	Darren Ingram
7	Park Meadow Country Club 2000 Meadows Drive Park City, UT 84060	435-649-2460 parkmeadowssc. com	138	74.8	72	*	\$185	Private	7,403	Y	62	Golf practice facility, clubhouse, restaurant, locker room, pool, fitness, pickleball	Nick Owens Director of golf
7	Thanksgiving Point Golf Club 3300 W. Clubhouse Drive Lehi, UT 84043	801-768-7401 thanksgiving pointgolf.com	138	76.2	72	80*	\$85	Public	7,700	Y	62	Driving range, Bistro Grill, meeting space	Brett Johnson
8	Jeremy Ranch 8770 N. Jeremy Road Park City, UT 84098	435-649-2700 thejeremy.com	137	74	72	11*	\$125 w/Mem.	Private	7,092	Y	65	Full-service clubhouse, dining facilities, fitness facility, locker rooms, Nordic Track	Jake Hanley
8	South Mountain Golf Course 1247 E. Mike Weir Drive Draper, UT 84020	385-468-1480 slco.org/golf/ southmountain	137	73.3	72	20*	\$30-60	Public	7,008	N	65	Restaurant, putting greens, practice facility, range	Brian Schramm
9	Bountiful Ridge Golf Club 2430 S. Bountiful Blvd. Bountiful, UT 84010	801-298-6040 bountifulridge golf.com	135	71.3	71	2	\$32+	Public	6,518	Y	59	Pro shop, practice facilities, restaurant, lessons	Kent J. McComb
9	Riverbend Golf Course 12800 S. 1040 W. Riverton, UT 84065	385-468-1460 slco.org/golf/ riverbend	135	72.5	72	6	\$40	Public	6,882	N	64	Restaurant, driving range, pro shop	Steve Young
10	The Ranches Golf Course 4128 E. Clubhouse Lane Eagle Mountain, UT 84005	801-789-8100 theranches golfclub.com	132	72.7	72	8*	\$35-59	Public	6,819	N	62	Practice facility, driving range, chipping & putting green, full-service grill & beverage cart	Mason Christison, Pro Rob Hammer Director of Instruction
11	Mt. Ogden Golf Course 1787 Constitution Way Ogden, UT 84403	801-399-1129 ogdencity.com	131	70.2	72	12*	\$28-32	Public	5,993	N	60	Putting green, pitching/chipping area, café	Todd Brenkman
12	River Oaks Golf Course 9300 S. Riverside Drive Sandy, UT 84070	801-568-4653 sandy.utah .gov/golf	130	70.5	70	30*	\$35-42	Public	6,269	N	62	Cafe, catering/banquets, driving range, conference room, A/V	Mitchell Stone



Tips for setting up your company's golf tournament

Tom Haraldsen
The City Journals

Every year, hundreds of Utah companies, organizations and even churches put on golf tournaments. They are generally four-person scramble events, designed to promote camaraderie and help even the most novice or inexperienced golfers have some fun with friends or co-workers.

They also serve another purpose in many cases — raising money for charitable causes. Businesses sponsor holes and usually have representatives at the tee boxes to hand out swag with company logos. Many businesses donate door prizes for raffles held during lunches hosted by the tournament sponsor. For those who are just starting out to play the game, it's a great way to "break in."

So how do you start to organize a golf scramble? Here are some tips:

Choose the date and site. Many courses book early for these types of events. Usually a four-person scramble can involve as many as 144 golfers — meaning two four-person teams can start on the same hole, one team behind the other. So be sure your course can handle that many golfers (most can) and set your time schedules accordingly. If you plan to have a "shotgun" start at 9 a.m., plan on then hosting your lunch and/or awards event about 1:30 p.m. And choose a course that's appropriate for the skill level of your golfers — something relatively flat and easy to walk, even though golfers are usually in carts.

Set your budget. You probably hope to make some money on this event, so figure the greens and cart rental fees, plus costs for food or beverage, into your budget. The average cost for a scramble in Utah in 2024 was \$70 per player minimum. Some were higher, depending on the course and the sponsor of the title event. Be sure to cover your hard costs.

Recruit players. This shouldn't

be too difficult if you, as the title sponsor, have a network of friends and fellow business owners who like golf. Most golf courses will allow you a little flexibility in reserving times, so if you get into this and find you can only fill 120 spots (30 teams), set up a cut-off time so you can finalize your course reservations. It's important to get a good number of players so that the scramble is fun and competitive.

Create a registration form. This is something you obviously need to do. If you are figuring handicaps into team scoring, that's information you'll need. This also helps create a mailing list for contacting golfers in the future.

Food and drinks. A very important part of any scramble are munchies. The amount of food and drinks you need will depend, of course, on the number of players. It is important to order food and drinks that are appropriate for the event.

Sponsors and prizes. Many companies will sponsor a hole for a set fee. This can include them offering swag (golf balls, tees, ball marks, hats, etc.) to players as they come to a tee box. They may also want to offer prizes for your raffle (tickets sold to

players is another great way to raise some money for a cause). You'll also want prizes for your top teams — trophies or gift cards or even golf equipment. Some courses will offer gift certificates from their pro shops.

Choose a format for the scramble. Most four-person events allow each player to tee off on a hole, with the best shot played. This continues to the green, where all four players have a chance to make the final put. Some tournaments add twists just for fun, like allowing "one throw" from a sand trap per round. And most have prizes for the longest drive and closest to the hole, both for men and women. Your ability to obtain prizes will determine what contests within the actual round you want to offer. In some cases, you can also buy an inexpensive insurance policy for a grand prize — like a new car or truck for the first golfer getting a hole-in-one on a designated par three. Make sure that par three is a difficult one!

Volunteers. This is a very important element for any entity putting on a tournament. You'll need helpers for registration, scoring, food and beverage and to monitor a hole if you do the large hole-in-one giveaway. You'll need someone to marshal the

start, sending teams and carts to their respective starting tees for a "shotgun" start.

Teeing off. Again, each group of four will tee off at the same time, but on different holes. This is usually called a shotgun start — everyone hears a horn or even a shotgun blast signaling them to begin. If you have 36 teams, they will go off with one following the other. Do not have all eight golfers playing in one group. Most courses will make that rule mandatory before you begin your tournament.

Finishing it off. You should have at least one if not two volunteers at the clubhouse, ready to collect the team scorecards as they come in. Your scoring rules may depend on whether you want to include golfers' handicaps (usually a problem if many of the players don't have registered handicaps) and you may wish to divide your teams into "flights." For example, you could take the top 18 teams and place them in A Flight, and the bottom 18 teams into B Flight. That allows for more teams to get first-, second- or third-place prizes, and it also helps even the playing field a bit for just occasional golfers. This doesn't usually cause much concern, since almost all scramble tournaments are conducted in the spirit of fun.

Post-tournament. Once the tournament ends, keep a few things in mind. Send thank-you notes or emails to the players, volunteers and the staff at the golf course. Publish the results on social media or, if the event was used as a fundraiser for a local cause, see if local newspapers or media outlets will run the results. And evaluate the scramble — what worked well, what didn't work at all, what could be improved?. Was the cost and effort worth it, and would you do it again? If you think you might want to make this an annual event, then let participants know you'll be back in touch next season.

Have fun, make new friends, and hit the links for a day of memories, mulligans and more!



Businesses like the Texas Roadhouse in Taylorsville hold scramble golf tournaments each year to benefit local charities. Photo by Tom Haraldsen

GOLF COURSES-SOUTHERN UTAH

Ranked by Slope



	Course Name Address	Phone Web	Slope (Back Tees)	Rating (Back Tees)	Par (Back Tees)	Tournaments Hosted 2024	Greens Fees per 18 Holes	Private or Public	Total Yardage from Tips	Dress Code?	Course Record	Amenities	Head Pro
1	Coral Canyon Golf Course 1925 N. Canyon Greens Drive Washington, UT 84780	435-688-1700 coralcanyongolf.com	148	75.2	72	15	\$150	Public	7,146	Y	64	Driving range, putting green, chipping green, lessons, pro shop, restaurant	Marco Leoni, Pro
2	Copper Rock Golf Course 1567 W Copper Rock Parkway Hurricane, UT 84737	435-215-4845 copperrock.com	146	75.8	72	N/A	\$93	Public	7,227	Y	*	Stay & play vacation rentals, clubhouse restaurant and pool, event center, 18 holes of challenging play	John Horton
3	Entrada at Snow Canyon Country Club 2537 W. Entrada Trail St. George, UT 84770	435-986-2200 golfentrada.com	140	73.8	71	7	\$250*	Private	7,083	Y	67	Golf shop, driving range, fitness center, restaurant, locker room, pickleball, tennis, aquatics, hiking	JR Cummings, Pro Kaden Hamp Assistant Pro
4	Black Desert Resort 1500 E Black Desert Dr. Ivins, UT 84738	435-252-9736 blackdesertresort.com	139	75.4	72	N/A	\$350 (non-resort guests)	Private	7,393	Y	60	Driving range and putting green, tee gift for every player, 12-minute tee times, high tech carts, food and beverage	Zachary J. Kelly
5	Sand Hollow Championship 5625 W. Clubhouse Drive Hurricane, UT 84737	435-656-4653 sandhollowresorts.com	137	74	72	3	\$100-125	Public	7,170	Y	60	Practice bunker complex, clubhouse, Wee course	Tyler Ott
6	The Hideout Golf Club 648 S. Hideout Way Monticello, UT 84535	435-298-8120 hideoutgolf.com	136	71.9	72	18	\$10-38	Public	6,652	N	67	Driving range, lessons, pro shop, snack shop	Jeff Simon General Manager
7	Moab Golf Club 2705 E. Bench Rd. Moab, UT 84532	435-259-6488 moabgolfcourse.com	133	72.9	72	14	\$54-74	Public	6,765	N	61	Pro shop, practice facility, lessons, snack bar/grill	Rob Jones
7	Sunbrook Golf Club 2366 W. Sunbrook Drive St. George, UT 84770	435-627-4400 sgcity.org	133	73.9	72	80*	\$18-65	Public	6,823	Y	64	Practice facilities, pro shop, grill	Reed McArthur
8	Green Spring Golf Course 586 N. Green Spring Drive Washington, UT 84780	435-673-7888 golfgreenspring.com	132	72.7	72	4	\$45-85	Public	6,859	N	60	Located within 40 minutes of Zion National Park, driving range, snack bar	Kevin Soderquist Course Manager
8	Sun River Golf Club 4210 Bluegrass Way St. George, UT 84790	435-986-0001 sunrivergolf.com	132	73.3	71	6	\$89	Public	7,061	Y	59	Grass tee driving range, chipping green, practice sand facility, putting course, restaurant	Larry Ricketts
9	Bloomington Country Club 3174 Bloomington Drive E. St. George, UT 84790	435-673-2029 bloomingtoncountryclub.com	130	72.7	72	22*	\$360-460/month	Private	6,945	Y	62	Range, restaurant, lounge, pool, tennis courts	Mark Boggs
9	Sky Mountain Golf Course 1030 N. 2600 W. Hurricane, UT 84737	435-635-7888 skymountaingolf.com	130	71.1	72	22*	\$68-88	Public	6,306	N	63	18 holes, range, practice green, grill	Kent Abegglen
10	Southgate Golf Course 1975 S. Tonaquint Drive St. George, UT 84770	435-627-4440 sgcity.org	129	70	71	12*	\$19-33	Public	6,218	Y	59	Driving range, grill	Eron Deming
10	St. George Golf Club 2190 S. 1400 E. St. George, UT 84770	435-627-4404 stgeorgegolfclub.com	129	73.9	73	*	\$19-33	Public	7,271	Y	62	Full-service golf shop, practice green, cart rental, club rental	James Hood
11	Palisade Golf Course 2200 E. Palisade Road Sterling, UT 84665	435-835-4653 stateparks.utah.gov/palisade	128	69.8	72	30*	\$40-45*	Public	6,290	Y	62	Full-service golf shop, driving range, restaurant	Jordan Van Orman
12	Dixie Red Hills Golf Course 645 W. 1250 N. St. George, UT 84770	435-627-4444 sgcity.org	119	65.8	68	10*	\$25-35 for 9 holes	Public	5,462	Y	26 for 9 holes*	Driving range	Allen Orchard

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SKY MOUNTAIN
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BUSINESS OF GOLF

from page 13

sents a growing segment, with golfers increasingly purchasing clothing tailored to the sport, including performance-enhancing fabrics and stylish attire that can be worn both on and off the course. Leading brands like Nike, Adidas, and Under Armour continue to expand their golf-specific product lines, and as a result, sales of golf apparel are projected to surpass \$2 billion annually. The growth of golf-inspired lifestyle apparel has helped integrate the sport into everyday fashion, broadening its economic impact.

Golf Course Construction

Finally, the construction of new golf courses and the renovation of existing ones represent a significant economic activity tied to the sport. As the popularity of golf continues to grow, the demand for new courses remains strong. In recent years, however, the number of new courses being built has slowed, as many regions already have a saturation of golf offerings. Nonetheless, the economic value generated by constructing new golf courses is substantial. The costs associated with designing, permitting and constructing a golf course can range from \$1.5 million to \$3 million per hole, meaning the total cost for an 18-hole course can easily surpass \$30 million.

The U.S. golf course construction industry generates approximately \$1.8 billion annually, according to reports from the NGF. This figure includes not only the direct construction costs but also the related economic benefits such as employment, the sale of construction materials and the subsequent increase in local tourism. A new golf course can have far-reaching effects on local economies, providing jobs for workers during construction and ongoing employment opportunities once the course opens. Additionally, golf courses often become focal points for real estate development, with surrounding properties often increasing in value, further benefiting the economy.

Golf's economic impact in the United States is far-reaching and multifaceted. From the revenue generated by green fees and memberships to the booming golf equipment and apparel industry, the sport plays a vital role in driving economic activity. Collectively, the golf industry's total economic output is estimated to exceed \$90 billion annually, making it one of the most influential sectors in American recreation and tourism. The sport's combination of leisure, competition and business opportunities ensures that golf will continue to be a significant force in the U.S. economy for years to come.

Editor's Note - Research for this article was done with assistance of a large language model (AI). The Business Journal recognizes that AI engines can provide inaccurate information but believes the data in this story substantially portrays the economic impact of golf in the American economy.

BLACK DESERT

from page 11

including our college students.”

The course was the final design work of late PGA great Tom Weiskopf, which he worked on in collaboration with fellow architect Phil Smith. It was Weiskopf's 73rd course, and that number resonates around the resort. The stylish “Club 73” adjacent to the putting green features a super-cool vibe — TVs outdoors and misters to keep guests cool as they sit and drink or dine. There's a full-size bronze statue of Weiskopf on the grounds, and his widow Laurie Weiskopf was present along with her two sisters in October when the first Black Desert Resort Championship PGA tournament was held.

That event came about when Manning invited PGA officials to come view the course. It's difficult getting either the men's or women's tours to add new courses, but Manning said once the PGA folks toured the course, they signed on. The LPGA was already onboard.

“One particular PGA official came up on the tee at No. 18, looked at the view, and said there was nothing like it on any other course he'd seen,” Manning said. Said Weiskopf before he passed away: “It's one of the most beautiful vistas and places that you could ever just stand there and (do) a 360 turnaround and look at all these beautiful mountains.”

Black Desert combines Bentgrass from tee to green, with narrow strips of Kentucky bluegrass on the borders against the ever-present surrounding black lava. The PGA players enjoyed abundant sunlight in October, but late-afternoon rounds were accompanied by shadows and at times gusty winds. At 3,000 feet above sea level, golfers certainly enjoyed increased ball flights and low humidity.

Manning's plan includes development of a mega-resort, with a downtown village, an amphitheater, 400-plus hotel rooms, 20 restaurants (all original and no chains), a waterpark, and numerous trails and activities related to the nature of the area. Much of the work is still in progress, and some phases of development will likely run over several years. At one time Manning had planned to build a large arena capable of hosting NBA or NHL games, but he put that plan on hiatus this winter and may revisit it later.

The nearby Virgin River is a habitat for various endangered fish species, and Black Desert has partnered with the Utah DWR Southern Utah Region to work with Melinda Bennion, a native aquatics biologist. The project is designed to protect the Virgin River chub, a species found only in the Virgin River. The resort is also developing projects aimed at protecting the desert tortoise and creating pollinator gardens to safeguard endangered species such as the monarch butterfly.

In addition to environmental stewardship, Black Desert Resort is committed to energy efficiency and water conservation. The resort was recognized with a 2023 Utah Green Building Award for implementing high-efficiency HVAC systems, low-voltage wiring, efficient irrigation systems, water recycling methods and energy reuse.

Green fees at Black Desert Resort are \$300 for 18 holes. Utah residents are being offered a promotional discount for rooms during the preview period that runs through March 31. Rates for Utahns start at \$199 a night and include a \$50 resort credit. Reservations can be made at blackdesertresort.com.

“My goal has always been to make this everyone's resort,” Manning said. “I think we're well on our way.”

Golf in Dixie

In addition to Black Desert, there are many fine courses for golfers to enjoy in and around St. George. Here's a listing:

The Ledges at St. George (public)
1585 Ledges Parkway
Estimated green fees: \$135

Entrada at Snow Canyon (private)
2537 W. Entrada Trail
Estimated green fees: \$125

Dixie Red Hills Golf Course (public)
645 W. 1250 N.
Estimated green fees: \$35

Sunbrook Golf Club 3 courses (public)
2366 W. Sunbrook Drive
Estimated green fees: \$50

Southgate Golf Club 2 courses (public)
1975 S. Tonaquint Drive
Estimated green fees: \$60

St. George Golf Club (public)
2190 S. 1400 E.
Estimated green fees: \$84

Bloomington Country Club (private)
3174 S. Bloomington Drive
Estimated green fees: \$100

SunRiver Golf Club (public)
4210 Bluegrass Way
Estimated green fees: \$90

Black Desert Resort at Entrada (public)
1500 E. Black Desert Drive, Ivins
Estimated green fees: \$300

Green Spring Golf Course (public)
588 N. Green Spring Drive, Washington
Estimated green fees: \$85

Coral Canyon Golf Course (public)
1924 N. Canyon Greens Dr., Washington
Estimated green fees: \$125

Sand Hollow Resort 3 courses (public)
5662 W. Clubhouse Road, Hurricane
Estimated green fees: \$130-185

Sky Mountain Golf Course (public)
1030 N. Sky Mountain Blvd., Hurricane
Estimated green fees: \$88

Copper Rock Course
1567 W. Copper Rock Pkwy., Hurricane
Estimated green fees: \$150



At the turn

"The Oasis," a stop between the front and back nine-hole halves of the Black Desert Resort golf course in Ivins, provides refreshments and restrooms for players at the new championship layout. Photo courtesy Black Desert Resort.

Calendar

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

March 5-6

“Winterbound 2025,” hosted by Pearagon and with the theme “Become the HubSpot Expert Every Business Needs.” Event gathers industry professionals looking to enhance their HubSpot expertise, explore new strategies, and network with peers and thought leaders. Location is Salt Lake Community College’s Miller Campus, 9750 S. 300 W., Sandy. Cost is \$29.50. Registration can be completed at [Eventbrite.com](https://eventbrite.com).

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

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

March 5, 11:30 a.m.

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

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

Wasatch Back Business University, presented by the Park City and Heber Valley chambers of commerce. Theme is “Digital Transformation and Technology Integration” and event will focus on how to integrate powerful tools to boost productivity and drive greater efficiency. Location is Blair Education Center, Intermountain Park City Hospital, 900 Round Valley Drive, Park City. Details are at <https://www.parkcitychamber.com/resources/for-businesses/wasatch-back-business-university/>.

March 5, noon-1:30 p.m.

“Crossroads of the World: Canada,” a World Trade Center Utah event, in partnership with the Governor’s Office of Economic Opportunity and the Salt Lake Chamber. Speaker is Sylvain Fabi, consul general of Canada in Denver. Location is World Trade Center Utah, 60 E. South Temple, Suite 300, Salt Lake City. Free, but registration is required. Registration can be completed at <https://wtcutah.formstack.com/forms/cwcanada>.

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

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

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

“The State of the Mountain, Wasatch County,” a ULI (Urban Land Institute) Utah event featuring a panel discussion exploring the latest developments in Wasatch County, with a focus

on two major projects shaping the region: the Grand Hyatt Deer Valley and the Mayflower development. Optional ski day follows the program. Location is Grand Hyatt Deer Valley, 1702 Glencoe Mountain Way, Park City. Details to be announced.

March 7, 8-10 a.m.

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

March 8, 11 a.m.-5 p.m.

Mind the Gap Festival, which will tackle inequality and representation gaps through a mix of live performances; expert panels; and practical workshops focused on women’s leadership, economic equity and the power of representation. Location is The Gateway, Salt Lake City, with Kiln serving as the hub for speakers, panel discussions and workshops. Free. Details are at www.mindthegapfest.com.

March 11, 9:30 a.m.

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

March 11, 10-11 a.m.

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

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

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

March 12, 9-10:30 a.m.

Women in Business Breakfast Series, presented by the West Jordan, South Jordan and Mountain West chambers of commerce. Speaker Amy Kendall, founder and managing editor of Hello Story, will discuss “How to Clarify Your Message.” Location is Legacy Banquet Room, 1617 Temple Lane, South Jordan. Cost is \$15 for members, \$20 for nonmembers. Details are at <https://wjc-ut.com/>.

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

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

March 12, 5-7 p.m.

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

March 13-14

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

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

Strategic Materials Summit, hosted by 47G, in collaboration with EDA Tech Hubs, the University of Utah, Idaho National Labs, Utah Mining Association and the Critical Minerals Innovation Hub. Event will feature industry leaders and experts exploring the future of strategic materials, their role in advancing technology and innovation, and opportunities for forging strategic partnerships. Location is Rice-Eccles Stadium, University of Utah, 451 S. 1400 E., Salt Lake City. Details are at <https://lu.ma/7yh4atu5>.

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

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

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

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

March 14, 11:30 a.m.-1:30 p.m.

Women’s Business Network Kick-off Event, a Utah Valley Chamber of Commerce event. Speakers are Corbin and Kara Church. Location is IHub, 1555 Freedom Blvd., Provo. Cost is \$30. Details are at thechamber.org.

March 18-20

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

mit pass and “XM Basecamp Live” on March 18. Details are at www.qualtrics.com/x4summit.

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

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

March 18, 9-11 a.m.

Business Women’s Forum. Presenter Kristyn Allred, director of She’s Daring Mighty Things, Huntsman School of Business at Utah State University, will discuss “Business Community: How to Ignite Collective Power.” Location is Ken Garff University Club, Rice-Eccles Stadium, 451 S. 1400 E., Salt Lake City. Cost is \$35 for members and \$50 for nonmembers by March 14; \$50 for members and \$65 for nonmembers thereafter. Details are at slchamber.com.

March 19-May 21

Executive Certificate in Global Business Management, presented by The Mill at Salt Lake Community College and offered to business executives, professionals, working staff, entrepreneurs and qualified students who wish to increase their knowledge and improve their strategies in global business practices. Classes can be taken in-classroom at SLCC in Sandy, online or hybrid. Cost is \$995, with scholarships available to cover the cost of the program through STEP (State Trade Expansion Program) Grants, and a discount through the Utah Custom Fit Training program. Application deadline is March 7. Details are at <https://themillat-slcc.com/education/executive-certificate-global-business-management/>.

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

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

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

“Strictly Networking Luncheon,” a West Jordan Chamber of Commerce event. Location to be determined. Free (pay for your lunch). Details are at <https://wjc-ut.com>.

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

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

March 19, 6-8 p.m.

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

NEWS

Existing-home sales continue to climb despite continued high mortgage rates

Existing-home sales climbed nationwide in December, according to the National Association of Realtors. Sales advanced in three major U.S. regions and slipped in the Midwest. Year-over-year, sales are still climbing in all four regions.

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

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

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

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

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

posted price increases.

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

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

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

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

Individual investors or second-home buyers, who make up many cash sales, purchased 16 percent of homes in December, up from 13 percent in November and identical to December 2023.

Distressed sales — foreclosures and short sales — represented 2 percent of sales in December, unchanged from November and the previous year. Single-family home sales moved higher by 1.9 percent to a seasonally adjusted annual rate of 3.83 million in December, up 10.1 percent from the prior year. The median existing single-family home price was \$409,300 in December, up 6.1 percent from December 2023.

Existing condominium and co-op sales increased 5.1 percent in Decem-

ber to a seasonally adjusted annual rate of 410,000 units, up 2.5 percent from one year ago (400,000). The median existing condo price was \$359,000 in December, up 4.5 percent from the previous year (\$343,500).

In the West, existing-home sales rose 2.6 percent in December to an annual rate of 790,000, up 12.9 percent from a year ago. The median price in the West was \$614,500, up 6.0 percent from December 2023.



Draper's Pluralsight releases tech forecast: AI most popular skill for learners

Pluralsight, a Draper-based technology workforce development company, has released its 2025 Tech Forecast report, which found, as expected, that AI was the most popular skill for tech learners in 2025, followed by Python and Cloud.

The report authors collected data from over 50,000 tech learners and the report details the top tech trends, tools and skills for technology professionals and business leaders in the year ahead.

The forecast, which also highlighted survey data from 3,000 executives and technologists and fea-

tured leading domain expert analysis, revealed that as AI coding assistants proliferate the space, demand for specialists to work alongside these tools will grow in turn. To ensure AI projects succeed and to reduce risk, technology leaders and hiring managers will be seeking expertise across AI, data, cybersecurity and infrastructure in coming months.

Some of the key takeaways from the 2025 Tech Forecast include:

- LangChain, an open-source framework that allows developers to build applications using large language models (AI), will be a top tech

trend in 2025. In the past year, the number of tech learners on Pluralsight’s platform interested in LangChain skyrocketed by 167 percent.

- Cloud professionals will still be in strong demand as organizations struggle to launch their AI projects.

- Small language models (SLMs) will become the focus in 2025 with the push for efficient edge AI and embodied AI.

- There will be an increased need for data specialists in 2025 and beyond as organizations realize that a proper data strategy is necessary for AI projects to succeed.

“Our 2025 Tech Forecast illustrates an industry in flux, with workers concerned about their futures in an AI-driven landscape, while leaders embrace technology-led change at scale,” said Chris Herbert, chief content officer at Pluralsight. “However, the report also highlights an opportunity for these same workers. When used effectively, AI can augment the capabilities of technologists while streamlining repetitive and manual tasks.”

The full report can be viewed at <https://www.pluralsight.com/tech-forecast-2025>.

U.S. hiring managers tread fine line between optimism and caution in 2025

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

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

Navigating AI is also a prominent concern, with 37 percent of hiring managers identifying challenges such

as leveraging AI to reach more candidates, implementing AI for candidate assessment and processing job applications using AI.

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

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

Among those with open positions in the past year, 40 percent found it

difficult to identify suitable candidates and 44 percent noted that it has become more challenging to find the right candidates compared to five years ago.

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

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

“While the challenges are significant, the resilience and adaptability of companies will be the driving force behind navigating this evolving landscape,” said Express Employment International CEO Bill Stoller. “By embracing technology and prioritizing skill development, they can create a more agile and capable workforce. This proactive approach will address current challenges and position companies for long-term success in an ever-changing market.”

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

Survey shows significant increase in economic concerns for families over past decade

In the 10 years since the American Family Survey — an annual collaboration by the Wheatley Institute at Brigham Young University, the *Deseret News* and BYU’s Center for the Study of Elections and Democracy — first surveyed thousands of Americans about their relationships and family experiences, a few things have remained unchanged: People worry about families generally, but they are happy with their own family; people want the government to help families; and people are concerned about how their kids are doing.

But one prominent change the American Family Survey has found over the past decade is a significant increase in economic concerns and a corresponding decline in worries about cultural concerns that might affect families.

For example, according to the recently released 2024 survey, 71 percent of respondents identified economic challenges as one of the most important issues affecting American families, an increase of approximately 20 percentage points since 2015. By contrast, fewer than half of Americans cited cultural issues, such as a decline in religious faith or an increase in sexual permissiveness, as a concern, down from 70 percent in 2015.

“The economy has always caused worry for many Americans, but in the 10 years since we first began the American Family Survey, it has become an even more press-

ing issue for families — far surpassing their cultural concerns,” said Christopher Karpowitz, co-director of the Center for the Study of Elections and Democracy and professor of political science at Brigham Young University. “This was particularly evident after the end of pandemic-era government aid programs that benefited many families, and after the last few years’ rise in inflation, which close to 60 percent of Americans cite as a major concern.”

As it does every year, the survey compared the responses from participants across the political spectrum. While there are few partisan differences in Americans’ reports of their day-to-day family life, there are much larger partisan gaps in attitudes about the importance of marriage and family and on social issues.

For example, nearly 8 in 10 Republicans believe that marriage is needed to create strong families, compared with just 4 in 10 Democrats. While only a few Americans are actively hostile to marriage, Republicans strongly support marriage as a cornerstone of strong families, while Democrats tend to prioritize personal commitment over legal status. Republicans are also more likely to report being currently married than are Democrats, regardless of age. One area of common ground is that majorities of both Democrats and Republicans believe that marriage helps children and families financially.

In light of the partisan similarities and differences in the experience of family life and attitudes about marriage, the report explores the possibilities for a bipartisan political coalition to support American families. The findings from the survey shows that while there are possibilities for common ground, ideological disagreements mean that Democrats and Republicans each have significant potential blind spots that complicate the creation of such a coalition.

For example, Republicans are far less supportive than Democrats of government programs designed to help families, even in the face of clear evidence that many Americans feel their families would benefit from them. Republicans are also hesitant to support policies aimed at unmarried parents, despite the fact that Republicans tend to worry more about the lack of committed married families.

Democrats, on the other hand, tend to simply be reluctant to privilege marriage as an institution — only 34 percent (versus 67 percent of Republicans) favor policies that encourage marriage — even though the research on how married-parent families help ameliorate inequality and make the poorest among us better off is quite compelling. Democrats also seem to worry about being judgmental or restrictive of diverse family forms, despite evidence that marriage helps families financially and shields children from economic hardship.

Where Democrats and Republicans converge on this issue is with the more moderate members of the parties, as well as those who attend religious services. Fifty-two percent of moderate Republicans, for example, and 50 percent who attend religious services support spending more on government and community programs to help families versus 39 percent of conservative Republicans and 38 percent of those who don’t attend services. For Democrats, 48 percent of moderates and 66 percent of those who attend religious services favor policies that encourage two-parent homes for children versus 33 percent of liberals and 25 percent of those who don’t attend services. Notably, neither party wants the government encouraging people to have children. Just a quarter of the public favors that type of encouragement.

“American families will continue to face financial issues in the future as the government increases cuts to health care, Social Security and other programs,” said Jeremy Pope, professor of political science and a Wheatley Institution Fellow for Constitutional Government at BYU. “We believe, however, that effective policies are possible if a broad-based coalition of moderate Democrats and Republicans come together — rejecting the partisan blind spots — to pass legislation that would benefit many Americans.”

CALENDAR

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March 20-21

Intermountain Sustainability Summit, a 16th annual event that is a gathering of sustainability professionals and emerging leaders, drawing experts and visionaries from business, government, nonprofit and education sectors to learn, collaborate and create positive change. Theme is “Regeneration.” March 20 events include keynote speaker, Eco Expo, student poster contest, over a dozen sessions, networking sessions and more. March 21 includes morning workshops titled “Exploring Utah Water: Local Government and Public Policy in Preserving the Great Salt Lake” and “Data to Decisions: Building Consensus for Energy-Focused Upgrades,” and afternoon workshops including “Advocacy Action Tools for Bipartisan

Policy Solutions.” Location is Weber State University, Ogden. Registration for each event is separate, allowing participants to choose and register for the events that interest them most. Details to be announced at <https://www.weber.edu/issummit/>.

March 20, 10 a.m.

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

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

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

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

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

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

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

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

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

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

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

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CALENDAR

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

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

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

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

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

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

March 26, 6-7 p.m.

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

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

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

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

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

March 27

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

March 27, noon-1 p.m.

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

March 27, 5-7 p.m.

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

March 27, 5-6 p.m.

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

April 1, 9-10 a.m.

"Bites & Insights" April Breakfast,

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

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

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

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

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

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

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

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

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

April 8, 6-8 p.m.

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

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

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

April 9, 5-7 p.m.

"Business After Hours," an Ogden-Weber Chamber of Commerce event. Location is Leavitt's Mortuary & Aultorest Memorial Park, 836 36th St., Ogden. Free



PUBLIC NOTICES

ANNOUNCEMENT OF APPOINTMENT AND NOTICE TO CREDITORS

Probate No. 253700076
IN THE

Second Judicial District Court
DAVIS COUNTY
STATE OF UTAH

In the matter of the Estate of
THE ESTATE OF BRENT MACKAY
KENNINGTON

Danielle Rae Kennington
Whose address is 1650 West 1850 North,
Layton, Utah 84041 has been appointed
Personal Representative of the above-entitled estate. Creditors of the estate are hereby notified to:

(1) deliver or mail their written claims to the Personal Representative at the address above;

(2) deliver or mail their written claims to the Personal Representatives attorney of

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

Dated this February 5, 2025

/s/Danielle Rae Kennington /s/Taylor Stone
991 Shepard Ln Suite 210, Farmington, UT 84025

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

ANNOUNCEMENT OF APPOINTMENT AND NOTICE TO CREDITORS

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

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

for members and first-time guests. Details are at ogdenweberchamber.com.

April 9, 7-9 p.m.

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

April 15, 5-7 p.m.

Business Women's Forum Spring Mixer. Location is Kiln, 26 S. Rio Grande St., Suite 2072, Salt Lake City. Cost is \$35 for members and \$50 for nonmembers before April 11, \$50 for members and \$65 for nonmembers thereafter. Two-for-one pricing is in place before March 14. Details are at slchamber.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 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.

Notice of Adoption and Termination of Parental Rights

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

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

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

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

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

Women in Business, an Ogden-Weber Chamber of Commerce speed networking luncheon event. Location is Jeremiah's, 1307 W. 12th St., Marriott-Slaterville. Cost is \$25 for members and first-time guests, \$35 for nonmembers. Registration deadline is April 15 at noon. Details are at ogdenweberchamber.com.

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

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

see CALENDAR next page

MARKETPLACE

LUXURY NIGHTLY RENTAL TOWNHOME RESORT UNITS FOR SALE

LOCATED IN HURRICANE, UT-NEXT TO SAND HOLLOW



WILL BE COMPLETED SUMMER 2024

CONTACT BRADEN AT TEAM PLUS REALTY FOR MORE DETAILS

(801) 656-5091

BHORSLEY32@GMAIL.COM

CALENDAR

from previous page

April 23, 11:30 a.m.-1 p.m.

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

April 24, 6-9 p.m.

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

April 30

2025 Worksite Wellness Conference. Keynote presenter Estela Barraza will discuss “Building Employee Well-Being Strategies That Deliver ROI and Engagement.” Awards luncheon is noon-1:30 p.m. on April 29 and costs

\$35. Location is Zions Bank Technology Center, Midvale. Conference cost is \$195. Details to be announced.

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

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

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

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

May 13, 9-11 a.m.

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

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