

OF NOTE



We're all feeling the pain

Salt Lake City residents are paying 11.4 percent more for their 10 most-common household bills than they were a year ago, according to Seattle-based financial technology platform doxo. Expenses like rent or mortgage, car payments, utilities, insurance and the cost of mobile phones add up to an average of \$2,043 a month in the capital city, 24th-most expensive in the state but 0.2 percent less than the national average.

Industry News Briefs
pages 8-9

Business Calendar
page 13

Go Utah revives IAA to target select development projects

Brice Wallace
The Enterprise

The Governor's Office of Economic Opportunity (Go Utah) is resurrecting an old tool to help advance some economic development projects in the state.

The Industrial Assistance Fund, a popular incentive about two decades ago, had been mostly dormant but has been used more commonly during the past couple of years by the Go Utah board for a variety of needs.

Now known as the Industrial Assis-

tance Account, the fund was one of the main incentives when Go Utah was known as the Division of Business and Economic Development in the Utah Department of Community and Economic Development and later as the Governor's Office of Economic Development.

Starting in 2005, the most-often-used incentive has been is the Economic Development Tax Increment Finance tax credit. EDTIF allows incentivized companies to receive a portion of the new, additional state

see FUND page 12



US Magnesium's Rowley operations in Tooele County are under fire as Gov. Spencer Cox looks to include it in an ozone nonattainment area as a way to improve Wasatch Front air quality. The plant also is seen as a producer of halogen emissions that impact air pollution, and recent legislative action calls for a study of halogen emission sources.

Legislature and governor target US Magnesium plant's pollution

Brice Wallace
The Enterprise

Utah state government is targeting a magnesium producer as it looks to improve air quality along the Wasatch Front.

Gov. Spencer Cox has asked the U.S. Environmental Protection Agency to include US Magnesium's Rowley operations in Tooele County into what is known as the Northern Wasatch Front ozone nonattain-

ment area. Such an area does not meet federal air quality standards.

Meanwhile, the Utah Legislature passed HB220, a bill calling for the Utah Division of Air Quality to conduct an inventory, formulate a plan and provide recommendations related to certain emissions, specifically sources that emit halogens, as a way of limiting those emissions.

see US MAG page 15

Unemployed rate inching back up

The Utah seasonally adjusted unemployment rate crept back up a couple of tenths of a percentage point in January to 2.4 percent, according to data released by the Utah Department of Workforce Services (DWS).

Meanwhile, the national jobless rate continued to drop, settling at 3.4 percent in January, the U.S. Bureau of Labor Statistics said in its monthly report.

Utah's nonfarm payroll employment increased an estimated 2.8 percent over the past year, adding a cumulative 46,400 jobs since January 2022. The state currently has an estimated 1,680,400 people holding jobs.

"Utah begins the new year right where

see EMPLOYMENT page 5

Consumer sentiment tumbles in February

Utah's consumer sentiment index took a significant drop from January to February, according to the Kem C. Gardner Policy Institute's Survey of Utah Consumer Sentiment. After a sizable increase from December to January, the index fell from 75.6 to 70.4 in February.

A similar nationwide survey conducted by the University of Michigan found the sentiment index rose from 64.9 in January to 67.0 in February.

"Utahns continue to express uncertainty about the economy," said Gardner Institute chief economist Phil Dean. "The long-standing trend of higher Utah sentiment compared to U.S. sentiment remains consistent with the Utah economy outperforming the U.S. economy coming out of the pandemic. But the relatively low index level, including a one-month decline, suggests consumer uncertainty remains even after several months of increases."

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



1-877-AFCUBIZ
americafirst.com

AMERICA FIRST
CREDIT UNION

Federally insured by NCUA

UofU research spending boosts state and national economy, small businesses

A new report shows that research projects at the University of Utah contributed over \$714 million to the national economy through vendor contracts and subcontracts in a seven-year period between 2014 and 2021.

The report, produced by the Institute for Research on Innovation and Science (IRIS), identified \$341 million in research spending by the University of Utah on specific vendors and subcontractors. Of that amount, \$15.91 million was spent on 507 small businesses and \$10.12 million was spent on 356 minority- and woman-owned businesses across the country.

Small businesses continue to be a beneficiary of UofU research support. According to the report, specifically in 2021, the university spent \$4.09 million on 166 small businesses, \$1.15 million on woman-owned businesses and \$518,000 on minority-owned businesses. A total of 127 woman- or minority-owned businesses sold goods and services to the university to support research.

“Our university has some of the most incredible research-

ers in the world, and to see that their work not only leads to new breakthroughs and solutions but also leads to economic prosperity for local and national businesses is remarkable,” said Erin Rothwell, interim vice president for research. “It shows how research goes beyond what happens at the university. It reaches and impacts all of us.”

A separate report from IRIS also detailed the impact of UofU research spending on specific industries. The top industry sectors receiving research spending from the UofU were educational services, healthcare and social assistance. In the educational services industry, 17 businesses that received \$1.09 million of research spending from the University of Utah were small businesses, according to the report. Over 50 percent of businesses were minority-owned businesses, receiving \$794,000 of research spending, and six businesses, receiving \$179,000, were women-owned businesses.

The manufacturing sector received \$21.9 million in research vendor purchases and subcontracts from the Univer-

sity of Utah between 2014 and 2021, making it the fourth-highest-ranked industry sector.

In another report from IRIS in fiscal year 2022, the University of Utah’s research generated over \$18.7 million in expenditures on research-related goods and services in Utah. Vendors in Salt Lake County received \$15 million in purchases, the highest amount in the state.

In fiscal year 2021, approximately \$335 million in direct

and induced labor income was generated by salaries and wages from research dollars, also generating approximately \$32 million of state and local sales tax, according to the Kem Gardner Policy Institute.

“The University of Utah is a \$6 billion enterprise and we take pride in being a driver of economic growth across Utah and the nation,” said University of Utah President Taylor Randall. “Research not only helps find

solutions to pressing societal issues but also gives back by helping keep businesses open and workers employed for the betterment of communities both locally and nationally.”

IRIS is a national consortium of leading research universities organized around an Institutional Review Board-approved data repository, housed at the Institute for Social Research at the University of Michigan.

Sage Forensic names Rondeau as new president

The board of directors of Salt Lake City’s Sage Forensic Accounting Inc. has named Daniel T. Rondeau as the firm’s president. He succeeds Derk G. Rasmussen, who retired at the end of 2022. Rondeau is a forensic accountant with more than 22 years of experience in the industry and was one of the individuals in-



Daniel Rondeau

involved in the founding of Sage, the company said. Rondeau provides professional expertise in forensic accounting, economic damage evaluation and business valuation. Since the founding of Sage, Rondeau has overseen most of Sage’s administrative and operational aspects.

Rasmussen has made a consultant arrangement with Sage to ensure continued service of clients as he transitions.

“I would like to thank Derk for leading Sage to its present position as a successful com-

pany,” said Rondeau. “I am humbled by the board’s faith and confidence in me. I am optimistic about the future of Sage as we work toward continued growth and prosperity. I would also like to wish Derk all the best in his well-deserved retirement.”

Founded in 2005 and serving clients nationwide, Sage is a forensic accounting firm that provides accounting, financial analysis, valuation and investigative skills in various litigation and non-litigation settings.



\$3,000,000

COMMERCIAL SALE / LEASE

The Lodge at Stillwater • Heber, Utah 84032

- Lease Price—\$22/SF/YR • 8,000 SF • Common Parking
- Retail/ Restaurant Space • Renovation 2022-2023

John Travis
(435) 640-2972 | jtravis@bhhsutah.com



\$1,475,000

COMMERCIAL SALE

285 N Main Street • Clearfield, Utah 84015

- Development Opportunity on Clearfield's Main Street
- Property will be Sold "As Is" • Zoned Mixed Use

Alan Arbuckle
(801) 872-3050 | awarbuckle@gmail.com



\$700/OFFICE/MO

COMMERCIAL SUB-LEASE

1830 Prospector Avenue • Park City, Utah 84060

- Two Single Offices Available For Sub-Lease
- Approximately 120 SF Per Suite • Recently Remodeled

Katie Wilking (435) 640-4964 | katie@wswcommercial.com
Jill Snyder (435) 671-0793 | jill@wswcommercial.com



\$23 PSF/NNN

INDUSTRIAL / OFFICE LEASE

4490 Forestdale Drive #201 • Park City, Utah 84098

- 1,971 SF • Easy Access Off Hwy 40 • Modern Build Out
- End Unit with Large Windows and Great Natural Light

Jill Snyder (435) 671-0793 | jill@wswcommercial.com
Katie Wilking (435) 640-4964 | katie@wswcommercial.com

BERKSHIRE HATHAWAY | UTAH PROPERTIES
HOMESERVICES

COMMERCIAL DIVISION

OVER \$4.5 BILLION

In Total Annual Sales for 2022

\$180 MILLION

In Commercial Sales Volume for 2022

More than
30 OFFICES
throughout Utah

CONTACT US FOR MORE INFORMATION ON ANY OF OUR COMMERCIAL REAL ESTATE SERVICES

SALT LAKE CITY (801) 618-0068
COMMERCIAL@BHHSUTAH.COM
BHHSUTAH.COM

Black investor group Redemption Holding Co. acquires Holladay Bank & Trust

Redemption Holding Co. (RHC), a Delaware public benefit corporation, has entered into an agreement to acquire Holladay Bank and Trust. If approved by regulators, the acquisition would mark the first time in American history that an existing commercial bank would become a black-owned Minority Depository Institution (MDI) through acquisition and the only black-owned bank serving the Mountain West.

RHC was formed specifically for the purpose of acquir-

ing the Holladay-based institution and is seeking regulatory approval to become a registered bank holding company in connection with the acquisition.

Former White House policy advisor and Small Business Administration regional administrator Ashley D. Bell will serve as RHC's executive chairman and chief executive officer. Bernice A. King, the daughter of the late Dr. Martin Luther King Jr. and Coretta Scott King, will serve as the

bank's senior vice president of corporate strategy and alliances and also sit on its advisory board alongside director, co-founder, former NFL player and investor Dhani Jones. Bell and King previously co-founded the National Black Bank Foundation, which has steered \$600 million of deal flow into black banks since 2020.

"Black banks make the American dream possible for all Americans by deploying resources that uniquely address the financial realities of com-

munities that have been systematically excluded, overcharged and under-capitalized for hundreds of years," Bell said. "Redemption will serve as a lifeline to the next wave of black and brown first-time home buyers and small-business entrepreneurs across the country."

An RHC release said the formation of the firm and pending regulatory approval will reverse a half-century negative trend for America's black-owned banking sector. In 1976, there were 50 black-owned banks in the United States. As of 2020, there were only 18 black-owned banks still operating and now just 16 remain, according to the FDIC. Redemption will become the 17th black-owned bank.

"In my father's last public address on April 3, 1968, he preached the imperative to accelerate the financial inclusion of black Americans by supporting mission-driven black banks — something he called a 'bank-in movement,'" King said. "More than half a century of struggle and incremental progress later, we're making good on Daddy's call to bank-in by creating new centers of opportunity for peo-

ple of color, starting with this black-led bank acquisition. Redemption is just that: delivering families from the cycle of unjust financial exclusion and intergenerational poverty."

As of Dec. 31, Holladay Bank and Trust, which was established in 1974 and is a Utah state-chartered commercial bank, had approximately \$68 million in total assets and \$56 million in total deposits. Its current management and staff will remain upon conversion to Redemption and be joined by an experienced management team and RHC's board of finance and technology experts. Initial investors in RHC include a growing number of black doctors, lawyers and business leaders from across the country, the RHC statement said.

Holladay Bank and Trust is a Utah state-chartered commercial bank.

Mercato Partners merges with Brazilian firm

Mercato Partners Acquisition Corp., a publicly listed special purpose acquisition company based in Cottonwood Heights, has signed a merger agreement with Nvno Group Ltd. of Sao Paulo, Brazil. The business combination includes Mercato and Nvno Group companies, Nuvini Holdings Ltd., with all of its subsidiaries, and Nuvini Merger Sub Inc.

The parties anticipate that the Nuvini Group will hold 70 percent of the stock of the combined company and that all existing Nuvini shareholders will roll 100 percent of their equity holdings into the combined company.

Nuvini acquires and manages a portfolio of high-growth business-to-business software-as-a-service (SaaS) companies in Latin America, while Mercato Partners is a multi-practice investment firm that provides funding, strategic guidance and growth support for rapidly expanding technology, branded consumer companies as well as food and beverage companies. Mercato is led by Gregory Warnock, who serves as chairman and CEO.

Upon completion of the merger, the combined company will operate under the Nuvini name and its stock shares are expected to be listed on the Nasdaq Stock Exchange under the ticker symbol NVNI. The business combination is expected to provide the Nuvini with access to the public equity capital markets in the U.S and thereby position it to continue growing its

portfolio of SaaS companies.

Following the closing of the merger, Nuvini's founder Pierre Schurmann will continue as CEO and Luis Busnello will continue as chief operating officer of the combined company.

"Going public would, by itself, be an important step on our long-term strategy to become the leaders of B2B SaaS in Latin America," said Schurmann. "We believe partnering with a high-performing and experienced group like Mercato that is rooted in funding

high-growth technology companies outside of high concentrated capital centers will be even more valuable."

"We believe Nuvini will bring great value to our investors," said Warnock. "Their vision to foster the entrepreneurial spirit and create value through long-term partnerships aligns perfectly to the foundational pillars for which we founded Mercato."

The proposed business combination is expected to close in the third quarter of 2023.

Every day is a great day . . .

MMMM... Mondays!	TASTY Tuesdays!	WOW Wednesdays!	
TWISTY Thursdays!	FRITTER Fridays!	SPRINKLES Saturdays!	



Donuts Brownies Fritters

Turnovers Muffins

Family Owned & Operated

2278 So. Redwood Road

801-975-6381

M-F 5:00 am – 2:30 pm & Sat. 7:00 am – noon

with Darla's Donuts!

Enterprise
UTAH'S BUSINESS JOURNAL
USPS # 891-300
Published weekly by:
Enterprise Newspaper Group
825 North 300 West, Ste. NE220
Salt Lake City, Utah 84103
801-533-0556 FAX 801-533-0684
www.senterprise.com

PRESIDENT
David G. Gregersen
david@senterprise.com

VP/GENERAL SALES MANAGER
Dale Dimond
dale@senterprise.com

MANAGING EDITOR
John M. Rogers
john@senterprise.com

CONTROLLER
Richard Taylor
richard@senterprise.com

OFFICE MANAGER
Dionne Halverson
dionne@senterprise.com

CLASSIFIED DISPLAY
david@senterprise.com

CIRCULATION
Dionne Halverson
dionne@senterprise.com

LIST DEVELOPMENT
lists@senterprise.com

ADVERTISING INQUIRIES
david@senterprise.com

TO CONTACT NEWSROOM
john@senterprise.com

ART SUBMISSIONS
art@senterprise.com

Subscription Rates:
Online only, \$75 per year
Print only, \$85 per year
Online and Print, \$95 per year

Any opinions expressed by the columnists are not necessarily the opinions or policy of The Enterprise, its owners or managers. Reproduction or use of contents without written consent of the publisher is prohibited. All rights reserved.

© 2023 Enterprise Newspaper Group Inc.
Periodical postage paid at Salt Lake City, Utah
POSTMASTER: Send address corrections to:
P.O. Box 11778, Downtown Station
Salt Lake City, Utah 84147

Succeeding in Your Business

In praise of choosing 'quiet competence' over visibility

On the rare occasions I have time to just read for reading's sake, I try to stay away from books on business and economics (too much like work). But somehow, almost always, I learn things that my entrepreneur readers can benefit from.

While most folks are out reading the latest Stephen King, or chilling with a dog-eared murder mystery from the local library's used book sale,

a few of us are catching up on the latest books of business wisdom, looking for something that hasn't been said 10,000 times before.

Now, readers of this column know that I'm not a big fan of the type of business book that might be called "Some Obscure Historical or Literary Figure You Vaguely Remember from High School, and What He or She Can Teach You About Running

a Business." But for every rule, there are a few exceptions.

How I missed this one I don't know, but the next time you're in your local bookstore's business section, you might want to pick up a copy of *Soldier, Statesman, Peacemaker: Leadership Lessons from George C. Marshall*, by Jack Uldrich (AMACOM, \$24.95).

Don't remember who George C. Marshall was? Well, don't feel badly. Back in 1967, when I was all of 13 years old, I was an avid stamp collector. That

was the year the Postal Service released a 20-cent stamp (very damaging to my weekly allowance, I can tell you) commemorating George Catlett Marshall, someone I never heard of before. Checking my Grolier encyclopedia and learning he was one of America's top generals during World War II, I asked my dad, a decorated U.S. Navy veteran, "What battles did Marshall win?"

Dad's answer: "None, Cliff. He wasn't a battlefield general; he was more of a behind-the-scenes guy." A whopping 20-cent stamp to commemorate a behind-the-scenes guy? It just didn't compute.

So here's a quick history lesson. Subject: George Catlett Marshall.

As head of logistics for the U.S. Army during World War II, Marshall almost single-handedly transformed 175,000 poorly trained, poorly armed men into more than 8 million soldiers strong in the frantic months after the Pearl Harbor attack in December 1941.

A leading strategic adviser to Gens. Dwight D. Eisenhower, George Patton, et al., during World War II, Marshall became the chief architect of the "Germany first" approach that focused on defeating Adolf Hitler in Europe before concentrating on the Japanese threat in the Pacific.

As secretary of state under President Harry Truman after the war, he introduced the European Recovery Program, which became known as the Marshall Plan for its leading role in "winning the peace" and securing America's superpower status.

Ultimately, after serving as the president's emissary to China, head of the American Red Cross and secretary of defense, Marshall became the first professional soldier ever to be awarded the Nobel Peace Prize.

Clearly, Marshall was someone who knew how to operate and manage one of the biggest enterprises in world history — someone who probably could teach you a thing or two about

running your business better. I'm not going to reveal any of the "business" lessons of Marshall's life; you'll have to buy and read Uldrich's book yourself.

But in my mind, Marshall's biggest "business lesson" comes not from what he did during his life but what he didn't do. The very fact that we struggle today to remember his achievements is, paradoxically, one of his greatest achievements.

Years ago, when I was writing a book for lawyers on how to improve their people skills, I interviewed several dozen law firm partners and asked them what they valued most in a young lawyer. It was amazing to me how often the same two-word answer came back: "quiet competence." Competence — the ability to get jobs done consistently right and on time — coupled with quiet — not drawing undue attention to yourself or how important your project was to the firm.

If you had to describe Marshall in just two words, they would be "quiet competence." Marshall's place in history cannot today be questioned, yet it is amazing how little he tried to gain media attention or cultivate "superstar" status, unlike some other military figures from World War II. His achievements spoke for themselves, and consistently led to ever-greater achievements.

The point: To win a war, or succeed in business, you need heroes. But not all heroes are, or are meant to be, famous. In our media-saturated world, it is possible to become a world-famous celebrity without having achieved anything of lasting value. Given the choice, the better of us choose quiet competence over visibility for its own sake. In the long run, as Marshall knew, it's the better choice.

Cliff Ennico (crennico@gmail.com) is a syndicated columnist, author and former host of the PBS television series "Money Hunt."

COPYRIGHT 2023 CLIFFORD R. ENNICO
DISTRIBUTED BY CREATORS.COM



CLIFF ENNICO



Usana Kids Eat Provided 395,188 meals to hungry kids in 2021

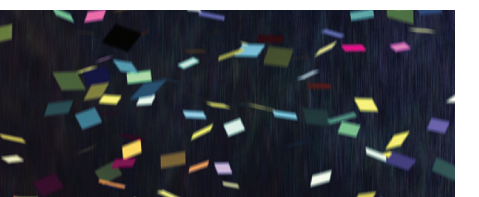
kids eat
No Child Should Ever Go Hungry



SPONSOR A SCHOOL

Corporate Adoptive sponsors fund food bags for a year and have the opportunity for hands-on teambuilding service events throughout the year

www.usanakidseat.org



EMPLOYMENT

from page 1

the old one left off, with a strong economy employing large amounts of new labor,” said Mark Knold, the DWS chief economist. “Each year in January, the Bureau of Labor Statistics reviews the past year’s employment rates and makes revisions based on updated information. The year-end revisions for 2022 show an economy that grew more rapidly than originally estimated. Interestingly, the unemployment rates for 2022 were revised slightly upward. This shows that more people were looking for work last year. This is a reflection on the strength of the 2022 economy as more people felt confident to go looking for a job. It also

helps to explain how the economy continued to grow in the face of limited labor availability.”

Utah’s January private-sector employment recorded a year-over-year expansion of 2.9 percent, or a 40,600-job increase. Nine of 10 major private-sector industry groups posted net year-over-year job gains, led by professional and business services (up 9,300 jobs); trade, transportation and utilities (up 7,500 jobs); construction (up 7,300 jobs); and leisure and hospitality services (up 6,800 jobs). The only sector that has lost jobs over the past year is in financial activities with a loss of about 2,500 positions.

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

Crocker tabbed new PCF Insurance president

Lehi-based insurance brokerage firm PCF Insurance Services has announced the appointment of Jenni Lee Crocker as president of the company. Prior to her appointment, Crocker was the firm’s senior vice president of growth and operations for the past year. Crocker will remain on the board of directors at PCF.



Jenni Lee Crocker

The company said that Crocker will be responsible for fueling PCF’s agency partnership potential, organic growth, enterprise carrier relationships and strategic partner initiatives in her new role.

“PCF’s board of directors, along with our executive team, believe that Jenni Lee’s appointment as president of our company is a strategic move that will help take our company and part-

ner network to the next level,” said Peter C. Foy, founder, chairman and CEO of PCF Insurance. “With her combination of a laser focus on collaborative solutions that drive organic growth and results and serving as a trusted leader for our agency partners, I have no doubt that Jenni Lee will excel in her new role.”

Crocker has more than 27 years of experience in sales and growth, management, risk advisory and business transformation. Before joining PCF Insurance in 2022, she spent over 10 years at Marsh, where she served as managing director and corporate leader for the Mid-Atlantic region since 2018 and the Virginia office head prior to that. Crocker spent over 15 years as part of Ernst & Young’s insurance practice, serving large insurance carriers and brokers, as well as financial services companies.

“I am honored to become PCF’s new president and to con-

tinue my tenure with the company,” said Crocker. “I wake up every day passionate about developing our business and nurturing organic growth. My focus has always been on creating opportunities for our agency partners and expanding those opportunities to benefit all. I am grateful for the opportunity to create incremental change at PCF that results in gains for all of my colleagues.”

Crocker has an undergraduate degree from the University of Richmond and a master’s degree from George Washington University, as well as a broker license. Crocker is a board member of the University of Richmond and Virginia Commonwealth University School of Business Risk, and a Richmond Ballet trustee. Crocker is also president of the Skylight Initiative, a group dedicated to empowering women membership on boards of directors for publicly traded companies.

IRONWORKERS
BUILD WITH THE BEST

NW NORTHWEST IMPACT

VISIT NORTHWEST-IMPACT.COM TO DISCOVER OVER 200 CONTRACTORS EMPLOYING MORE THAN 7,500 HIGHLY TRAINED IRONWORKERS

THE Enterprise
UTAH'S BUSINESS JOURNAL

WHY SHARE? GET YOUR OWN COPY!

To Subscribe
Call: 801-533-0556
or go online to:
slenterprise.com

PREVENTING UNWANTED INTRUSIONS DURING YOUR MEETINGS JUST GOT EASIER!

INTRODUCING ZELLIM'S EXCLUSIVE DOUBLE ENCRYPTED VIDEO CONFERENCE

START YOUR FREE TRIAL TODAY AT ZELLIM.COM

zellim

Corporate Financial Reports

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

Clarus

Clarus Corp., based in Salt Lake City, reported a net loss of \$81.6 million, or \$2.20 per share, for the 2022 fourth quarter. That compares with net income of \$14 million, or 36 cents per share, for the same quarter a year earlier.

The net loss in the most recent quarter included a non-cash impairment charge of \$92.3 million in the company's Adventure segment.

Sales in the most recent quarter totaled \$104.2 million, down from \$118.2 million in the year-earlier quarter.

For the full year 2022, the

company reported a net loss of \$69.8 million, or \$1.88 per share. That compares with net income of \$26.2 million, or 73 cents per share, in 2021.

The net loss in 2022 included the \$92.3 million non-cash impairment expense in the Adventure segment.

Sales in 2022 totaled \$448.1 million in 2022, up from \$375.8 million in 2021.

Clarus designs, develops, manufactures and distributes outdoor equipment and lifestyle products focused on the outdoor and consumer enthusiast markets. Its brand names include Black Diamond, Rhino-Rack, MAX-TRAX, Sierra and Barnes.

"While 2022 will go down as one of our most challenging

years given various macroeconomic headwinds, our brands were largely resilient, and our team was nimble and tenacious," John Walbrecht, president, said in announcing the results. "As the challenges set in, we acted quickly by pivoting to areas of our business experiencing less headwinds, and we prioritized expense reductions, free cash flow generation, and debt reduction."

Recursion

Recursion, based in Salt Lake City, reported a net loss of \$57.5 million for the 2022 fourth quarter. That compares with a loss of \$64.9 million for the same quarter a year earlier.

Revenue in the most recent quarter totaled \$13.7 million, up

from \$2.5 million in the year-earlier quarter.

For the full year 2022, the company reported a net loss of \$239.5 million, which compares with a loss of \$186.5 million in 2021.

Revenue in 2022 totaled \$39.8 million, up from \$10.2 million in 2021.

Recursion is a clinical stage company working to decode biology to industrialize drug discovery.

"2022 was a fantastic year for Recursion, where we continued to deliver on the promise of our pipeline with five clinical trial initiations, continued execution of our Bayer and Roche-Genentech partnerships, and continued to grow our proprietary data moat through our scale and accelerating capabilities across transcriptomics, digital in vivo tolerability, and chemistry," Chris Gibson, co-founder and CEO, said in announcing the results.

"I believe that the work we have done in 2022 is setting the stage for significant value-creation in the coming 12-24 months."

Health Catalyst

Health Catalyst Inc., based in South Jordan, reported a net loss of \$35.7 million, or 66 cents per share, for the 2022 fourth quarter. That compares with a loss of \$49 million, or 94 cents per share, for the same quarter a year earlier.

Revenue in the most recent quarter totaled \$69.2 million, up from \$64.7 million in the year-earlier quarter.

For the full year 2022, the company reported a net loss of \$137.4 million, or \$2.63 per share. That compares with a loss of \$153.2 million, or \$3.23 per share, in 2021.

Revenue in 2022 totaled \$276.2 million, up from \$241.9 million in 2021.

Health Catalyst provides data and analytics technology and services to healthcare organizations.

"In the fourth quarter of 2022, I am pleased to share that we achieved strong performance across our business, including exceeding the mid-point of our quarterly guidance for both revenue and adjusted EBITDA (earnings before interest, taxes, depreciation and amortization)," Dan Burton, CEO, said in announcing the results.

"For the full year 2022, I am also excited to share that our adjusted EBITDA outperformed the mid-point of the original full year guidance we provided entering 2022, demonstrating continued operating leverage in our business despite lower annual revenue growth for 2022 as compared to

our initial guidance for 2022."

Myriad Genetics

Myriad Genetics Inc., based in Salt Lake City, reported a net loss attributable to Myriad stockholders of \$42.3 million, or 52 cents per share, for the 2022 fourth quarter. That compares with a loss of \$7.6 million, or 10 cents per share, for the same quarter a year earlier.

Revenue in the most recent quarter totaled \$177.8 million, up from \$160.8 million in the year-earlier quarter.

For the full year 2022, the company reported a net loss of \$112 million, or \$1.39 per share. That compares with a loss of \$27.2 million, or 35 cents per share, in 2021.

Revenue in 2022 totaled \$678.4 million, down from \$690.6 million in 2021.

Myriad is focused on genetic testing and precision medicine.

"Myriad Genetics ended 2022 with a strong fourth quarter," Paul J. Diaz, president and CEO, said in announcing the results. "Our market-leading hereditary cancer test, MyRisk, achieved double-digit year-over-year growth in the quarter — a reflection of our team's hard work and the execution of our strategic growth plan.

"We believe 2023 will be an exciting year as we continue to invest in our 'Labs of the Future' strategy and enabling technologies to enhance our ability to better serve our patients and provider partners. ... We remain confident in our ability to achieve our goal of 10 percent-plus annual growth by 2024 based on the progress we made in 2022 and the strong start to the year we are seeing through February. As we look to 2024 and beyond, we are excited about our robust product pipeline and a capital structure that enables Myriad Genetics to invest in future innovation and growth."

Quotient Technology

Quotient Technology Inc., based in Salt Lake City, reported net income of \$320,000, or zero cents per share, for the 2022 fourth quarter. That compares with a net loss of \$7.1 million, or 8 cents per share, for the same quarter a year earlier.

Revenue in the most recent quarter totaled \$70.7 million, down from \$146.4 million in the year-earlier quarter.

For the full year 2022, the company reported a net loss of

Some things are meant to be shared...



Unfortunately, the Book of Lists isn't one of them.



ORDER YOUR OWN COPY TODAY!

- More than 60 local business lists
- Over 1200 individual businesses ranked
- Valuable stats & contact info on each business

ONLY \$80

(while supplies last)

GREAT DEAL!

Buy 5 or more,

pay just \$60 ea.

Call 801-533-0556 ext. 200 • Email: dionne@slenterprise.com

YOUR FIRST CHOICE IN BUSINESS SUCCESS

WE OFFER low-rate financing to meet your company's unique needs. And you'll benefit from enhanced convenience, industry-leading account security, 24/7 access & more.

- Equipment loans
- Merchant services
- Commercial property loans
- Vehicle loans
- Business Visa® credit cards
- SBA loans
- Remote deposits
- And more

Learn how we can help:

americafirst.com/business
877-AFCU-BIZ



LOANS AND TERMS ARE SUBJECT TO CREDITWORTHINESS & CHANGE. MEMBERSHIP AND ELIGIBILITY ARE REQUIRED. FEDERALLY INSURED BY NCUA. EQUAL HOUSING OPPORTUNITY LENDER.

Industry Briefs

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

ASSOCIATIONS

• The **St. George Area Chamber of Commerce** and **World Trade Center Utah** have announced a continued alliance that will offer Southern Utah companies local access to WTC Utah's grants, international programs and business services. In 2022, WTC Utah facilitated engagements with business and diplomatic delegations from 36 countries, led 15 international trips and awarded \$1.5 million in grant funding. WTC Utah helped nearly 400 Utah companies throughout the state.

ECONOMIC INDICATORS

• **Provo** is ranked No. 77 and **Salt Lake City** is No. 112 on a list of "**Best Cities to Live In 2023**," compiled by finance website **Scholaroo**. It used 47 metrics, including crime and safety, affordability, economy, quality of life, healthcare, education, and job opportunity. The top-ranked city is Naples, Florida. The No. 151 city is San Francisco. Details are at <https://scholaroo.com/report/best-cities-to-live/>.

• **Utah** was among states that recorded their highest-ever-priced **residential transactions** in 2022, according to **Forbes Global Properties**, a curated consumer marketplace of luxury homes and an invitation-only membership network of top real estate firms. Its "Perspectives," an analysis of the international luxury residential market gleaned directly from its more than 13,000 prominent local experts, examined luxury property market activity in 22 countries and ranks buyer preferences, while also underscoring market resiliency through recent trophy transactions. When exam-

ining the overall housing market, "Perspectives" shows that luxury segments were insulated from the effects of rising inflation as affluent buyers are typically less sensitive to spikes in interest rates due to limited reliance on credit. This was exemplified by a five-year review of studied markets that revealed a 34 percent increase within the top 20 percent of 2022 transactions.

• **Utah** is ranked No. 31 on a list of "**2023's Best States for Horse Lovers**," compiled by **Lawn Love**. It compared the 50 states based on 27 metrics, such as equestrian programs, horse-back riding trails, horse shows and museums. We also considered horses for sale, boarding facilities, veterinarians, trainers and affordability. The top-ranked state is California. The bottom-ranked state is Delaware. Details are at <https://lawnlove.com/blog/best-states-horse-lovers/>.

GOVERNMENT

• **Lt. Gov. Deidre Henderson** has hired **Joe Pyrah** as chief of staff. From 2011 to 2014, Pyrah served as chief of staff to Utah House Speaker **Becky Lockhart**. Since 2015, Pyrah has been a partner at government affairs firm **Sego Strategies**. His experience also includes 12 years covering government and politics for the *Standard-Examiner* and *Daily Herald*. He received a bachelor's degree in communications from Utah State University.



Joe Pyrah

HEALTHCARE

• **Health Catalyst Inc.**, a Salt Lake City-based provider of data and analytics technology and services to healthcare organizations, has announced that **Matthew Kolb** has been appointed to serve as a member of Health Catalyst's board of directors. The appointment is effective July 1. Kolb is executive vice president and chief operating officer of **Carle Health**. He has served in a variety of medical and administrative leadership positions since joining Carle in 2014. Prior to his time at Carle, Kolb served in leadership roles at **Allina Health System** in Minnesota. Carle recently announced it has become a meaningful sharehold-



Matthew Kolb

er of **Health Catalyst** with the open-market purchase of **Health Catalyst** common stock.

INNOVATION

• Applications are being accepted until March 20 for the spring 2023 cohort of **Grow Utah's RAMP Product Accelerator**, designed to help launch new product innovations and companies in Utah. RAMP is an eight-week product-focused startup accelerator program for Utah product innovators across various industries such as outdoor recreation, medical devices, consumer products and more, without taking any equity. RAMP assists innovators through each stage of the lean startup process by conducting weekly training sessions, supplemented by online learning modules and one-on-one consultation with industry mentors. RAMP also provides access to labs and technical equipment for product prototyping and materials testing. The application form is at <https://form.typeform.com/to/rHsKGB>.



Everything for the Contractors

We rent the best

4343 Century Drive
Salt Lake City, UT 84123

801- 262-5761

www.centuryeq.com



MEDIA/MARKETING

• **Wunderkind**, a New York-based performance marketing solution for brands, publishers and advertisers, has named **Bill Ingram** as CEO. Ingram has over 30 years of experience scaling tech start-ups, leading enterprise SaaS organization advancement, and driving product development and growth. Before joining Wunderkind, Ingram served as president and CEO of **Cheetah Digital**. He previously was vice president and general manager at **Adobe** and held leadership roles with several SaaS organizations, including **Sybase** and **Omniture**, which



Bill Ingram

was acquired by **Adobe** for \$1.8 billion.

NONPROFITS

• **Nomi Health**, an Orem-based direct healthcare company, has launched the **Nomi Health Charitable Foundation** to advance the company's efforts to expand access to high-quality affordable healthcare across the United States. Nomi Health has donated \$11 million since its founding in 2019 and is seeding the creation of the charitable foundation with an additional \$5 million. Through philanthropic investments and partnerships, the foundation will focus on healthcare equity, financial and health literacy, STEAM education and community social determinants of health. A signature program is the "Frontline Futures Initiative," which will offer tuition assistance and support to underserved individuals pursuing careers in healthcare.

• **The Road Home**, a Salt Lake City-based, private, non-profit social services agency helping individuals and families facing homelessness, has appointed **Pauline Ploquin** as the president of its Board of Trustees. Ploquin has experience and expertise as president and partner of **Struck**, a Salt Lake City-based brand transformation agency. Her appointment is effective March 22.

• **The Christmas Box International**, Salt Lake City, is sponsoring its annual "**Spring into Action**" campaign to raise funds and collect in-kind donations for children and families served by **The Christmas Box House** emergency shelters and resource centers. It hopes to provide summer and back-to-school items for more than 1,000 at-risk children in Utah. It is seeking the public's help in gathering tennis shoes, \$50 Visa birthday cards, and school backpacks and supplies. Since 1996, **The Christmas Box International** has provided shelter and essential items for more than 140,000 children. Details are at <https://thechristmasbox.org/wish-lists-2023/>.

OUTDOOR RECREATION

• **Snowbird** has named **Sarah Sherman** as communications manager and **Riley Whitney** as communications coordinator. They will work in tandem with the resort's marketing team,

overseeing all media inquiries, public relations, internal and external communications, social media and more. Sherman returns to **Snowbird**, where she previously



Sarah Sherman



Riley Whitney

worked for almost two years as the communications manager. She has nearly a decade of ski industry experience, with a focus on public relations and social media. Whitney comes to **Snowbird** having recently graduating with a master's degree in recreation management and policy from the **University of New Hampshire**. Her background has focused on conservation communications and outreach.

• **Aspen Snowmass**, based in Colorado, has named **Geoff Buchheister** as CEO. He will lead the company's **Mountain Division**. He succeeds **Mike Kaplan**, who officially retires April 30 after working for **Aspen Skiing Co.** for the past 30 years. Buchheister joins **Aspen Snowmass** from his current role as chief operating officer at **Whistler Blackcomb**, where he has been since 2019. Buchheister has nearly 25 years of overall ski industry experience, primarily gained at **Park City**, where he spent 16 years in various leadership roles. He joined **Vail Resorts** in 2014 when they acquired **Park City Mountain Resort**, and then was appointed to lead the company's urban ski areas. He later was named general manager of **Keystone, Colorado**, before taking on his current role at **Whistler Blackcomb**.

REAL ESTATE

• The **Commercial Division** of **Berkshire Hathaway Utah Properties** has hired **Katie Wilking**, current **CCIM Utah Chapter** president, and **Jill Snyder**, **CCIM** board member. Both will be based out of the **Main Street** office in **Park City**. Both have an extensive background in commercial transactions throughout the state of Utah.

We carry more than heavy construction equipment.

Light equipment in stock. Mixers, saws, pumps, generators, jumping jacks, and much more.



3333 West 2100 South
Salt Lake City, Utah 84119
(801) 972-5588
www.rasmussenequipment.com

Industry Briefs

from previous page

RECOGNITIONS

• **Zions Bancorporation**, Salt Lake City, is ranked No. 89 on a list of “America’s Best Banks,” a 14th annual list compiled by **Forbes**. It considered growth, credit quality and profitability to rank the 100 largest (by assets) publicly traded banks and thrifts. While S&P Global Market Intelligence provided the data, the rankings were done by **Forbes**.

• **Angel Studios**, a Provo-based company offering a platform for creators to crowdfund, create and distribute films and TV series, has won a **2023 Movieguide Award** for its series “The Chosen.” The first two episodes of the series’ third season earned the Epiphany Prize for Most Inspiring Movie. The Epiphany Prize is sponsored by the John Templeton Foundation and awarded to the best inspirational and uplifting movies and television programs that also increase one’s love or understanding of God. Angel Studios Originals also were nominated for Movieguide Awards for Best Movie for Families (“The Chosen,” third seasons, first and second episodes); Best Television for Families (“The Wingfeather Saga: Chapter 1: Leeli & The Sea Dragon Song”); the Grace Prize for Most Inspiring Performance for TV (Jonathan Roumie, “The

Chosen,” physician in “Heal Yourself” Episode 3.3).

• **Greg Palmer** has been named on a list of “**Top Staffing Leaders to Watch in 2023**” by the **World Staffing Awards**, and **Vickie Anenberg** has been named to the **Staffing Industry Analysts “Staffing 100” List** for 2023. Palmer is president and CEO and Anenberg is chief operating officer at Supplemental Health Care, a Salt Lake City-based healthcare staffing agency. Palmer’s honor was presented by Candidate.ly and recognizes leaders in the staffing industry who have made an impact on the industry as a whole and fuel innovation with their business approach. The winners are selected by public voting and announced during the World Staffing Summit. SIA is a global advisor on staffing and workforce solutions.



Greg Palmer



Vickie Anenberg

• **Lucid Software**, a South Jordan-based provider of visual collaboration software, has received top accolades for its products **Lucidchart** and **Lucidspark**, with both products

being named to 2023 top product lists by **G2** and **TrustRadius**. The awards are based entirely on user reviews.

RETAIL

• The board of directors of **Overstock.com Inc.**, a Salt Lake City-based online furniture and home furnishings retailer, has appointed **Joanna Burkey** as its newest independent director. Burkey is the chief information security officer for HP Inc. and has more than 25 years of experience in cybersecurity, information technology, data privacy and digital strategy. She has worked at Siemens, Hewlett-Packard, and 3Com, among others.



Joanna Burkey

SERVICES

• **Meraki Global Advisors LLC**, a Park City-based multi-asset outsourced trading firm, has hired **Tom O’Leary** as a senior business strategist. O’Leary will be responsible for advancing Meraki’s strategic growth plans by emphasizing and aligning the key functions of strategy planning, business development and process improvement. O’Leary has over 35 years of industry experience in strategic planning and business development. He joins Meraki from HSBC Global Banking and Markets, where he served as managing director and head of equities for the Americas, focusing on managing the equities business worldwide. Prior to HSBC, O’Leary was a senior managing director with Bear Stearns in a variety of leadership positions, including co-head of the Global Equity Sales Division and head of international equities.

TECHNOLOGY

• **Quotient Technology Inc.**, a Salt Lake City-based digital promotions and media technology company, has appointed **Michael Wargotz** to the company’s board of directors. He will serve as a Class II director, which has a one-year term expiring as of the company’s 2023 annual meeting of stockholders. Wargotz will serve on the Audit Committee, the Nominating and Corporate Governance Committee and the Strategic Committee. Wargotz is an experienced public company board member, with more than 30 years of leadership and business

development experience, as well as significant finance and investor relations expertise, including audit oversight, financial reporting and compliance. He is currently a private investor, involved in various start-up ventures. Wargotz currently serves on the Board of Travel+Leisure Co. and previously served as chairman of Access Ventures. He co-founded and served as CFO of The Milestone Aviation Group, served as the co-chairman of Axxess Luxury and Lifestyle, CFO and later vice president of NetJets Inc., co-founded and was a partner in Axxess Worldwide, served in various leadership positions at Cendant Corp. and in various finance and accounting positions at HFS Inc., PaineWebber & Co, America Express and Price Waterhouse. Wargotz fills the vacancy created by the resignation of **Matthew O’Grady**, who resigned from the board effective Dec. 31 and who at the time of his resignation was one of two directors serving on the board pursuant to the cooperation agreement between Quotient and Engaged Capital LLC. Quotient also has appointed **Jeff Williams** as chief retail officer and **Yuneeb Khan** as chief operating officer. Williams has more than 20 years of experience in retail, consumer packaged goods and e-commerce.

He previously was chief commercial officer at Replenium and senior vice president of U.S. retail and industry relations at NielsenIQ. Williams also currently serves as CEO and principal of Fair Warning Consulting LLC. Khan will maintain his current responsibilities as chief financial officer and oversee the company’s information technology and operations teams. He has served as CFO at Quotient since July 2022. He has over 25 years of global finance and business leadership experience at Nielsen, General Electrics and PricewaterhouseCoopers. Previously, he served as the global president of NielsenIQ’s Consumer Insights business and CFO of Nielsen Global Connect (NielsenIQ) and Nielsen Global Operations and Technology.

• **Lightstream**, a Salt Lake City-based company focused on cloud, security and network connectivity services, has named **Joe**



Joe Vadakkan

Vadakkan as its chief revenue officer. He previously served as Lightstream’s executive vice president of sales and engineering. Vadakkan has over 20 years of experience in global infrastructure and security.

JOHN DEERE | **HONNEN EQUIPMENT**

JOHN DEERE PROTECT™ SERVICE PLAN

MAXIMIZED UPTIME | PROTECTED VALUE | TOTAL CONFIDENCE AND EASE

ASK US ABOUT PROTECTION FOR THE LONG RUN.

Honnen.com | 800-646-6636

TO DONATE:

Text WarmUpUtah to 44-321

OPERATION warm
more than a coat

SOUTH VALLEY CHAMBER BUSINESS INSTITUTE



The South Valley Chamber Business Bootcamps are 2-hour deep dives into topics critical to starting and running a business. Held monthly, we bring in the "best in their field" to lead you through hands-on instruction that will teach you skills that you can implement immediately. \$35 Members / \$50 Nonmembers



The Altabank Everyday Entrepreneur Program leads innovators through a 10-week program that helps you turn ideas into businesses. In partnership with Salt Lake Community College, this course will help you test your idea, create a brand, and plan for success. \$400 Members / \$600 Nonmembers



The Key Bank Business Accelerator is a proven 10-course series that helps small business owners and managers prepare for strategic growth. Entrepreneurs will learn about risk, strategy, sales, financial systems, management, customers & competitors, employees, growth, and more. \$500 Members / \$750 Nonmembers



The Clearlink Business Mastery is our mini-MBA for entrepreneurs and is ideal for graduates of our Accelerator OR if you have been in business for 5+ Years. This 10-course series is designed for ambitious business owners who are ready to accelerate revenue growth, achieve operational excellence and transform managers into inspiring leaders who work to deliver results. \$750 Members / \$1000 Nonmembers

VIEW DATES & REGISTER ONLINE at [SOUTHVALLEYCHAMBER.COM](https://southvalleychamber.com)

Questions? Email us at info@southvalleychamber.com

Powered by:



SOUTH VALLEY
CHAMBER

Calendar

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

March 14, 9 a.m.-2 p.m.

Employer Workshop, presented by the Utah Department of Workforce Services and focusing on the benefits of accommodating, hiring and retaining people with disabilities. Location is Division of Services for the Blind and Visually Impaired, 250 N. 1950 W., Salt Lake City. Registration can be completed at <https://bit.ly/3TCITDS>.

March 14, 9-10 a.m.

Goldman Sachs 10,000 Small Businesses Program Information Session. Program teaches how to build a growth strategy that can be used to advance a business. Location is Miller Corporate Partnership Center, 9690 S. 300 W., Sandy. Registration can be completed at Eventbrite.com.

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

Women in Business, presented by the Point of the Mountain, American Fork and Eagle Mountain chambers of commerce. Speaker is Susan Madsen. Location is Hyatt House Pleasant Grove, 544 S. Pleasant Grove Blvd., Pleasant Grove. Cost is \$15 for members, \$25 for nonmembers. Details are at thepointchamber.com.

March 14, 6-9 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 15-May 17

Executive Certificate of Global Business Management, a Salt Lake Community College course 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. Location is SLCC's Miller Campus, Sandy. Cost is \$995, with scholarships and discounts available. Details are at <https://themillatslcc.com/education/certificate-global-management/>.

March 15

Marketing Accelerator Program (MAP), a Mill Entrepreneurship Center event taking place every Tuesday for 20 weeks and designed for business owners

ready to scale their marketing. Cost is \$3,500. Details are at <https://themillatslcc.com/map/>.

March 15, 8 a.m.-4 p.m.

“Business Writing,” a Frontline Leader Series event. Location is Salt Lake Community College's Westpointe Campus. Cost is \$250. Details are at <https://www.slcc.edu/corporate/training-calendar.aspx>.

March 15, 11 a.m.-noon

“Ask Ashly,” a Women's Business Center of Utah event featuring Ashly Kulland, WBCUtah's digital media specialist. Event takes place online via Zoom. Free. Details are at wbcutah.org.

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

“Business Bootcamp,” a South Valley Chamber of Commerce event. Location is South Jordan City Hall. Cost is \$35 for members, \$50 for nonmembers. Details are at southvalleychamber.com.

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

Business Alliance Networking Luncheon. Location is Boondocks Fun Center, 525 Deseret Drive, Kaysville. Details are at davischamberofcommerce.com.

March 15, 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 15, 6-8 p.m.

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

March 16-17

2023 Wilson Sonsini Entrepreneur & Investor Life Sciences Summit. Location is Cleone Peterson Alumni House at the University of Utah. Details to be announced.

March 16, 10 a.m.-noon

“Women in Manufacturing,” a Utah Manufacturers Association event focused on the challenges and triumphs associated with being a woman in modern manufacturing. Panelists include Sandi Hendry, CEO at Minky Couture; Lucy Andre, chief of staff and general counsel at Stadler; Karen Griffin, programs and compliance at Jas. D. Easton Inc.; Erin Barry, Merit Medical; and Kristen Thompson, Spectrum Solutions. Location

is SelectHealth, 5381 S. Green St., Murray. Free. Details are at <https://manufacturingutah.com/event/women-in-manufacturing/>.

March 16, 10-11 a.m.

“LinkedIn Strategies: Managing Your Brand,” a Zions Bank Business Resource workshop. Presenter is Nicola McIntosh, vice president and social media manager, Zions Bank. Event takes place online. Registration can be completed at Eventbrite.com.

March 16, 10 a.m.-1 p.m.

TopGolf Tournament, a South Jordan Chamber of Commerce event. Location is TopGolf Salt Lake City, 920 Jordan River Blvd., Midvale. Details are at <https://sj-chamber.org/events/>.

March 16, 11:30 a.m.-1 p.m.

Chamber Luncheon, a Davis Chamber of Commerce event. Location is 450 Simmons Way, Kaysville. Cost is \$25 for members, \$35 for nonmembers. Details are at davischamberofcommerce.com.

March 16, 11:45 a.m.-1 p.m.

“Connect 4 Lunch,” a Point of the Mountain Chamber of Commerce event. Location is Texas Roadhouse, 1402 E. Main St., Lehi. Details to be announced at thepointchamber.com.

March 16, noon-2 p.m.

“Strictly Networking Luncheon,” a West Jordan Chamber of Commerce event. Location to be announced. Free. Details are at westjordanchamber.com.

March 16, 6:30-8 p.m.

“How to Make Your Website Sell, So You Don't Have To,” a Small Business Development Center event that takes place online. Details are at <https://clients.utahsbdc.org/events.aspx>.

March 17, 8 a.m.-1 p.m.

Box Elder Business Summit. Keynote speakers include Mike Schlappi, Paralympian and motivational speaker, and Michael Jeanfreau, senior economist for the Utah Department of Workforce Services. Summit includes two breakout sessions: “Managing Change and Using It to Our Advantage” and “Networking: Better Your Business Through B2B.” Concluding panel consists of local economic development professionals. Location is Utah State University's Brigham City Regional Campus, 989 S. Main St., Brigham City. Cost is \$40. Details are at boxelderchamber.com.

March 17, 8:30-10 a.m.

“Friday Connections Speed Networking,” a ChamberWest event. Location is Valley Fair Megaplex Theatres, 3620 S. 2400 W., West Valley City. Cost is \$5 for chamber members, \$10 for nonmembers. Details are at chamberwest.com.

March 21, 11:30 a.m.-1 p.m.

Professional Development Series, a ChamberWest event. Speaker Denece Huftalin, president of Salt Lake Community College, will discuss “Higher Education Trends: Impacting the Workforce.” Location is Conservation Garden Park, 8275 S. 1300 W., West Jordan. Cost is \$25 for members with registration by March 15, \$35 for nonmembers and for members after March 15. Details are at chamberwest.com.

March 21, 2-5 p.m.

Utah Valley Job Fair, a Utah Valley Chamber event. Location is Utah Valley Convention Center, 220 W. Center St., Provo. Free. Details are at thechamber.org.

March 22, 8:30-11 a.m.

“Emerging SE Asia: Accelerate Your Tech Sales in Southeast Asia,” a World Trade Center Utah event. Location is WTCUtah, 60 E. South Temple, Suite 300, Salt Lake City. RSVPs requested by March 16. Details are at <https://wtcutah.formstack.com/forms/emergingasia>.

March 22, noon-1 p.m.

“Solve the Business Puzzle,” a Women's Business Center of Utah event. Presenters are Weston Adams and David Harris. Event takes place online via Zoom. Free. Details are at wbcutah.org.

March 22, 1:30-4:30 p.m.

“New Advanced Materials Technologies,” a UAMMI (Utah Advanced Materials and Manufacturing Initiative) Crosstalk Learning Exchange event held in conjunction with Utah SAMPE Chapter Wasatch Front Materials Expo. Speakers include Guy Letendre, deputy director of UAMMI; Craig Eatough, president at Combustion Resources Inc., discussing “Coal to Carbon”; Matthew Triar, regional sales manager, Dolphintech, discussing “Sensors for New Materials”; Robert O'Brien, senior technical advisor at Idaho National Laboratory, discussing “Emerging New High-Temperature Materials”; and Steven Rodgers, EmergenTek LLC, discussing “Use of

Graphene in Commercial Products.” Location is Salt Lake Community College, 9750 S. 300 W., Sandy. Registration can be completed at Eventbrite.com.

March 22, 3-5 p.m.

“Diversity & Inclusion Leadership Training Series,” a Salt Lake Chamber event taking place every other week through May 31. Series is designed to provide newly designated or seasoned professionals in the field of diversity and inclusion access to thought leadership and program development. Location is Salt Lake Chamber, 201 S. Main St., Suite 2300, Salt Lake City. Cost is \$299. Details are at slchamber.com.

March 22, 6-7 p.m.

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

March 23, noon-1 p.m.

Women in Business, a Box Elder Chamber of Commerce event. Location is Bridgerland Technical College, 325 W. 1100 S., Brigham City. Cost is \$10. Details are at boxelderchamber.com.

March 23, noon-1 p.m.

“Easing Into Easements,” presented by the Utah Division of Outdoor Recreation. Presenters include Lora Smith with the Mountain Trails Foundation, Jim Price with Mountainlands Association of Governments, and Shane Stroud, attorney general representative for the Division of Outdoor Recreation. Event takes place online. Free. Registration can be completed at Eventbrite.com.

March 23, noon-1:30 p.m.

Legislative Review Member Luncheon, a Utah Valley Chamber event featuring a panel that includes Lt. Gov. Deidra Henderson and members of the Utah County legislative delegation. Location is Utah Valley University, 800 W. University Parkway, Orem. Cost is \$20 for members, \$30 for nonmembers. Details are at thechamber.org.

March 23, 5-6 p.m.

Legal Clinic (in English and Spanish), a Small Business Development Center event that

CALENDAR

from page 11

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

March 23, 5-7 p.m.

“Business After Hours Mixer,” a Park City Chamber/Bureau event. Location is Athletic Republic, 3126 Quarry Road, Suite G, Park City. Details are at <https://www.visitparkcity.com/members/chamber-bureau-events/rsvp/>.

March 23, 5-7 p.m.

“Business After Hours,” a Salt Lake Chamber event. Location is Squatters Pub Brewery, 147 W. Broadway, Salt Lake City. Free for members and \$30 for nonmembers before March 21; \$20 for members and \$40 for nonmembers after March 21. Details are at slchamber.com.

March 23, 7 p.m.

Annual Gala, a Sutherland Institute event. George A. Sutherland Awards will be presented to former Utah Rep. Lowry Snow and American Enterprise Institute Senior Fellow Ian Rowe. Location is Hyatt Regency Salt Lake City, 170 S. West Temple, Salt Lake City. Details to be announced at sutherlandinstitute.org.

March 23, 7:30-10:30 p.m.

Annual Gala, an Ogden-Weber Chamber of Commerce event featuring a celebration of annual award recipients and the official change in chamber board officers. Location is Peery's Egyptian Theater, 2415 Washington Blvd., Ogden. Cost is \$25. Details are at ogdenweberchamber.com.

March 28, 11:30 a.m.-1 p.m.

Women in Business Luncheon, an Ogden-Weber Chamber of Commerce event. Location is Jeremiah's Lodge & Garden, 1329 W. 12th St., Marriott-Slaterville. Cost is \$25 for members and first-time guests, \$35 for nonmembers. Details are at ogdenweberchamber.com.

March 28, 11:30 a.m.-1 p.m.

“Creating a Culture of Innovation and Positive Resilience,” a South Valley Chamber Women in Business event. Speaker is Denece Huftalin, president of Salt Lake Community College. Location is Salt Lake Community College's Miller Campus, Gail Miller Conference Center, 9750 S. 300 W., Sandy. Cost is \$20 for members, \$25 for nonmembers. Details are at southvalleychamber.com.

March 29, 10-11 a.m.

“Funding Sources for Your Business,” a Women's Business Center of Utah event. Presenter is Tara Spalding, interim CRO and CPO at VentureCapital.Org. Location is Salt Lake Chamber, 201 S. Main St., No. 2300, Salt Lake City. Free. Details are at wbcutah.org.

March 30, 10-11 a.m.

“How to Recruit for Your Business,” a Zions Bank Business Resource workshop. Presenters are Emily Romero, senior corporate recruiter, associate vice president, Zions Bank and Zions Bancorporation; and David White, human resource recruiter, Zions Bancorporation. Event takes place online. Registration can be completed at Eventbrite.com.

April 4-5

2023 Building Utah Conference, hosted by the Utah Association of Counties. Event is an educational conference and tradeshow involving municipal, county and state roads departments, as well as public works directors, engineers, mayors, councils, commissioners, GIS, administrators, state legislators, and state department heads. Large machinery, cutting-edge technology and road construction equipment will be on display. Event will focus on roads, statewide multimodal transit, infrastructure, the Utah Inland Port Authority, broadband technologies, electric and autonomous vehicles, transportation bonding, legislative policy and more. Location is Dixie Convention Center, 1835 S. Convention Center Drive, St. George. Cost is \$250 for public employees, \$280 for private-sector employees. Details are at <https://e.givesmart.com/events/v8y/>.

April 4, 9-10:30 a.m.

“Coffee Chat with the CEO,” a Park City Chamber/Bureau event that offers an opportunity to have an informal conversation with CEO Jennifer Wesselhoff. Location is Kimball Junction Visitor Information Center, 1794 Olympic Parkway Blvd., Park City. Details are at <https://www.visitparkcity.com/members/chamber-bureau-events/rsvp/>.

April 4, 2-3:30 p.m.

“Sweet Success: Growing into Small Businesses,” a Women's Business Center of Utah event. Location is WBCU headquarters, 201 S. Main St., No. 2300, Salt Lake City. Free. Details are at wbcutah.org.

April 4, 5-8 p.m.

“Cash Flow Is King” Workshop Series, a Small Business

Development Center event with three sessions on Tuesdays through April 18. Topics are April 4, “Financial Statements”; April 11, “Cash Flow Management”; and April 18, “Cash Flow Projections.” Location is Salt Lake SBDC, Salt Lake Community College, Building 5, MCPC 101, 9750 S. 300 W., Sandy. Cost is \$30 per session, \$70 for entire series. Details are at <https://clients.utahsbdc.org/events.aspx>.

April 5, 9 a.m.-12:30 p.m.

Utah Defense Manufacturing Community Research Symposium, hosted by UAMMI (Utah Advanced Materials and Manufacturing Initiative). Event takes place online via Zoom. Registration can be completed at Eventbrite.com.

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

Business Alliance Networking Luncheon. Location is Boondocks Fun Center, 525 Deseret Drive, Kaysville. Details are at davischamberofcommerce.com.

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

“Park City Business University: Sales & Lead Conversion Systemization,” a Park City Chamber/Bureau event. Location is Blair Education Center, Intermountain Park City Hospital, 900 Round Valley Drive, Park City. Details are at <https://www.visitparkcity.com/members/chamber-bureau-events/rsvp/>.

EARNINGS

from page 6

\$76.5 million, or 80 cents per share. That compares with a loss of \$45.6 million, or 49 cents per share, in 2021.

Revenue in 2022 totaled \$288.8 million, down from \$521.5 million in 2021.

Quotient Technology is a digital promotions and media technology company for advertisers, retailers and consumers.

“2022 was a transformational year for Quotient. Shifting our focus towards being a technology provider has enabled us to materially lower our cost structure, improve margins and invest in growth initiatives,” Matt Krepsik, CEO, said in announcing the results.

“We are proud that despite a challenging fourth quarter across the digital marketing sector, we delivered \$13 million of adjusted EBITDA and positive GAAP net income for the first time since 2017. We have built a new leadership team that will look to build on the stronger foundation and capture the power of our network.”

April 10, 5-7 p.m.

“Business After Hours,” an Ogden-Weber Chamber of Commerce event. Location is Attention to Detail and Sunny Side Party Rentals, 1285 20th St., Ogden. Free for chamber members and first-time guests, \$10 for nonmember guests. Details are at ogdenweberchamber.com.

April 11, 7:15 a.m.-2 p.m.

Spring Conference, a ChamberWest Women in Business event. Speakers are Abby Cox, Utah's first lady, and Shannon

Happe, two-time Olympic medalist, mother and founder of Team Empower Hour. Location is Utah Cultural Celebration Center, 1355 W. 3100 S., West Valley City. Cost is \$99 through April 5 for members, \$125 for members after April 5 and for nonmembers. Details to be announced at chamberwest.com.

April 11, 11:45 a.m.-1 p.m.

Chamber Luncheon, a Point of the Mountain Chamber

see CALENDAR next page

FUND

from page 1

taxes the company pays to the state as the result of their project. They can get up to 30 percent of those new taxes over the life of a project, typically five to 20 years.

Established in 1991 and tweaked many times since then, the Industrial Assistance Account has broader applicability than EDTIF and typically is in the form of a grant rather than a tax credit.

Dan Hemmert, then-executive director of Go Utah, briefed board members about the IAA in November.

“We have a lot of leeway as to how we can use this money,” he said. “Historically, this account was established originally to make direct cash grants to companies. ... It's morphed over time. The statute has been modified, broadened, to give it a lot more leeway.”

The Legislature sometimes would use the IAA as a way of funding a project without going through the regular appropriation process, he said.

“We'll probably see more and more of these,” board chairperson Carine Clark said in December. “As Dan Hemmert had said last time, he'd like to find ways to place funds to help Utah grow.”

The most recent use of the account was up to \$3.6 million for Texas Instruments' expansion project in Lehi. The Go Utah board approved the money for the company for water infrastructure development — increasing water reclamation and reducing water consumption — and employee development training.

The IAA funds will be used in concert with Texas Instruments' \$33.4 million EDTIF approved to expand its semiconductor wafer fabrication plant, an \$11 billion project expected to create roughly 800 jobs.

In January, the Go Utah board approved two IAA fund projects. Owens Corning was approved for up to \$321,264 for power impact fees related to its

manufacturing facility expansion in Nephi. The company had been approved for an EDTIF tax credit of over \$2.5 million over 10 years for the \$52.5 million expansion, expected to result in 70 new jobs. Sundance was approved for up to \$400,000 to compensate for a shortfall in funding in 2022 from the state Legislature.

In December, up to \$500,000 was approved to support the creation of one or more fintech centers or programs at Utah's universities or colleges.

Three IAA grants were approved in November. One, for up to \$1 million, will support a water-saving subsurface drip irrigation pilot project in Northern Utah to determine if such a system would save water compared to a canal system. Another, for up to \$1 million, will be used for manufacturing automated water valves designed to improve agriculture yields and save water. The third, for up to \$425,000, will be used for local training programs within one or more of Utah's public universities or colleges aimed at improving the leadership skills of business owners in rural areas.

A review of the IAA program in November showed several grants approved in 2021 and 2022:

- Hexcel Corp., \$200,000 for infrastructure.
- American Packaging Corp., \$75,000 for road improvements.
- Utah Department of Agriculture and Food, \$5 million for emergency disaster relief.
- Entrepreneurship Academy, \$500,000 for entrepreneurship training.
- Wasatch Business Finance Certified Development Co., \$300,000 for general support and capital.
- VitalPax, \$100,000 for infrastructure.
- Jabil Inc., \$200,000 for infrastructure.
- \$5.2 million for technical assistance for municipalities required to comply with station area planning.
- \$500,000 for support of targeted industry trade associations.
- \$1.5 million for rural county housing or water projects.

There are reasons that salespeople don't make more sales

Things don't go well for some salespeople. Simply put, they say they want to sell, but their numbers tell a different story. What's missing? What needs to change?

The answer may rest in how they view their job. We can call it "task tunnel vision." It's common throughout business organizations — including sales — and here's how to spot it: "That's not what I'm hired to do. I want

to sell. Just leave me alone and let someone else do all that other stuff."

Whether salespeople recognize it or not, they are like many others who are self-defining when it comes to their job. They erect an impenetrable mental wall that stops them from venturing outside their self-imposed prison. All they want to do is make sales. Ironically, their mindset has the opposite effect; they fail to get the order.

The way to break free from task tunnel vision is to focus on what customers look for in a salesperson:

1. Customers expect a salesperson to be their advocate. The role of the salesperson is more necessary today than ever. It's a fact. With everyone having incredibly instant access to information, it may seem counter-intuitive to suggest that salespeople are needed more than ever — except that it isn't.

There is nothing worse than

making a purchase only to discover that it's not what we wanted, even though the promise of the Internet is to make us better informed so consumers won't make buying mistakes. The sheer volume of returns from online purchases alone, puts that idea to rest.

Confusion and doubt make the salesperson's role more critical than ever. With the complexity and plethora of today's products and services, what customers need (and deserve) are advocates — those whose job it is to help them sort things out so they can make decisions that are in their best interest.

This isn't to suggest that salespeople pretend they're "consultants." That's not only fakery, it's also what makes customers suspicious of salespeople and gives them a bad name.

Some may think that the role of customer advocate is too much to ask of those who sell — and it may be for some salespeople. It isn't, however, for those who believe trust is the basis for earning the order. It's an opportunity to be more than a huckster, a true professional.

2. Customers expect answers to their questions. Whatever else the Internet may have done, it's made us more inquisitive. As one marketing director said, "People are always searching for answers. And whoever provides the best answers to the

most questions at the end of the day will be the winner."

If this is true, then why are so many salespeople in such a rush to launch their sales spiel? Are they just in a hurry or are they afraid that customers will start asking questions?

It's time to drop the sales presentation and to turn it into a customer-focused FAQ session. It might start this way: "Here are some questions customers ask, along with my answers." When you let customers know you value questions, it's easy to shift into asking them for theirs. When this happens, sales presentations become interactive learning experiences that satisfy both the salesperson and the customer.

3. Customers expect to be offered choices. Researchers have long shown that too many choices lead to being over-

whelmed. If you've ever gone to a paint store, no one needs to tell you about "choice paralysis." After about five minutes looking at paint chips, you want to get out of there.

However, being faced with too few options makes us want more before deciding. We may even feel we're being forced into doing something we may come to regret. Yet, this is what happens when salespeople skew presentations so they lead straight to one conclusion. When this happens, customers don't buy, they rebel.

So, ask yourself how many choices can you get your head around without getting overloaded. Some say about six or seven. But even with that number, the task is to narrow the field down further. This is when the salesperson's job is to help his or her customer make an appropriate

decision. The scenario might go something like this:

• "Let's go through the options. What are the advantages and disadvantages of each one?"

"Would you eliminate any? OK, we have several left. Let's discuss and make a choice."

• "Are you comfortable going with this choice?"

This is a quick way to narrow down the options to two or three so the customers can settle on the one that's best for them.

While making sales is the goal, how you get there may be the most important part of the journey.

John Graham of GrahamComm is a marketing and sales strategy consultant and business writer. He is the creator of "Magnet Marketing," and publishes a free monthly e-bulletin, "No Nonsense Marketing & Sales Ideas."



JOHN GRAHAM

CALENDAR from previous page

of Commerce event. Location to be determined. Details to be announced at thepointchamber.com.

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

"Let's Do Lunch," a South Valley Chamber of Commerce event. Location is Bullfrog Spas Factory, 668 W. 14600 S., Bluffdale. Cost is \$20 for members, \$25 for nonmembers. Details are at southvalleychamber.com.

April 12, noon-1 p.m.

Women in Business, a Cache Valley Chamber of Commerce event. Location is Adams Wealth Advisors, 701 S. Main St., Suite 400, Logan. Cost is \$16 for members, \$18 for nonmembers, \$20 at the door. Details are at cachechamber.com.

April 12, 5-7 p.m.

"Business After Hours,"

an Ogden-Weber Chamber of Commerce event. Location is Mountain Luxury Real Estate & Lodging, 3632 N. Wolf Creek Drive, Eden. Free for chamber members and first-time guests, \$10 for nonmember guests. Details are at ogdenweberchamber.com.

April 12, 7-9 p.m.

"Pillar of the Valley 2023," a Utah Valley Chamber event. Location is Utah Valley Convention Center, 220 W. Center St., Provo. Cost is \$250 for members, \$300 for nonmembers. Registration closes April 5 at 5 p.m. Details are at thechamber.org.

April 13, 11:30 a.m.-2 p.m.

"Rare Earth and Critical Minerals in Eastern Utah," a UAMMI (Utah Advanced Materials and Manufacturing Initiative) information session. Location is UAMMI Price, 375

see CALENDAR page 14



ROCKY MOUNTAIN DOCUMENT DESTRUCTION

TO BE SHRED, NOT SHARED

Keep your business' and your customer's information safe by shredding documents with NAID-certified professionals.



801-384-1900

<https://rmshred.com>



CALENDAR

from page 13

S. Carbon Ave., Price. Free. Registration can be completed at Eventbrite.com.

April 14

“Delivered,” a Cardagraph event for software product managers and leaders. Event will feature keynote speakers, panel discussions, and interactive workshops led by industry experts. Speakers include Kristi Broom, vice president of product operations and innovation, Degreed; Sean Gigremosa, product management leader, ex-Rolls Royce, ex-Reliant Energy; Aleks Bass, vice president of product management, Momentive; Bentley Wilson, CEO, Cardagraph; Andria Jannetti, director of product management, Flyhomes, ex-Apple, ex-Zelle; and Rob Clarke, vice president of product, ObservePoint, ex-CXO/co-founder, Strala. Location is the Awaken Center, South Jordan. Details are at <https://www.cardagraph.com/delivered>.

April 18, 5-7 p.m.

Business Women’s Forum 2023: Spring Mixer. Location is Squatters Pub Brewery, 147 W. Broadway, Salt Lake City. Cost is \$25 for members, \$35 for nonmembers. Details are at slchamber.com.

April 19, 8 a.m.-4 p.m.

“Coaching for Results,” a Frontline Leader Series event. Location is Salt Lake Community College’s Westpointe Campus. Cost is \$250. Details are at <https://www.slcc.edu/corporate/training-calendar.aspx>.

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

Business Alliance Networking Luncheon. Location is Boondocks Fun Center, 525 Deseret Drive, Kaysville. Details are at davischamberofcommerce.com.

April 20, 11:45 a.m.-1 p.m.

“Connect 4 Lunch,” a Point of the Mountain Chamber of Commerce event. Location to be determined. Details to be announced at thepointchamber.com.

April 20, 2-6 p.m.

Job Fair, a ChamberWest event. Location is West Jordan Middle School, 7550 S. Redwood Road, West Jordan. Details are at chamberwest.com.

April 20, 6-8 p.m.

“Crowdfunding: The Complete Guide for Getting Results,” presented by The Mill Entrepreneurship Center. Presenter is Clint Stoker, marketing manager at The Mill. Location is The Mill Entrepreneurship Center, 9690 S. 300 W., Building 5, Room 333, Sandy. Registration can be completed at Eventbrite.com.

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

“Friday Connections Speed Networking,” a ChamberWest event. Location is Valley Fair Megaplex Theatres, 3620 S. 2400 W., West Valley City. Cost is \$5 for chamber members, \$10 for nonmembers. Details are at chamberwest.com.

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

Women in Business Luncheon, an Ogden-Weber Chamber of Commerce event. Location is Jeremiah’s Lodge & Garden, 1329 W. 12th St., Marriott-Slaterville. Cost is \$25 for mem-

bers and first-time guests, \$35 for nonmembers. Details are at ogdenweberchamber.com.

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

Women in Business, a South Valley Chamber of Commerce event. Location is Canyon School District, 9351 S. 300 E., Sandy. Cost is \$20 for members, \$25 for nonmembers. Details are at southvalleychamber.com.

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

“Business Success Series,” a ChamberWest event. Location is Kearns Library, 4275 W. 5345 S., Kearns. Cost is \$25 per session. Details are at chamberwest.com.

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

“Engaging, Recognizing & Retaining Employees,” a Box Elder Chamber of Commerce event. Location is Bridgerland Technical College, 325 W. 1100 S., Brigham City. Cost is \$10. Details are at boxelderchamber.com.

April 27, 1-5 p.m.

2023 Business Expo, a Davis Chamber of Commerce event. Keynote presentation is at 1 p.m., followed by expo at 2-5 p.m. Keynote speaker is Amanda Dickson, co-host of “Utah’s Morning News” on KSL NewsRadio and host of “A Woman’s View” on KSL and podcasts. Location is Davis Conference Center, 1651 N. 700 W., Layton. Free. Details are at davischamberofcommerce.com.

April 27, 6-9 p.m.

“Giant In Our City 2023,” a Salt Lake Chamber black-tie event honoring Wilford Clyde, chair of Clyde Companies.

Reception begins at 6 p.m., followed by dinner and program at 7 p.m. Location is Grand America Hotel, 555 S. Main St., Salt Lake City. Cost is \$250. Details are at slchamber.com.

April 28, 8 a.m.-2 p.m.

Utah County Business Summit. Location is Thanksgiving Point, Show Barn, 2975 N. Thanksgiving Way, Lehi. Details to be announced.

May 1-2

One Utah Summit 2023, presented by the Governor’s Office of Economic Opportunity, the Utah Office of Energy Development, World Trade Center Utah and the Salt Lake Chamber. Event includes a startup pitch networking event May 1, and activities May 2 in which government and business leaders will discuss Utah’s economic development trends and topics. Location is Davis Conference Center, 1651 N. 700 W., Layton. Cost through March 31 is \$399; cost after March 31 is \$449. Startup pitch networking event May 1 is \$25. Details are at oneutahsummit.com.

May 2, 11:30 a.m.-5 p.m.

Seventh Annual Utah Veteran-Owned Business Partnership Conference. Location is Miller Conference Center, 9750 S. 300 W., Sandy. Cost is \$30. Other details to be announced.

May 3, 11:30 a.m.-1 p.m.

Business Alliance Networking Luncheon. Location is Boondocks Fun Center, 525 Deseret Drive, Kaysville. Details are at davischamberofcommerce.com.

May 4, 11 a.m.-2 p.m.

2023 Small Business Week Celebration, featuring an 11 a.m. Small Business Awards and Lender Awards ceremony, a noon lunch, and a 12:15 p.m. keynote presentation by Scott Anderson, president and CEO of Zions Bank. Also speaking is Aikta Marcoulier, SBA regional administrator for Region VIII (Rocky Mountain Region). Location in Salt Lake City to be announced. Details are at <https://bit.ly/UT2023NSBW>.

May 10-11

Third Annual Utah Trails Forum Conference, focusing on big ideas for trails, solving issues related to trail projects, and learning and sharing through workshops and sessions. Keynote speaker is Morgan Sjogren, author and explorer. Location is Snow College, Richfield. Early-bird cost is \$99. Details are at <https://recreation.utah.gov/events/utah-trails-forum2023/>.

May 10, noon-1 p.m.

Women in Business, a Cache Valley Chamber of Commerce event. Location is Adams Wealth Advisors, 701 S. Main St., Suite 400, Logan. Cost is \$16 for members, \$18 for nonmembers, \$20 at the door. Details are at cachechamber.com.

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

Home-Based and Small-Business Conference, a Box Elder Chamber of Commerce event. Location is Utah State University’s Brigham City Regional Campus, 989 S. Main St., Brigham City. Cost is \$40. Details are at boxelderchamber.com.

Free your worries
Schedule a free cancer screening

UTAH DEPARTMENT OF HEALTH
Cancer Control Program

CancerUtah.org



Brandon Wixom
Licensed Commercial & Residential Broker
801.864.2626 • bwixom@gmail.com



Revolutionizing Real Estate!

No matter what you are looking for, I can help you find it!

Why Brandon?

- Real-time notification of new listings and price changes.
- One-stop-shop access to ALL agent listings on one convenient website.
- Online access to large photos, home tours and maps that include Google® Street View.
- Prompt service and support to help you find that "just right" property.



Start your search today at: SoldByWixom.com

US MAG from page 1

Halogens have been reported to influence the formation of secondary air pollutants.

"Utah has made significant strides in improving air quality over the past 10 years, but as our state continues to grow, we need to begin to look more strategically at opportunities to continue this trajectory," Cox said. "This intentional approach gives us a focused range of tools that align with the outcome we all want: cleaner air and a better quality of life for Utahns."

US Magnesium's website says the Rowley plant along the southwestern edge of the Great Salt Lake is the largest producer of primary magnesium in North America. The plant has been operating since 1972.

The proprietary process used by the company was originally developed by the National Lead Co. in 1972. Ownerships changes include Amax in 1980, MagCorp in 1989 and US Magnesium LLC in 2002.

"The company," according to the website, "has repeatedly made significant capital investments to increase magnesium production capacity, while concurrently reducing the environmental footprint."

The site says over \$120 million has been invested to develop

and implement energy-efficient electrolytic cells and gas-capturing equipment, increasing magnesium production capacity by more than 30 percent while reducing chlorine emissions by 99 percent, air emissions by 95 percent, and unit energy consumption by 25 percent.

The plant uses water from the lake, which is evaporated to produce a brine solution that is then purified and dried before going through a melt reactor and electrolytic process that separates magnesium metal from chlorine. Byproducts include volatile organic compounds (VOCs) and oxides of nitrogen (NOx), as well as chlorine that is converted into hydrochloric acid.

"All of these byproducts contribute to ozone and secondary particulate matter formation" in the nonattainment area, the state says.

The facility's emissions make the plant one of the largest point sources of VOCs and NOx in the greater Wasatch Front, and the facility also is also a unique source of halogen emissions that have been shown to impact both summer and wintertime pollution, Cox said.

Utah has reduced VOCs as part of its fine particulate matter state implementation plan (SIP), but the state needs additional tools to address summertime ozone pollution along the Wasatch Front, Cox said.

The Utah division has identified the US Magnesium plant as a major industrial source that contributes to the degradation of the area's airshed while being outside of the existing boundary of the nonattainment area. The plant "has significant amounts of highly reactive precursor emissions that contribute to both ozone and [particulate] formation along the Wasatch Front," Cox said.

"The adjustment of the boundary to include US Magnesium will allow DAQ to implement emission reduction strategies that will directly address the area's air quality challenges," he said.

The governor's letter was sent to Kathleen Becker, EPA Region 8 administrator, who has 18 months to approve or deny Utah's request.

HB220, sponsored by Rep. Andrew Stoddard, D-Sandy, calls for the air emissions inventory of halogen emitters by the end of 2024, with implementation of the reduction plan by the end of 2026, as well as recommendations for a state standard for limiting halogen emissions.

The Utah Division of Air Quality has worked to identify VOC reduction strategies that will both improve air quality and meet the state's obligations under the Clean Air Act, which include the state identifying and implementing a 15 percent reduction in VOCs.

CLASSIFIED

CAREERS

SAP INTEGRATION LEAD

SAP Integration Lead sought by **Vivint, Inc.**, in Provo, UT to manage SAP integrations with Vivint's internal and external applications. Position allows telecommuting from anywhere in the U.S. Salary: \$102,000 - \$140,000 per year. Send resume to: recruiting@vivint.com. Must specify job code PSWM.

SENIOR CYBER SECURITY ENGINEER

Senior Cyber Security Engineer sought by **tZero Group, Inc.** in Salt Lake City, UT to work autonomously to build and optimize security systems around vulnerability management, centralized logging, advanced correlation alerts and incident response. Position allows for telecommuting from anywhere in the U.S. Salary: \$100,901 - \$120,000 Please email resume to hr@tzero.com. Must specify Ad Code KHRR.

Grow with us

SUPPORTING YOU THROUGH EVERY STEP



UFIRST[™]
CREDIT UNION

Federally insured by NCUA

LEARN MORE AT [UFIRSTCU.COM](https://ufirstcu.com)