

## INSIDE

### ■ EASTERN UTAH

Houston co. buys Vernal's Superior Drilling Products. **page 3**

### ■ STATEWIDE

Housing, education, taxes on Utah voters' minds. **page 4**

### ■ UTAH COUNTY

BambooHR report: PTO requests hit 4-year high. **page 6**

**Industry Briefs**  
**page 10-12**

**Business Calendar**  
**page 13**

## OF NOTE



### 'Barbenheimer' effect

The 2024 broadcast of the Oscars drew its highest ratings in four years. Industry analysts attribute the good showing to the popularity of "Oppenheimer," the blockbuster movie story of the World War II race to develop the atomic bomb. The film won seven Oscars, including the Best Picture award. The broadcast also drew fans of the cultish "Barbie," although the Warner Bros. release didn't do so well in the awards category.

## WOMEN IN INTERNATIONAL BUSINESS CONFERENCE

### Panelists: Understanding the market brings success



The crowd listens to a panel of international business executives during the Women in International Business Conference at the Zions Bancorporation Technology Center in Midvale. Part of the International Women's Day celebration, the event was presented by the World Trade Association of Utah.

### Brice Wallace Business Journal

Suzanne Wilson described the experience as "shattering, honestly."

Earlier in her career, Wilson, now the chief marketing officer at The Seer Group, was in Japan, prepared to "run and visit customers." However, as a woman, she had to wait in her car.

Speaking as part of a panel of inter-

national business executives during the Women in International Business Conference presented by the World Trade Association of Utah, Wilson acknowledged that international marketplaces how have better environments for women. But she and other panelists stressed that knowing the details about markets is vital to having success there.

Wilson said part of that approach involves checking your own assumptions and biases.

"Sometimes, we just think, 'Hey, I have this company role, this is my title, this is how it's going to play out,'" she said at the event, part of the International Women's Day celebration. "Each culture that I've experienced, there are nuances. ... You can't just say, 'Oh, I have to be nice and quiet and that's going to work.' Absolutely not. Working for a French-headquartered company, 'nice and quiet'

see CONFERENCE page 14

## Utah, U.S. jobless rates stay steady

The unemployment rates for both Utah and the nation as a whole were unchanged in January, according to data release by the Utah Department of Workforce Services. January's seasonally adjusted unemployment rate is estimated at 2.8 percent, the department said, leaving about 50,300 Utahns unemployed. The January national jobless rate stayed at 3.7 percent.

Utah's nonfarm payroll employment for January 2024 increased an estimated 1.9 percent across the past 12 months, with the state's economy adding a cumulative 32,100 jobs since January 2023. Utah's current job count stands at approximately 1,720,900.

"Utah begins the year with continued job growth, but at a more reserved pace than seen over the past several years," said Mark Knold, chief economist at the

Department of Workforce Services. "The economy is still creating new jobs, illustrated by the over 32,000 recorded across the past year. But the amount of online job postings has slowed from recent elevated levels. The want for new workers feels like it is settling into a flow more akin to an historical norm. The high growth of the last few years was a pandemic-driven, monetary-stimulus anomaly. The sense now is the stimulus has run its course, and a return to ordinary job growth has materialized."

Utah's January private-sector employment recorded a year-over-year growth of 1.3 percent, or a 19,200-job increase. Seven of the 10 major private-sector industry groups posted net year-

see EMPLOYMENT page 12

## FEBRUARY'S DIP IN CONSUMER ATTITUDE CALLED 'INSIGNIFICANT'

Utah's consumer sentiment decreased by 1.3 percent in February to 80.3, according results of the Survey of Utah Consumer Sentiment released by the Kem C. Gardner Policy Institute at the University of Utah. However, the institute noted that the decrease was not deemed statistically significant.

A similar survey by the University of Michigan found that sentiment declined 2.7 percent among Americans as a whole during the same time.

"Although the Utah consumer senti-

see CONFIDENCE page 12



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# NEWS

## Huntsman named vice chair and president of strategic growth at Mastercard

Mastercard, a New York-based financial services company, has appointed former Utah Gov. Jon Huntsman Jr. as vice chairman and president of strategic growth, effective April 15.

Huntsman will lead efforts focused on expanding commercial partnerships with governments and public-sector institutions, along with driving the company's inclusive growth, philanthropy and sustainability agenda. He will be part of the company's executive leadership team.

"Mastercard has an extraordinary company culture that is driven by a profound commitment to advancing inclusive, sustainable, digital-driven economic growth throughout the world," Huntsman said. "I very much look forward to being part of this great team to further scale new business opportunities and part-



Jon Huntsman Jr.

nerships in support of the company's exciting strategic growth opportunities."

Mastercard is a global technology company in the payments industry with connections across more than 210 countries and territories. Mastercard Strategic Growth is comprised of the company's philanthropic, ESG, localization and public-sector partnerships programs. It includes the Center for Inclusive Growth, in place for 10 years. The center advances equitable and sustainable economic growth and financial inclusion around the world and administers the philanthropic Mastercard Impact Fund to produce independent research, scalable global programs and an empowered community of thinkers, leaders and doers on the front lines of inclusive growth.

"Jon's unique experience spanning four decades in public and private sectors will be extremely valuable as we build the future of Mastercard," said Michael Miebach, Mastercard's CEO. "He will play a pivotal role in helping advance our approach to commercial sustainability through social impact, consistent with our company's core value of doing well by doing good."

Huntsman was elected governor in 2004 and was re-elected to a second term in November 2008.

Huntsman served as U.S. ambassador to Singapore, China and Russia under both Republican and Democratic administrations. He is the only American to have been chief of mission in both China and Russia. In a series of trade policy assignments, including as deputy U.S. trade representative, he negotiated dozens of trade and investment agreements throughout Asia and Africa. Huntsman also served as chairman of the Western Governors Association.

In 2009, Huntsman resigned as Utah governor to become U.S. ambassador to China. He stepped down from that role in 2011 in order to seek the Republican presidential nomination in the 2012 election.

Earlier in his career, Huntsman served as an executive with Huntsman Corp. and most recently as vice chairman of Ford Motor Co., where he currently serves on the board of directors. He also serves on the board of directors for Chevron. He is a trustee of the Huntsman Foundation.

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## Beyond Inc. buys Seattle-based e-commerce marketplace Zulily

Beyond Inc., the Midvale-based owner of online retail companies Overstock and Bed Bath & Beyond, has announced the acquisition of online marketplace Zulily, headquartered in Seattle. The company said the move was designed to further strengthen Beyond's position in the off-price market. The addition of Zulily will complement Beyond's suite of brands, including Overstock, which is scheduled to relaunch later this month, Beyond said.

"This acquisition doubles down on our belief in the off-price market and its importance to building our business, improving our margin profile and growing our customer file," said Marcus Lemonis, executive chairman of Beyond Inc. "Zulily, in combination with our legacy brand, Overstock, will provide our vendors multiple outlets that not only meet customers at various price points, but also offer an additional outlet to improve their inventory turns and financial performance."

As part of the transaction, Beyond acquires intellectual property assets related to the Zulily brand, including its website and domain names, trademarks, tradenames, customer database, social media accounts, software to run the Zulily website and goodwill asso-

ciated with the brand, according to the announcement of the acquisition. The transaction excludes all of Zulily's liabilities, liens and debts. The purchase price was \$4.5 million plus acquisition-related costs, funded entirely with cash on hand, Beyond said.

"This acquisition marks a strategic step forward in the transformation and long-term growth of Beyond," said Lemonis. "We're excited about the global vendor pool this acquisition opens the door to, driving incremental revenue by reengaging Zulily's 18 million customers as well as the existing Beyond customer database with significant synergies across product categories."

The new Zulily site is expected to be fully functional by the end of the second quarter and contribute to Beyond's 24-month revenue goal without adding any additional incremental fixed expense.

"Bringing the trusted Zulily brand into our asset-light business model allows us to offer furniture and home furnishings, apparel and footwear, jewelry and watches, among other categories that are also core competencies of our off-price Overstock business with flash-sale deal pricing," said Dave Nielsen, CEO of Overstock.

## ACG Utah announces four 2023 Deal of the Year Award winners

Salt Lake City-based middle-market networking organization ACG Utah has named four companies as Deal of the Year Award winners for 2023. The awards recognize the most innovative and impactful transactions in Utah across different financial sectors, the ACG Utah announcement said.

Winner named for each category include:

**Private Equity Buyout:** Platform Accounting Group, a national network of boutique accounting firms, was awarded for its successful private equity buyout, recognizing its strategic growth and potential within the accounting industry.

**Growth Equity:** Nursa, a healthcare company dedicated to improving patient outcomes through data and analytics, was commended for its growth equity investment, highlighting its significant market potential and impact on the healthcare landscape.

**Strategic Merger:** Maverik, a convenience store chain, was lauded for its strategic merger, acknowledging the creation of a stronger, more competitive entity and its positive implications for the industry.

**Public Markets:** Recursion, a bio-

technology company utilizing artificial intelligence for drug discovery, was recognized for its successful public offering, showcasing its groundbreaking technology and contribution to the advancement of scientific research.

"We are thrilled to honor these four exceptional companies and their remarkable transactions," said Rob McGee, vice president of awards for ACG Utah and senior vice president at Zions Bank. "Each award winner exemplifies excellence in their respective fields and demonstrates the power of innovation and strategic thinking in driving successful deals."

The Deal of the Year Awards highlight the critical role of major transactions in shaping the future of various industries and contributing to economic growth, ACG Utah said.

ACG Utah is an organization designed to drive business growth in Utah by building relationships among capital networks, resources and the companies they serve. ACG Utah fosters collaboration, knowledge sharing and innovation within the Utah business community through its programs, events and resources.


## Houston co. buys Superior Drilling

Drilling Tools International Corp. (DTI) of Houston has acquired Vernal-based Superior Drilling Products Inc., according to a joint release from the companies. The purchase price was announced at \$32.2 million, payable in cash and DTI stock. The closing of the transaction is expected to occur in the third quarter of 2024.

Drilling Tools International is an oilfield services company that manufactures and rents downhole drilling tools used in horizontal and directional drilling of oil and natural gas wells. Founded in 1993, Superior designs, manufactures, repairs and sells drilling tools, including its Strider oscillation drilling system technology.

"We are excited to welcome the hardworking and dedicated workforce at Superior Drilling Products to the Drilling Tools International family," said Wayne Prejean, CEO of DTI. "Since 2016, DTI has served as the exclusive North American distributor for the SDP's patented Drill-N-Ream well bore conditioning tool. We believe that the Drill-N-Ream technology and SDP's best-in-class engineering, design and manufacturing capabilities are a perfect fit and a natural extension of DTI's product and service offerings. We believe this accretive acquisition is further validation of the M&A framework and robust pipeline we have created to rapidly consolidate the oilfield services rental tool industry."


"We have a well-established history with the DTI team and believe they are the right partner to help us to further penetrate the oil and gas industry with our highly effective well bore conditioning tool," said Troy Meier, Superior's chairman and CEO. "This strategic move represents a tremendous opportunity to leverage our combined resources and expertise to better serve our customers, drive innovation and accelerate our growth domestically and internationally. We believe this transaction delivers compelling value to our stockholders and creates new opportunities for our employees as a part of a larger, growing enterprise. We look forward to a seamless transition as we embark on this new chapter for SDP."



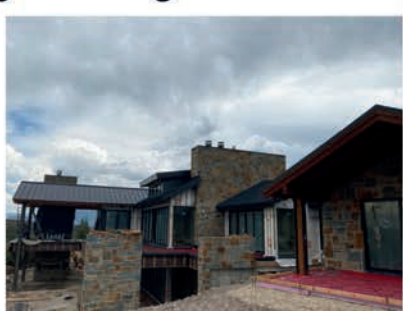
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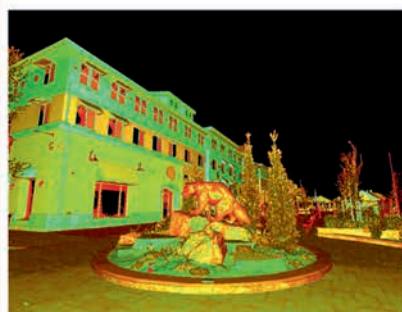
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# NEWS

## Housing, education & taxes are top issues for Utah voters, Sutherland finds

Heading into the 2024 elections, most likely voters in Utah view housing affordability, education funding and taxes as most important to their vote, a new survey from Sutherland Institute and Y2 Analytics shows. By contrast, controversial issues like tech regulation and diversity, equity and inclusion (DEI) are least important to how Utahns will vote.

Likely voters in Utah were asked to review a list of nine issues taken up by the Legislature and rank them in order of most important to least important with respect to how those issues will impact their vote this election year. Respondents' rankings were averaged and three tiers of issues stood out based on priority:

**Top Tier:** Housing affordability, education funding and taxes.

**Middle Tier:** Great Salt Lake preservation, cost of raising children, curriculum transparency and election processes.

**Bottom Tier:** Tech regulation and DEI in higher education.

Republicans prioritize curriculum transparency and taxes higher than Democrats do, while Democrats view DEI in higher education and the Great Salt Lake as more important than Republicans view them.

Younger voters view the cost of raising children as a higher priority than older voters, while the latter demographic places more importance

on election processes and tech regulation.

Single, divorced and cohabiting voters and voters between 18-34 and 45-54 see housing affordability as distinctly more important than any other issue.

The full report is available at the institute's website, [sutherlandinstitute.org](http://sutherlandinstitute.org).

The Sutherland Institute partners with Y2 Analytics to regularly survey likely voters in Utah about important public policy and political issues. This new issue brief measures the attitudes and priorities of likely voters toward a variety of issues leading up to the 2024 elections.

### Lightspeed DMS software company appoints Provost president & CEO

Lightspeed DMS LLC, a Salt Lake City recreational dealer management software provider and a portfolio company of private equity firm Brookfield, has announced that Brian Provost has been appointed CEO, succeeding Kris Denos.

"We are excited to welcome Brian Provost to Lightspeed at this pivotal time in the company's growth story," said Doug Bayerd, managing partner of private equity at Brookfield. "Brian is an excellent leader who enjoys developing people and building strong teams. With his track record of success leading and growing numerous mission-critical software companies, we know we have the right chief executive officer to guide Lightspeed as it accelerates plans to enhance its value for customers."

Provost has over 15 years of experience as a CEO, leading software businesses. He most recently served as CEO of iCIMS, a global talent and recruiting company. His prior chief executive experience includes other business-essential software companies like Ascentis (now UKG) and Convey Compliance Solution (now Sovos). Provost is a graduate of Bethel University and a former member of the university's board of trustees. An admitted "fun fanatic," Provost enjoys spending time outdoors with family and friends when he's not on the road connecting with customers and employees.



Brian Provost

"Lightspeed has collaborated with recreational dealerships for nearly 40 years, creating industry-specific software solutions to streamline the way dealers work," said Provost. "I'm excited about our path forward and our leadership position supporting such a dynamic and growing industry. As we look to the future, our priorities will center around continuing to improve delivering a comprehensive suite of technology solutions with a straightforward purpose in mind: Enable our dealers to operate their businesses successfully and seamlessly and delight their customers."

"I want to thank Kris Denos for the progress that was made at Lightspeed during his tenure over the past 30-plus years," said Bayerd. "We sincerely appreciate his contributions and many achievements. Lightspeed would not be the success it is today without his leadership. Kris will continue to serve as an advisor to Lightspeed for some time to ensure a smooth transition."

Lightspeed serves over 3,800 retail dealer locations in North America.

### Study: One-third of U.S. companies bracing for higher employee turnover

Thirty-three percent of U.S. hiring managers anticipate employee turnover at their company to increase in the next year, costing an average of \$36,295 per employee annually, according to a survey by Express Employment Professionals and the Harris Poll. The cost per employee is based on the cost to rehire and lost productivity.

The survey found that more than 20 percent of hiring managers say the cost-per-employee number climbs to \$100,000 or higher.

For those who anticipate increased turnover in 2024, many point to better pay/benefits offered elsewhere (38 percent), increased workplace demands (35 percent), employees resigning (33 percent), employee feelings of being overworked (31 percent) and the competitive job market (26 percent) as the main causes of turnover.

Around a quarter of those surveyed believe it will be due in part to better perks being offered elsewhere (e.g., summer Fridays, unlimited vacation days) (23 percent), employees being terminated (23 percent), employees re-

tiring (23 percent) and better company culture elsewhere (21 percent).

Turnover not only takes a toll on the company, but also the remaining employees, according to the poll. Nearly three-quarters of hiring managers (73 percent) say employee turnover places a heavy burden on existing employees. In an effort to counteract this turnover and perhaps give some reprieve to their employees, the overwhelming majority of companies (88 percent) are making plans to hire next year — a significant increase since last year (81 percent). Typically, companies are hiring either to increase their overall employee count (45 percent) or to keep the same level of employees (36 percent).

"High turnover in the booming jobs market of the past few years has led to a strained workforce that is stressed and burned out," said Bill Stoller, Express Employment International CEO. "With data showing more employees are remaining in place, now is the perfect time to create retention tactics to stabilize headcount with top talent."

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Derek Miller is the President and CEO of the Salt Lake Chamber and Downtown Alliance, leading Utah's continued economic prosperity. Previously, Derek served as the President and CEO of the World Trade Center Utah, and as Chief of Staff for Governor Herbert and as Managing Director of the Governor's Office of Economic Development for Governor Huntsman. Recognizing his leadership, Governor Herbert lauded Derek as, "an architect of economic opportunity and innovation," and "instrumental in transforming Utah into one of the most competitive and fastest growing economies in the country. He is a graduate of the J. Reuben Clark Law School and holds a Master of Public Administration from the Romney Institute of Public Management at BYU.

**Congratulations to Derek Miller - 2024 Distinguished Utahn Honoree**

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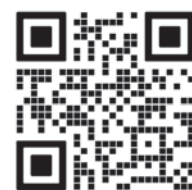
  
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# BambooHR report: PTO requests hit four-year high; hiring outpaces turnover

A new report from Lindon-based human resource platform BambooHR found that January had the highest percentage of employees making paid time off (PTO) requests since the beginning of 2019. The study, the first Workforce Insights Report with data pulled from BambooHR's platform, also shows that the average number of employee performance reviews in companies is increasing annually and hiring is now outpacing turnover.

The report shows that hiring outpaced turnover through January and February of this year, both in the U.S. and globally, after falling short in December 2023.

"As people leaders, we're constantly trying to stay ahead of workforce trends that might impact the businesses we work in. However, some of the most common metrics published like unemployment rates and labor participation rates don't always provide the insights we need to make informed decisions in our day-to-day work," said Brad Rencher, CEO of BambooHR. "The Workforce Insights Report is BambooHR's monthly deep dive on millions of employee data points captured in our platform across the globe. We want to give HR leaders and organizations a deeper understanding of the factors impacting their most valuable asset: their people."

While a higher proportion of employees are asking for PTO every year, PTO approvals aren't keeping pace, leaving a wider gap of unapproved time off, the study found.

- January 2024 had the highest per-

centage (56 percent) of PTO requests in the past four years.

- Employee PTO requests have increased 11 percent on average annually since 2019, while approvals are only increasing 9 percent on average annually.

On average, 37 percent of employees make a PTO request every month, with around half of requests (49 percent) being approved. But, in 2023, 44 percent of employees made PTO requests.

- The industry with the highest proportion of PTO requests by employees in February was finance, followed by non-profits, with more than half of employees requesting PTO. The restaurant/food and beverage category ranked dead last for PTO requests.

- Maine and Oklahoma are the top U.S. states for PTO requests, while Puerto Rico and Utah have top approvals while being the lowest for PTO requests.

The number of employee reviews is increasing every year, but not all regions see the same volume. The United States has fewer reviews than its global counterparts but is trending higher.

- The average number of employee performance reviews is increasing by 15 percent annually.

- There were 28 percent more reviews done in January 2024 than in January 2023.

- Reviews consistently spike in the summer and winter, with the most manager and peer feedback completed between June and July and November through January.

- U.S. employees receive fewer peer reviews than in other countries, with five peer reviews for every manager review in

the U.S. compared to an average of 17 in other countries.

- The average number of employee performance reviews is increasing by 10 percent annually in the U.S., compared to 8 percent in non-U.S. countries.

Layoffs have made headlines for more than a year but hiring and job openings are now outpacing turnover in 2024.

- Global turnover decreased by 25 percent from February 2023 to February 2024.

- At the end of 2023, turnover topped hiring, but from December 2023 to February 2024, hiring increased by 27 percent and job openings by 54 percent — the highest proportion of job openings since last March.

- Every industry (education, non-

profit, construction, travel, healthcare, finance and food/bev) has a higher proportion of hires than turnover, though in the tech industry, they are nearly equivalent with only a 7 percent difference.

"This data tells me employees value work-life balance and direct feedback more than ever before," said Anita Grantham, head of HR at BambooHR. "Managers looking to retain talent will need to take a closer look at what staffing needs they have and if increasing PTO and performance feedback is possible. The workforce isn't shy about asking for these things. I think we'll only see this trend continue and organizations will have to increasingly embrace those values to attract the new generations entering the workforce."

## Utahns express preferences for eco-friendly burial alternatives

Since time immemorial, contemplating one's own funeral has been an inherently awkward yet unavoidable aspect of life. Traditionally, the decision seemed straightforward: burial or cremation. But as our society's values shift, so too do the ways we consider for our post-mortem journey.

The trend towards environmentally conscious funeral options is on the rise as awareness spreads. In response to this shift, Reno, Nevada-based funeral insurance company Choice Mutual conducted a survey among 6,000 people to gauge preferences for non-traditional burial methods. The findings revealed a growing interest in eco-friendly funeral alternatives.

The findings of the survey revealed the most popular options among Utahns for eco-friendly burial.

The most popular option among Beehive State residents was "green burials." This method skips the embalming process and uses biodegradable caskets or shrouds. The aim is to allow the body to decompose naturally and return to the earth without harming the environment.

A surprising choice emerged as the second most popular for Utah residents: tree pod burials. The body is placed in a biodegradable pod that is then buried in the ground. A tree is planted above the pod and as the body decomposes, it nourishes the tree.

Memorial reefs was the third most popular pick among Utahns. This involves creating artificial coral reefs using remains mixed into an environmentally safe cement. These reefs provide habitats for marine life and help restore endangered coral ecosystems. An alternative approach is to create a reef ball from the cremated remains.

Human composting was the next choice in the state. Also known as natural organic reduction, this method involves placing the body in a special vessel with organic materials like wood chips and straw. Over a period of time, the body decomposes naturally, turning into nutrient-rich soil.

Other alternatives include "aquamation," also called water cremation, where water and lye are used to break down the body, using less energy and creating fewer emissions than cremation. A less-used means of burial involves mushroom suits, biodegradable shrouds embedded with mushroom spores that decompose

the body and neutralize toxins that are released during decomposition.

An "out-there" alternative to regular burial involves sending ashes into orbit — a not-too-popular pick, likely due to environmental concerns about space debris.

"We're observing a significant shift in end-of-life preferences as people seek to leave a lasting, positive impact on the planet," said Anthony Martin from Choice Mutual. "It's about connecting with the Earth and fulfilling a legacy that honors both environmental values and personal beliefs. These eco-friendly options offer a way to say farewell that aligns with the principles people lived by, ensuring that their final footprint is as green and meaningful as the life they led."

With personal debt in America soaring, 45 percent of those polled cited the high costs associated with traditional funerals — typically between \$7,000 and \$12,000 — as the major concern for seeking alternatives. These expenses often cover a range of services, including casket purchase, service fees, burial vault and costs for the gravesite and its preparation — not to mention headstones and funeral ceremonies.

Environmental impact is another significant concern, with 12 percent of those surveyed prioritizing it, closely followed by the issue of cemetery space, which concerned 11 percent of respondents.

Utahns were queried about their likelihood of choosing a cost-saving alternative burial method over traditional ones, with many indicating the likelihood of switching to reduce expenses.

Discussions about funeral plans, especially with elder family members, remain a sensitive subject, with 39 percent feeling uneasy about it. Yet, a striking 72 percent would back a relative's decision to choose an alternative method, although 9 percent might try to dissuade them and 19 percent would remain neutral.

Regarding funeral funding, life insurance is expected to cover the costs for 39 percent of respondents. Personal savings are the anticipated source for 29 percent, while 11 percent would rely on family contributions. A small fraction — 3 percent — would even consider crowdfunding as an option.

Results of the survey are available at <https://choicemutual.com/blog/funeral-preferences/>.

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# Work Daze

## Congratulations on your new job

Great news! It's 2024 and your company finally came up with that big, fat raise you so deserve.

No?

In that case, let me congratulate you having the courage to leave your job and take on a new position at a ginormous salary commensurate with your obvious abilities.

Not that, either?

I don't want to make you feel bad; that's your manager's job. Still, if 2024 is shaping up to be a rerun of 2023, and you're hot and heavy into job hunting, it's time to figure out the problem. This could take time, or maybe not.

The problem is you — you, and the stubborn fact that you don't know how to negotiate.

Don't beat yourself up (that's your manager's job, too). Not everyone was born with the negotiation gene, which is why everyone should read "These Mistakes Can Sabotage Your Salary Negotiations Before They Even Start," an article by Aline Lerner on the Fast Company website.

According to Lerner, faulty negotiating "leaves \$1 million to \$1.5 million in lifetime earnings on the table." And that doesn't include stock options, extra days off and free matcha.

There are two mistakes people make when negotiating salary: revealing information too early in the game and negotiating before they're ready. To avoid these interviewing boo-boos requires leverage and preparation.

In this economic environment, where any job could evaporate with the introduction of an AI chatbot with your name on it, you have zero leverage, though you can always try holding your breath until you turn red. It worked in kindergarten.

But preparation? That, you can definitely do. And I can definitely help, kind of.

Mistake No. 1: Revealing information before you're ready to negotiate.

When it comes to interviewing for a new job, it's perfectly acceptable to open your heart. Just don't open your mouth. Recruiters and hiring managers may speak glowingly about growth potential and free foosball in the employee lounge, but really, it's all about the Benjamins. They want to know your current salary, your salary history, your salary expectations and the amount of your allowance in sixth grade on a pre-EBITA basis.

They also want to know how many companies you are talking to.

Answering any of these questions

"has no upside, only downside." This is why the experienced negotiator will respond with sophistry, like "I need to learn more about this exciting opportunity before I can value it," or my personal surefire recommendation to all questions about how much you earn or want to earn: "more than a dollar and less than 1 million." (Note that this response does have its drawbacks. What if they're ready to pay you \$1.5 mil?)

Revealing the number of companies with whom you are interviewing also puts you at risk, especially if the number is zero. A mature, totally professional response such as "None of your beeswax" works in this situation, but the better move is to say, "Well, my performance has made me quite popular now, and all I can say is, 'I really know how Taylor Swift feels.'"

At this point, ask the interviewer if they want to be Travis Kelce to your Taylor Swift and make beautiful music together. That will turn off most interviewers, but if you find one that responds with an offer, saying, "Look What You Made Me Do," you've got a winner.

Mistake No. 2: Premature negotiation.

The smart negotiator is in no rush to get down to business. A good delaying technique is to insist that you "need some time to process and/or talk to your wife,

partner or spouse."

If you don't have a wife, partner or spouse, pause negotiations until you can meet, marry and move in with one or two or all three. If you don't have time, talk about the offer with your Labradoodle. They always know what to do.

Assuming you've kept your mouth shut and dragged your feet as long as humanly possible, you've hopefully gathered information on multiple offers, which you can use to "strategically share the stronger portions of the offers without sharing the weaker points."

This is the leverage you've been looking for.

Tell Company A that Company B has offered you a gigantic salary with beaucoup RSUs, a personal assistant, a beach house and two leased Teslas, one for weekdays and one for weekends. You don't necessarily have to tell them the job is in Kyrgyzstan.

The offer that comes back from Company A should be totally acceptable, but there's only one way to make sure you're making the right decision.


Talk with your Labradoodle.


Bob Goldman was an advertising executive at a Fortune 500 company. He offers a virtual shoulder to cry on at [bob@bgplanning.com](mailto:bob@bgplanning.com).

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BOB GOLDMAN






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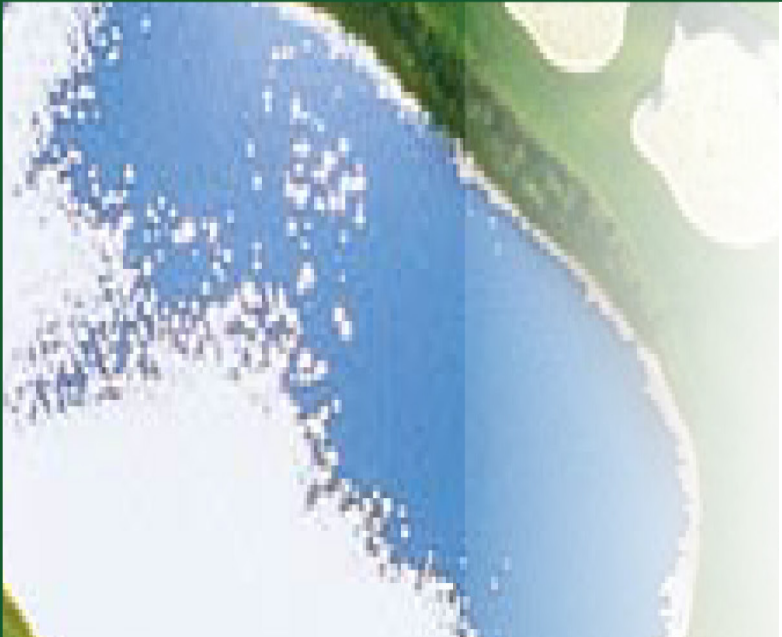
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# Corporate Financial Reports

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

## Extra Space Storage

Extra Space Storage Inc., based in Salt Lake City, reported net income attributable to common stockholders of \$216.1 million, or \$1.02 per share, for the fourth quarter ended Dec. 31. That compares with \$204.3 million, or \$1.52 per share, for the same quarter a year earlier.

Funds from operations attributable to common stockholders and unit holders was \$418.6 million, or \$1.89 per share. That compares with \$300 million, or \$2.09 per share, for the same quarter a year earlier.

Same-store revenues in the quarter totaled \$391.8 million, up from \$388.6 million in the prior-year period.

For the full year 2023, the company reported net income attributable to common stockholders of \$803.2 million, or \$4.74 per share. That compares with \$860.7 million, or \$6.41 per share, for 2022. FFO in 2023 totaled \$1.35 billion, or \$7.56 per share. That compares with \$1.2 billion, or \$8.38 per share, in 2022.

Same-store revenues in 2023 totaled \$1.56 billion, up from \$1.5 billion in 2022.

Extra Space Storage is a real estate investment trust that owns and/or operates 3,714 self-storage stores in 42 states

and Washington, D.C. It is the largest operator of self-storage properties in the United States.

“We had a solid quarter, focusing on optimizing the performance of the recently added Life Storage assets, while maximizing the performance of the legacy Extra Space Storage locations,” Joe Margolis, CEO, said in announcing the results. “We maintained healthy in-place rents and strong same-store occupancy in the quarter, averaging 93.4 percent, which drove positive same-store revenue growth.”

“Turning to 2024, we anticipate stronger revenue growth from the Life Storage assets, which are benefiting from the sophistication of the Extra Space platform. While we expect a headwind from lower new customer rates, we are confident in the durability of self-storage, our highly diversified portfolio and our platform’s ability to capture customer volume when sector demand accelerates.”

## R1 RCM

R1 RCM Inc., based in Murray, reported net income of \$1.4 million, or zero cents per share, for the fourth quarter ended Dec. 31. That compares with a net loss of \$36.6 million, or 9 cents per share, for the same quarter a year earlier.

Revenue in the most recent quarter totaled \$575.1 million, up from \$533.3 million in the year-earlier quarter.

For the full year 2023, the company reported net income of \$3.3 million, or 1 cent per share. That compares with a net loss of \$63.3 million, or 18 cents per share, in 2022. Revenue in 2023 totaled \$2.25 billion, up from \$1.8 billion in 2022.

R1 RCM provides technology-driven solutions that transform the financial performance and patient experience for health systems, hospitals and physician groups.

“R1 executed on its key objectives in 2023,” Lee Rivas, CEO, said in announcing the results. “We established a stronger foundation for growth, stabilized key metrics for several clients, and delivered approximately \$30 million in synergies from the Cloudmed integration. In addition, we strengthened our technology platform by driving innovation through generative AI and enhanced our global infrastructure to improve our performance and competitive position in the market.”

“We enter 2024 with a more diversified business, enhanced technology initiatives and increased global scale. Our strategy is to leverage our best-in-class capabilities to deploy flexible models that meet customers where they are in their revenue cycle journey. We believe R1’s breadth of capabilities and data-driven technology platform, combined with our focus on operational excellence, positions us to drive value for our customers while delivering long-term sustainable growth and improved financial performance for our shareholders.”

## Clarus

Clarus Corp., based in Salt Lake City, reported a net loss of \$8.4 million, or 22 cents per share, for the fourth quarter ended Dec. 31. That compares with a loss of \$81.6 million, or \$2.20 per share, for the same quarter a year earlier.

Sales in the most recent quarter totaled \$76.5 million, up from \$73.8 million in the year-earlier quarter.

For the full year 2023, the company reported a net loss of \$10.1 million, or 27 cents per share. That compares with a loss of \$70 million, or \$2.49 per share, in 2022. Sales in 2023 totaled \$286 million, down from \$315.3 million in 2022.

Clarus designs, develops, manufactures and distributes outdoor equipment and lifestyle products.

“Despite very challenging macro-economic headwinds throughout 2023 that adversely impacted consumer demand, we have taken important steps to realign our brands and inventory levels to position Clarus for long-term profit-

able growth as a pure-play, ESG-friendly outdoor business,” Warren Kanders, executive chairman, said in announcing the results.

“After completing the sale of our Precision Sport segment, we are debt-free with over \$40 million of cash on the balance sheet. We have a streamlined company focused on two operating segments poised for growth, each with strong leaders with highly capable teams focused on increasing profitability and unlocking new opportunities.”

## BRC

BRC Inc., based in Salt Lake City, reported a net loss of \$14 million, or 7 cents per share, for the fourth quarter of 2023. That compares with a net loss of \$20 million, or 9 cents per share, for the same quarter a year earlier.

Revenue in the most recent quarter totaled \$119.7 million, up from \$93.6 million in the year-earlier quarter.

For the full fiscal year, the company reported a net loss of \$56.7 million, or 27 cents per share. That compares with \$338 million, or \$1.62 per share, for 2022. Revenue in 2023 totaled \$395.6 million, up from \$301.3 million in 2022.

Black Rifle Coffee Co. is a veteran-founded coffee company.

“Black Rifle continues to build momentum as a brand, as an efficient, well-run company, and most importantly, in its ability to impact the veteran and first-responder community,” Chris Mondzelewski, CEO, said in announcing the results. “We are one of the fastest-growing brands in the coffee category, with bagged coffee growing at 18x the category and RTD coffee 4x the category.”

“BRCC has reached an inflection point, driven by a renewed focus on efficiency and effectiveness, giving us confidence in our first full-year guidance of positive profit and free cash flow,” said Steve Kadenacy, chief financial officer. “Our strong performance during the past fiscal year demonstrates our commitment to excellence at every level of the company. We’ve further refined operations to serve our greater vision for the company — a vision that will allow us to strengthen and grow the business while creating value for our customers, partners, and investors.”

## Cricut

Cricut Inc., based in South Jordan, reported net income of \$11.3 million, or

see EARNINGS page 12

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# Industry Briefs

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## BANKING

• **UMB Bank** has hired **Cathy Keen** as senior vice president, private banker, in Salt Lake City. She is responsible for creating customized banking solutions for high-net-worth clients. Keen has more than 30 years of experience in the financial services industry. Prior to joining UMB, Keen was a senior private banker at Wells Fargo for 17 years.



Cathy Keen

• **Sunwest Bank**, based in Sandy, has hired **Greg Melidonian** as executive vice president and managing director of commercial deposits and payments. He will provide leadership and strategic oversight for the bank's payments and liquidity platforms, including online banking and treasury operations. He also will formulate and execute strategies for new business in the bank's strategic markets.



Greg Melidonian

Melidonian has over 25 years of banking experience, most recently serving as head of business for transaction banking sales at MUFG Union Bank. Prior to that role, he was an industry manager concentrating in commercial banking, commercial real estate and large corporate verticals. He began his career at Wells Fargo within the bank's large corporate vertical, specializing in hospitality, gaming, consumer goods and technology.

## CORPORATE

• **Owlet Inc.**, a Lehi-based company offering a digital parenting platform, has entered into definitive documentation relating to a sale of shares of its newly issued Series B convertible preferred stock and warrants to purchase its Class A common stock in a private placement with certain institutional and other accredited investors for gross proceeds to Owlet of approximately \$9 million, before deducting offering expenses. The conversion ratio for the Series B preferred stock and exercise price for the warrants reflects a 25 percent premium to the market closing price Feb. 23.

## ECONOMIC INDICATORS

• **Utah** is ranked No. 35 on a list of "Best States for Women," compiled by **WalletHub**. Last year, it was ranked No. 37. WalletHub compared the states and the District of Columbia across 25 key indicators of living standards for women, including median earnings for female workers, women's healthcare and the female homicide rate. On a breakout list, Utah was No. 48 for median earnings for female workers. The top-ranked state overall is Massachusetts. The bottom-ranked state is Oklahoma. Details are at <https://wallethub.com/edu/best-and-worst-states-for-women/10728>.

• **Lehi** is ranked No. 33 on a list of "Top 100 Cities for a Career Switch," compiled by **Careerminds.com**. It surveyed 3,000 professionals nationwide who are considering a career switch, to ascertain which cities in the U.S. have the most appeal for their next chapter. The top-ranked city is Asheville, North Carolina. Details are at <https://careerminds.com/blog/career-crossroads>.

• **Fifty-eight percent of Utahns** are willing to risk their careers by **whistleblowing**, according to a survey by **Federal-Lawyer.com**. Nationally, 51 percent of people said they would be a whistleblower, while 49 percent said they preferred to not say something. The highest figure for whistleblower willingness is in Arkansas, at 83 percent. The lowest is in Idaho, at 30 percent. Details are at <https://federal-lawyer.com/to-speak-or-not-to-speak/>.

• **Utah** is ranked No. 37 on a list of "Best States for Tiny House Living," compiled by **LawnStarter**. It compared the 50 states on the legality of constructing a tiny home and looked at the suitability of building in an urban setting based on average yard acreages and in a remote environment based on off-grid lifestyle-friendliness. The top-ranked state is Vermont. The bottom-ranked state is New Jersey. Details are at <https://www.lawnstarter.com/blog/studies/best-states-for-tiny-houses/>.

• **Utah** is ranked No. 38 on a list of "Best States for Animal Lawn Mowing," compiled by **Lawn Love**. It compared the 50 states and the District of Columbia based on access to "animal mowing" companies, average yard sizes, and local interest in sheep and goat rentals. The bottom-ranked location is the District of Columbia. Details are at <https://lawnlove.com/blog/best-states-animal-lawn-mowing/>.

## EXPANSIONS

• **Recursion**, a Salt Lake City-based clinical-stage drug discovery company, has announced plans to open an office in London in June. The 6,700-square-foot office will serve as an extension of both Recursion and **Valence Labs**, the company's artificial intelligence research engine. Recursion announced that **Michael Bronstein**, professor of artificial intelligence at Oxford University, will serve as a scientific advisor. Bronstein is a leader in geometric deep learning, graph neural networks and protein design. Recursion has over 500 employees at sites in Salt Lake City, Toronto, Montréal and the San Francisco Bay Area.



Michael Bronstein

## FOODS

• **Kodiak**, a Park City-based breakfast company, has appointed **Steve Katzenberger** as chief operating officer and **Sonali Dalvi** as vice president of product development. Katzenberger joins Kodiak following his tenure at Campbells Soup Co., where he served as senior vice president of supply chain. Prior to that, he held positions at Hearthside Food Solutions, Kraft Foods and more. Dalvi will be the brand's first ever vice president of product development. Her experience includes leading research and development for brands including Olam Food Ingredients, PureCircle, PepsiCo and Quaker Foods.



Steve Katzenberger



Sonali Dalvi

## GOVERNMENT

• **Salt Lake City** has launched a consumer protection complaint portal at <https://www.slc.gov/housingstability/consumerprotection>. It aims to be a centralized hub for residents to submit consumer-related complaints and empower residents to actively participate in protecting themselves and their neighbors from deceptive practices. The city invites residents to use the portal to voice concerns, report scams,

and seek assistance related to consumer issues. Through the portal, residents can specify the business and business type (e.g., retail, automotive, housing, etc.) against which they are filing a complaint and detail their grievances. Within five business days, Salt Lake City staff will reach out to the resident with resources and information about the next steps regarding their specific complaint. City staff will use complaints to identify specific businesses and practices that warrant better regulation and to identify trends in complaints.

• **Lt. Gov. Deidre Henderson** has designated **Greg Bell** to serve as an independent advisor for any complaints that may arise during the 2024 gubernatorial election. Bell is a former lieutenant governor. Should an issue arise, Utah Director of Elections Ryan Cowley will make all decisions that have a clear answer under state law. For more difficult or controversial questions, Cowley and the lieutenant governor's assistant attorney general will ask Bell to study the matter and make a recommendation to Henderson. Those recommendations will be made public.



Greg Bell

• **The Central Wasatch Commission** has launched a "call for ideas" for projects specific to the project area of the Central Wasatch Commission, which includes Millcreek Canyon, Big and Little Cottonwood Canyons and the Wasatch Back. The call is focused on projects that protect the ecosystems or watershed originating in the project area, improve canyon transportation or transit, steward year-round recreation, and sustain the economic vitality of the Wasatch canyons. The call will collect short-term project ideas in the project area that are largely "shovel-ready" for the commission to consider for funding (not more than \$20,000 total). The call deadline is March 25. Details are available by emailing Sam Kilpack at [samantha@cw.utah.gov](mailto:samantha@cw.utah.gov).

## HEALTHCARE

• **The Utah Postpartum Retreat** has opened at the Little America Hotel in Salt Lake City. It offers a wellness experi-

see BRIEFS next page

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ence dedicated to supporting new parents through the immediate days and weeks of their postpartum journey. The retreat is offered year-round, and each guest can decide on a stay of three, five or seven nights. It accepts health savings accounts and flexible spending accounts for guests' stays. It also collaborates with select add-on service providers who accept insurance, expanding the range of accessible resources for the guests.

## HOSPITALITY

• **LivAway Suites**, a Salt Lake City-based economy extended-stay hotel brand, has appointed **Jeremy Raymond** as general legal counsel. Raymond has 15 years of corporate and real estate legal experience in both private practice and in-house counsel roles. For the past 10 years, he has represented local and regional real estate development companies, including a regional developer of extended-stay properties. Over the past two years, he has been instrumental in managing LivAway Suites' franchise registrations and LivAway Suites' various trademark registrations. In addition to his appointment as general legal counsel, Raymond was recently added to LivAway Suites' board of directors.



Jeremy Raymond

• **Western States Lodging and Management**, a South Jordan-based management and development firm focused in hospitality, senior living and multifamily housing, has promoted **Dave Egbert** to vice president operations senior living. Egbert has nearly 20 years of experience in the senior living and older adult healthcare field. With beginnings as a direct care provider, Egbert has served in leadership positions, most recently as WSLM's executive director at Legacy Village of Sugar House in Salt Lake City. Legacy Retirement Communities, WSLM's senior living business line, offers independent living, assisted living, memory care and rehabilitation services across Utah and four other states. Western States manages 94 properties, has more than \$1.6 billion in assets under management with two developments opening in early 2024.



Dave Egbert

## INDOOR ENTERTAINMENT

• **Sky Zone**, a Provo-based company focused on indoor entertainment, has announced that private equity firm **Ex Nihilo Capital** has acquired 10 locations in Florida, Georgia, Illinois, Michigan, Missouri, Wisconsin and Tennessee. It is

the largest franchisee in the system. Roger Duncan, the founder of Ex Nihilo, leads the 17 parks in their portfolio. Founded in 2004, SkyZone is expected to have 300 parks by the end of 2024.

## INVESTMENTS

• **Halia Therapeutics**, a Lehi-based clinical-stage biopharmaceutical company, has completed a \$30 million Series C financing. The financing was led by **Todd Pedersen**, with continued participation from existing investors. The company said proceeds from the financing will be used to support the advancement of Halia's lead asset, HT-6184.

• **Tava Health**, a Salt Lake City-based mental health company, has completed a \$20 million Series B funding round. It was led by **Catalyst Investors**, based in New York. Existing investors **Peterson Partners**, **Toba Capital** and **SpringTide**, along with new investor **Blue Heron Capital**, also participated. The new capital will be used for product development, expansion of Tava Health's provider network, and bolstering partnerships with employers and health insurance carriers. **Kapil Desai**, partner with Catalyst Investors, will join the company's board of directors as part of the investment.



Kapil Desai

## MANUFACTURING

• **Clarus Corp.**, a Salt Lake City-based company that designs, develops, manufactures and distributes outdoor equipment and lifestyle products, has appointed **Roger Werner** to serve on its board. With the appointment, the board is composed of six directors, five of which are independent. Werner has over 40 years of executive leadership experience, including serving as chief operating officer and later president and CEO at ESPN; helping to build Prime Ticket Network (now Fox Sports West); developing Speedvision (now Fox Sports 1) and Outdoor Life Network (now NBC Sports), serving as both networks' president and CEO; and serving as president, CEO and co-chairman of Outdoor Channel Holdings Inc. Werner also has been an advisor and a director at The MotorTrend Group and currently serves as chairman of ACCUS (the Automobile Competition Committee of the United States).



Roger Werner

## MILESTONES

• **Crumbl**, a Lindon-based desert chain, has opened its 1,000th store. The company has been in business six years, with the first store in Logan. The 1,000th store is in Burbank, California.

The company has locations in all 50 states, plus Canada and Puerto Rico.

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## NONPROFITS

• **Utah Food Bank** recently collaborated with faith-based congregations and other organizations for the third statewide **Feed Utah** food drive. Residents across the state received door hangers during the days leading up to the food drive and placed bags of non-perishable food outside their front doors on March 16. Volunteers will pick up donated food and collected and deliver it to Utah Food Bank's warehouses, **Macey's Grocery**, **Lin's** and agencies and partner locations across the state. The effort is the result of a partnership between Utah Food Bank and its partner agencies, **Macey's Grocery**, **Lin's**, **JustServe** and **The Church of Jesus Christ of Latter-day Saints**. These donations will help provide food to the estimated 317,000 Utahns.

• **USANA Kids Eat** recently brought together hundreds of new volunteers from the local community to pack 2,000 bags of food items for children and their families in need around the state. Along with packing the bags, **USANA Kids Eat** used the opportunity to secure new sponsors in order for six Utah schools to receive the Kids Eat food bags during the next school year. Established in 2019, the **USANA Foundation** acquired KidsEat!Utah to form **USANA Kids Eat**. It provides backpacks filled with food for at-risk youth to schools and organizations along the Wasatch Front.

• **Visit Salt Lake**, a private, nonprofit corporation that promotes Salt Lake as a convention and travel destination, has named **Lizzie Fillo** as associate vice president of marketing. She will oversee Visit Salt Lake's core marketing functions, leading strategic initiatives to develop Visit Salt Lake's brand



Lizzie Fillo

identity and narrative. Fillo's experience includes serving as a senior marketing lead at PepsiCo UK. Over the past year in the U.S., she helped develop owned and earned social strategies for Lyft and Dolby.

• **HealthTree Foundation**, a Salt Lake City-based nonprofit, has released the **HealthTree Research Hub**. It is an online research portal that facilitates real-world data research, providing researchers access to over 14,000 myeloma patients who contribute anonymized data to the HealthTree Cure Hub patient portal. Patients can also respond to investigator surveys or studies inside of HealthTree Cure Hub. The HealthTree Research Hub will facilitate more than 100 research projects in the next 20 months for myeloma researchers. It also will be open for beta research projects in lymphoma, leukemia and MPNs in 2024.

## PARTNERSHIPS

• **Nomi Health**, based in Orem, and **CHG Healthcare**, based in Midvale, have announced a partnership designed to radically expand medical support to underserved communities throughout the United States. The partnership aims to deliver a seamless, integrated solution that includes multi-channel patient engagement, access to virtual care, and performance tracking metrics with clinical and claims-based data. The partnership enables providers to immediately launch a virtual visit with at-risk patients at the point of engagement. It also utilizes text, email, chatbot, and live agents to engage in on-the-spot telehealth visits with patients. The program is available in all 50 states and in multiple languages.

• **Intermountain Health**, based in Salt Lake City, and **PharmaLogic**, based in Florida, are partnering to build a new cyclotron facility in Murray that will produce radiopharmaceuticals, which are used to diagnose certain medical conditions or treat various types of cancer. The new facility will ensure more of these products are available locally to be used for a wide range of imaging applications for certain cancers and other ailments involving the heart and brain. Unlike an MRI or X-ray that provides a still image, PET-CT imaging, which uses radiopharmaceuticals, allows doctors to see the anatomical and physiological function of the body. The new facility is expected to begin production this year.

## RECOGNITIONS

• The **Lassonde Entrepreneur Institute** at the University of Utah has announced the finalist teams in the **2024 Utah Entrepreneur Challenge**. The student startup teams advance to the final round of the business-model competition for college students across the state. Teams are competing for over \$100,000 in cash and prizes, including a

see BRIEFS page 12

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## BRIEFS

from page 11

\$30,000 grand prize. The winners will be announced March 23 at a public showcase and awards ceremony at the UofU. The competition is managed by the Lassonde Entrepreneur Institute, a division of the David Eccles School of Business at the UofU, and sponsored by Zions Bank. The finalist teams are **Alchemy Herbal Tea**, Salt Lake Community College; **Bigman Outdoors Seasonings**, Snow College; **Bleeped**, Utah State University; **Brokie Studios**, Neumont College of Computer Science; **Conscious**, University of Utah; **GeoTechnical Rock Lab**, UofU; **Gourmet Grazing**, SLCC; **Hannah Camille Events**, Weber State University; **Honey Haven**, Utah Valley University; **Iso Retractor**, Ensign College; **Minnow**, UVU; **Mystery Escape City**, Southern Utah University; **NexHub**, SUU; **Noda**, Ensign College; **Powder Baby Dry Shampoo**, Brigham Young University; **Red Rock Consulting: NIL Advertisement**, Utah Tech University; **Spot Parking**, BYU, UofU; **Smarter Cattle**, Utah Tech; **Stelle**, Neumont College of Computer Science; **The Port Studio**, Snow College; and **Velocity Boards**, USU.

• **ACG Utah**, a middle-market networking community, has announced its **Deal of the Year Award** winners, celebrating the most innovative and impactful transactions in Utah across different financial sectors. For **Private Equity Buyout**, the recipient is **Platform Accounting Group**, a national network of boutique accounting firms, awarded for its successful private equity buyout, recognizing its strategic growth and potential within the accounting industry. For **Growth Equity**, the recipient is **Nursa**, a healthcare company dedicated to improving patient outcomes through data and analytics, commended for its growth equity investment, highlighting its significant market potential and impact on the healthcare landscape. For **Strategic Merger**, the recipient is **Maverik**, a convenience store chain, lauded for its strategic merger, acknowledging the creation of a stronger,

more competitive entity and its positive implications for the industry. For **Public Markets**, the recipient is **Recursion**, a biotechnology company using artificial intelligence for drug discovery, recognized for its successful public offering, showcasing its groundbreaking technology and contribution to the advancement of scientific research.

## REAL ESTATE

• **Hughes Marino**, a corporate real estate advisory firm, has opened an office at Union Park Center in Midvale. The office will be led by **Lora Munson**, executive vice president. She has decades of commercial real estate experience in the region. Hughes Marino has offices in Utah, San Diego, Orange County, Los Angeles, Inland Empire, San Francisco, Oakland, Palo Alto, Seattle, Denver, New York, Boston, Raleigh-Durham and Dallas.



Lora Munson

## TECHNOLOGY

• **Consensus**, a Lehi-based company focused on enterprise demo automation, has promoted **Whitney Jones** to chief financial officer. She previously was vice president of finance and business operations.

## EMPLOYMENT

from page 1

over-year job gains. The overall gains were led by education and health services (up 9,000 jobs), construction (up 5,300 jobs), professional and business services (up 2,000 jobs) and manufacturing (up 1,700 jobs). Three sectors with job losses were financial activities (down 900 jobs); information (down 200 jobs); and trade, transportation and utilities (down 100 jobs).

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

## EARNINGS

from page 8

5 cents per share, for the fourth quarter ended Dec. 31. That compares with \$10.9 million, or 5 cents per share, for the same quarter a year earlier.

Revenue in the most recent quarter totaled \$231.2 million, down from \$280.8 million in the year-earlier quarter.

For the full year 2023, the company reported net income of \$53.6 million, or 24 cents per share. That compares with \$60.7 million, or 28 cents per share, in 2022. Revenue in 2023 totaled \$765.1 million, down from \$886.3 million in 2022.

Cricut offers hardware and design software for hobbyists.

“We moved through 2023 focused on profitability, even as we navigated a dynamic consumer discretionary environment,” Ashish Arora, CEO, said in announcing the results. “We are encouraged by our 49 percent operating income increase in Q4 year over year and the positive uplift from our promotions in Q4. However, we were disappointed that sales fell in the quarter and full year by 18 percent and 14 percent, respectively.

“Our promotions uplift was smaller than we expected and is attributable in part to lower retailer inventory, but in hindsight, we could have conducted more aggressive marketing and promotions. We intend to boost our marketing efforts and spending in 2024 to generate more interest

and demand throughout the funnel.”

## Owlet

Owlet Inc., based in Lehi, reported a net loss of \$6.9 million, or 97 cents per share, for the fourth quarter ended Dec. 31. That compares with a loss of \$19.5 million, or \$2.43 per share, for the same quarter a year earlier.

Revenue in the most recent quarter totaled \$21 million, up from \$12 million in the year-earlier quarter.

For the full year 2023, the company reported a net loss of \$32.9 million, or \$4.53 per share. That compares with \$79.3 million, or \$9.98 per share, for 2022. Revenue in 2023 totaled \$54 million, down from \$69.2 million in 2022.

The company offers parenting technology.

“I am gratified to announce a very strong operating quarter and year of ongoing fiscal improvement for Owlet,” Kurt Workman, CEO and co-founder, said in announcing the results. “A year ago, we reiterated our significant conviction in Owlet’s fundamentals and vision for the future. Since then, the company gained two FDA authorizations all while improving operational efficiency, reducing costs and bringing the business toward adjusted EBITDA (earnings before interest, taxes, depreciation and amortization) breakeven. The mission, direction and momentum of the company has never been stronger.”

## CONFIDENCE

from page 1

ment declined in February, Utah sentiment continues to exceed the U.S. sentiment, indicating Utahns have more confidence in the economy than their peers across the nation,” said Phil Dean, chief economist at the Gardner Institute. “Utahns’ expectations for general economic conditions in Utah and the U.S. over the next five years results in scores of 122 and 84, respectively, suggesting an optimistic outlook among Utah residents for the state’s economy compared to the broader national landscape.”

The Utah consumer confidence survey uses key questions from the University of Michigan’s Survey of Consumers. These questions measure residents’ views of the present economic situation and their expectations for the economy in the future. Data gathered from the key questions are used to create the consumer confidence index for Utah. Demographic questions are included in the questionnaire to allow for additional analysis of the data and to assess the representativeness of the sample.

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

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# CONGRATULATIONS!



# Calendar

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

## March 18 and 20, 9 a.m.-noon

**“Web Design for Beginners,”** a Women’s Business Center of Utah two-day class. Location is Salt Lake Chamber, 201 S. Main St., Salt Lake City. Free, but RSVP is required. Details are at [wbcutah.org](http://wbcutah.org).

## March 18, 10-11 a.m.

**“Impact Real Estate: Addressing the Affordable Housing Crisis Through New Supply,”** presented by ULI (Urban Land Institute) Utah and Catalyst Opportunity Funds. Speakers are Gretchen Milliken, women’s leadership chair, ULI; Mariah Gratz, CEO, Weyland Ventures; Alexandra Stoelzle, director of development, Blaser Ventures; and Cathy Reines, founder, president and CEO, Koz Development. Event takes place online. Free. Details are at <https://utah.uli.org/events-2/>.

## March 19, 7:15-10 a.m.

**Breakfast Speaker Series**, an ACG (Association for Corporate Growth) Utah event. Speaker is John McKinney, CFO at MACA Casting and Machine. Location is Real Salt Lake Stadium, 9256 S. State St., Sandy. Free for members, \$40 for nonmembers. Details are at <https://www.acg.org/utah/events/utah-march-2024-breakfast-series>.

## March 19, 9-10:30 a.m.

**“Small Business Marketing,”** a Small Business Development Center event that takes place online. Presenter is Emily Ashby, small-business strategist. Free. Details are at <https://clients.utahsbdc.org/events.aspx>.

## March 19, 11 a.m.-1 p.m.

**Business Women’s Forum 2024**, with the theme “How Women Have Influenced Change and Can Continue to Drive Positive Impact in Our Communities.” Speakers are Makaila Kelso, strategic account manager, Spherion; and Alexx Goeller, director of philanthropy, Discovery Gateway Children’s Museum. Location is Ken Garff University Club, Rice-Eccles Stadium, 451 S. 1400 E., Salt Lake City. Cost is \$35 for members, \$50 for nonmembers. Details are at [slchamber.com](http://slchamber.com).

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

**Leadership Luncheon**, a Cache Valley Chamber of Commerce event. Location in The Riverwoods Conference Center, 615 Riverwoods Parkway, Logan. Cost is \$25 for members and \$32 for nonmembers registered online, \$28 for members and \$35 for nonmembers not pre-registered. Details are at [cachechamber.com](http://cachechamber.com).

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

**“From UT to the U.K.,”** a World Trade Center Utah “Global Gateway” event designed for Utah companies considering an expansion into the U.K. and

European Union. Panelists are David Bates, partner, Taylor Wessing; Simon Gleeson, partner, Blick Rothenberg; and Adam Wardel, special counsel and business development expert. Location is Lobby Training Room, World Trade Center Utah, 30 E. South Temple, Salt Lake City. Free, but registration is required. Details are at <https://www.wtcutah.com/tradeevents/global-gateway-ticket-to-ride>.

## March 19, 11:30 a.m.

**Professional Development Series**, a ChamberWest event. Speaker Ben Hart, executive director of the Utah Inland Port Authority, will discuss the “State of the Utah Inland Port.” Location is Utah Trucking Association, 4181 W. 2100 S., West Valley City. Cost is \$35. Details are at [chamberwest.com](http://chamberwest.com).

## March 20, 9 a.m.-8 p.m.

**2024 Wasatch Front Materials Expo and UAMMI Crosstalk**, presented by the Society for the Advancement of Material Process Engineers and the Utah Advanced Materials and Manufacturing Initiative. Conference takes place 9 a.m.-3:30 p.m. Expo (with more than 70 exhibitors) takes place 4-8 p.m. Activities include annual awards ceremony for SAMPE. Location is Salt Lake Community College’s Miller Campus, Karen G. Miller Conference Center, 8750 S. 300 West, Sandy. Cost is \$20; evening expo is free. Registration can be completed at [Eventbrite.com](http://Eventbrite.com).

## March 20, 11 a.m.

**Business Boot Camp**, a South Valley Chamber of Commerce event. Speaker Ted Paulsen, CEO of Vest EAP, will discuss “Your Hero’s Journey: Plan, Prepare, Enjoy.” Location is Salt Mine Productive Workspace, 7984 S. 1300 E., Sandy. Details are at [southvalleychamber.com](http://southvalleychamber.com).

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

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

## March 20, noon-1 p.m.

**“Massive Marketing Mistakes,”** a Women’s Business Center of Utah “Solve the Business Puzzle” event. Speaker is Kara Laws, CEO and owner of Launched. Event takes place online via Zoom. Free. Details are at [wbcutah.org](http://wbcutah.org).

## March 20, noon-1 p.m.

**Tooele County Chamber Luncheon**, with the theme “Elevate Your Business with Resources from WBCUtah.” Outreach Coordinator Seantae Jackson will present information about the Women’s Business Center and how to get involved. Location is 154 S. Main St., Tooele. Cost is \$15. Details are at [slchamber.com](http://slchamber.com).

## March 20, 4-6 p.m.

**“Leaders in Business,”** a Murray Area Chamber of Commerce event. Speakers are Dwight Christie, digital mar-

keting expert, and Mark Holland, on the faculty of Salt Lake Community College. Location is Security National, 433 W. Ascension Way, Murray. Details are at [themurraychamber.com](http://themurraychamber.com).

## March 20, 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 20, 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 21-22

**RestartUtah 2024**, designed to create, accelerate and foster business relationships among all Utah companies, in all industries. Mornings will feature company representatives engaging in meaningful interactions in three-minute rotations. Afternoons will feature freestyle networking. Location is Experience Event Center, Provo. Sponsorships are available. Details are available by contacting Nicole Berriman at [nicole@powerhouse.events](mailto:nicole@powerhouse.events).

## March 21-22

**Intermountain Sustainability Summit**, with the main event being March 21 and post-summit workshops being March 22. Event includes keynote presentations, breakout sessions and an expo. Location is Weber State University, Ogden. Costs vary. Details are at <https://weber.edu/ISSummit/program.html>.

## March 21, 8:30 a.m.-4:30 p.m.

**Critical Infrastructure Security Summit**, a Utah Valley University Center for National Security Studies event featuring cybersecurity experts and industry leaders focused on addressing the most pressing digital threats to critical infrastructure. Location is Utah Valley University, Clarke Building, Room 510-512, 815 College Drive, Orem. Details are at <https://app.siliconslopes.com/events>.

## March 21, 11 a.m.-1 p.m.

**“Videography Level 2,”** a Small Business Development Center event. Location is Kaysville SBDC at the Davis Applied Technology Center. Cost is \$69. Details are at <https://clients.utahsbdc.org/events.aspx>.

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

**Chamber Luncheon**, a Davis Chamber of Commerce event. Speaker Dejan Eskic, senior research fellow at the Kem C. Gardner Policy Institute, will discuss “Utah’s Housing Market: The Past, Present and Future.” Location is Boondocks, 525 Deseret Drive, Kaysville. Cost is \$25 for members, \$35 for nonmembers. Details are at [davischamberofcommerce.com](http://davischamberofcommerce.com).

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

**Women in Business Luncheon**, a Cache Valley Chamber of Commerce event. Speaker is Logan Mayor Holly Daines discussing “Being a Woman

Mayor.” Location is Logan River Golf Course, Clubhouse, 550 W. 1000 S., Logan. Cost is \$20 for WIB members, \$23 for nonmembers pre-registered, \$25 for members and \$28 for nonmembers at the door. Details are at [cachechamber.com](http://cachechamber.com).

## March 21, noon-1:30 p.m.

**2024 Legislative Review Luncheon**, a Utah Valley Chamber of Commerce event. Panel will include Senate President Stuart Adams, Rep. Val Peterson, Rep. Stephanie Gricius and other elected officials. Location is Utah Valley University, Sorenson Student Center, 800 W. University Parkway, Orem. Cost is \$20 for members, \$30 for nonmembers. Details are at [thechamber.org](http://thechamber.org).

## March 21, noon-1 p.m.

**“2024 Legislative Update,”** a ULI (Urban Land Institute) event focusing on legislative milestones during the 2024 session and their potential impacts on Utah’s land use and infrastructure trajectory. Speakers are Paxton Guymon, general counsel, EDGEhomes; and Daniel Dansie, attorney, Kirton McConkie. Location is 95 State St., Salt Lake City. Cost is \$15 for members, \$25 for nonmembers. Details are at <https://utah.uli.org/events-2>.

## March 21, noon

**“Strictly Networking Luncheon,”** a West Jordan Chamber of Commerce event. Location is Famous Dave’s, Jordan Landing, 7273 S. Plaza Center Drive, West Jordan. Everyone is welcome. No cost other than lunch. Details are at [wjc-ut.com](http://wjc-ut.com).

## March 21, 5:30-6:30 p.m.

**“Fostering a Sense of Belonging at Work: An ‘Eccles Business Buzz’ Listening Party and Panel Discussion.”** Panelists are Melanie Jones (moderator), editor-in-chief, *Utah Business* magazine; Michelle Smith, chief people officer and president of Larry H. Miller Sports & Entertainment at the Larry H. Miller Co.; Jennifer Robinson, chief of staff, Kem C. Gardner Policy Institute; and Frances Johnson, host, “Eccles Business Buzz” podcast. Location is Rick and Marland Warner Auditorium, Robert H. and Katharine B. Garff Building, University of Utah. Registration can be completed at [eccles.link/podcastparty](http://eccles.link/podcastparty).

## March 21, 6-8 p.m.

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

## March 21, 6-10:30 p.m.

**Annual Gala**, an Ogden-Weber Chamber of Commerce event. Reception begins at 6 p.m., followed by awards at 7:30 p.m. Location is Peery’s Egyptian Theater, 2415 Washington Blvd., Ogden. Cost is \$25. Details are at [ogdenweberchamber.com](http://ogdenweberchamber.com).

## CALENDAR

from page 13

### March 22, 8 a.m.-1:30 p.m.

**Utah County Business Summit**, presented by the American Fork, Eagle Mountain and Point of the Mountain chambers of commerce. Location is The Barn at Thanksgiving Point, Lehi. Cost is \$90 for members, \$125 for nonmembers. Details are at [thepointchamber.com](http://thepointchamber.com).

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

**Women in Business**, an Ogden-Weber Chamber of Commerce event. Speaker Danette Pulley will discuss "Foster Collaboration." Location is Jeremiah's Lodge & Garden, 1329 W. 12th St., Marriott-Slaterville. Cost is \$25 for WIB members and first-time guests, \$35 for nonmembers. Registration deadline is March 19 at noon. Details are at [ogdenweberchamber.com](http://ogdenweberchamber.com).

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

**"Primary Children's Hospital & Pediatric Healthcare: An Insider's Perspective,"** a South Valley Chamber event. Speaker is Katy Welkie, CEO of Primary Children's Hospital and vice president of children's health at Intermountain Healthcare. Location is South Valley Chamber offices, 9800 S. Monroe St., Sandy. Details are at [southvalleychamber.com](http://southvalleychamber.com).

### March 27, 10-11 a.m.

**Small Business Legislative Update**, a Women's Business Center of Utah event featuring information about bills that passed during the legislative session and how they are going to affect small-business owners. Speaker is Ginger Chinn, vice president of public policy and government affairs at the Salt Lake Chamber. Event takes place online via Zoom. Free. Details are at [slchamber.com](http://slchamber.com).

### March 27, noon-1 p.m.

**"Walkable Wednesday,"** a ULI (Urban Land Institute) Utah event focused on 6th+Main, a Class A 170-unit apartment community developed by Lowe Property Group that opened in late 2023. Location is 611 S. Main St., Salt Lake City. Free for members, \$20 for nonmembers. Details are at <https://utah.uli.org/events-2/>.

### March 27, 5-7 p.m.

**"Connect After Hours,"** a South Valley Chamber of Commerce event. Location is Alpha Warranty Services Building, 11456 S. 1300 W., South Jordan. Cost is \$15 for members, \$25 for nonmembers. Details are at [southvalleychamber.com](http://southvalleychamber.com).

### March 27, 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 28, 8:30 a.m.-5:30 p.m.

**Chamber Snow Day**, a Park City Chamber of Commerce & Visitors Bureau meeting-free event for both members and local residents. Free day passes are available on a first-come, first-serve basis. Attendees will have the opportunity to join a Silver to Slopes Historic Mining Tour at either 10 a.m. or 1 p.m. and an après party mixer at 3 p.m. Location is Park City Mountain. Registration is required for the après mixer, Silver to Slopes tours and to request a lift ticket. Details are at <https://uk.eventsforce.net/parkcity/50/register>.

### March 28, 9-11 a.m.

**"AI for Business & Marketing,"** a Small Business Development Center event. Speaker is Sonja Droguett. In-person location is Salt Lake Community College, Building 5, 9750 S. 300 W., Sandy. Also offered online. Cost for in-person option is \$20, online option is free. Details are at <https://clients.utahsbdc.org/events.aspx>.

### March 28, noon-1 p.m.

**Women in Business Meeting**, a Box Elder Chamber of Commerce event. Call the chamber office for location and to RSVP. Cost is \$10. Details are at [boxelderchamber.com](http://boxelderchamber.com).

### March 28, 5-6 p.m.

**Legal Clinic** (in English and Spanish), a Small Business Development Center event that takes place online. Details are at <https://clients.utahsbdc.org/events.aspx>.

### March 28, 5-7 p.m.

**"Business After Hours,"** a Salt Lake Chamber event. Location is The Shop Coworking Space, 350 E. 400 S., third floor, Salt Lake City. Free for members and \$30 for nonmembers before March 25, \$20 for members and \$40 for nonmembers thereafter. Details are at [slchamber.com](http://slchamber.com).

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

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

### April 3, 9 a.m.-12:30 p.m.

**"Women in Manufacturing,"** a Utah Manufacturers Association event. Speakers include Denece Hufftalin, president of Salt Lake Community College, and Lt. Gov. Deidre Henderson. Event also includes a panel discussion and breakout sessions. Location is Salt Lake Community College's Miller Campus. Details to be announced at [manufacturingutah.com/events/](http://manufacturingutah.com/events/).

### April 3, 11:15 a.m.-1 p.m.

**"Lunch and Learn" Training**, a South Jordan Chamber of Commerce event focusing on how to build authority in a business, get great reviews, respond correctly to reviews, and use them to get more business. Location is Copper Creek Senior Living Center, 10569 River Heights Drive, South Jordan. Early registration cost is \$15, \$20 at the door. Details are at [sj-chamber.org](http://sj-chamber.org).

### April 3, 11:30 a.m.-1 p.m.

**Business Alliance Networking Luncheon**. Location is Boondocks Fun Center, 525 Deseret Drive, Kaysville. Free, with lunch available for purchase. No RSVP needed. Details are at [davis-chamberofcommerce.com](http://davis-chamberofcommerce.com).

### April 9, 7:15 a.m.-2:30 p.m.

**2024 Spring Conference**, a ChamberWest event featuring six breakout sessions and exhibitor area. Location is Utah Cultural Celebration Center, 1355 W. 3100 S., West Valley City. Cost is \$99 for members through April 3, \$125 for members after April 3 and for nonmembers. Details are at [chamberwest.com](http://chamberwest.com).

### April 9, 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](http://chamberwest.com).

### April 9, 9 a.m.-noon

**"Cash Flow is King" Workshop Series**, a Small Business Development Center event. Location is Salt Lake SBDC

at Salt Lake Community College. Cost is \$70. Details are at <https://clients.utahsbdc.org/events.aspx>.

### April 10, 8:30 a.m.-1 p.m.

**Utah County Business Summit**, a multi-chamber event. Theme is "Relationships Matter." Speakers are Ryan Boswell, president, Cold Plunge Studios; Dr. Gary Edwards, orthopedic surgeon, Summit Brain and Spine; Scott Anderson, president and CEO, Zions Bank; Jeanette Bennett, CEO, Bennett Communications; Luke Toone, CSO and co-founder, LGCY Power; and Karalynne Call, founder and CEO, Just Ingredients. Location is Utah Valley University, Keller Building, 8800 W. University Parkway, Orem. Cost is \$60 for members, \$80 for nonmembers. Details are at [thechamber.org](http://thechamber.org).

## CONFERENCE

from page 1

is the opposite of what you're supposed to do, for example, and that was a fun and enriching experience for me to be involved in. So, yeah, it's getting down to understanding where you are, who you're working with, and what's appropriate."

Venita Ross, program manager at the Global Business Center at The Mill Entrepreneurship Center, emphasized that companies can avoid needless "stumbling blocks" by gaining knowledge about markets, their culture and their expectations before entering those markets.

"Some of the challenges we see is that sometimes they will just figure, 'Oh, we can do it' and they jump right into it without really knowing all the things behind the scenes that they have to know before they go into that market," Ross said, adding that her center can educate people about cultures, shipping, financing, marketing and branding and other considerations.

Ross and other panelists also stressed the need to have local contacts in those international markets because they are more experienced and knowledgeable about market intricacies. She also said some markets require soft skills and a familiarity with how to negotiate or network. U.S. executives also should learn the local cuisine and how the food is prepared.

"You have to know that we are similar but also different, and we have to learn to appreciate that as well," Ross said.

"What you learn from being within a culture, it speaks volumes," Wilson said. While with a dental-products company, she learned that in the United Kingdom, it was offensive in some markets to push having "a big, white smile just like Hollywood."

"Get your boots on the ground," she said. "Get connected with people and understand what matters." For much of marketing, 80 percent is "pretty uniform" but the remaining 20 percent is most important. "How you go in there with that message, localize it to the 20 percent and you're going to see faster and better results and adoption," she said.

Panelists had other bits of advice for future business leaders:

- Know yourself, have priorities and set boundaries, said Shirene Urry, senior global product manager at BD. "That will accelerate your opportunities more than it seems. ... If you can really get clear on what matters to you and what matters to the business that you're working for and serve customers, then you can grow," she said.

- "Don't take advice from people who don't share your values," said Shannon

### April 10, 8:30 a.m.

**Silicon Slopes Marketing Summit**, presented by the University of Utah Executive Education and designed specifically for professionals in the marketing space. Event will feature keynote sessions; networking opportunities; and three specialized breakout tracks for B2B marketers, B2C marketers and creatives. Location is UofU Executive Education Building, Salt Lake City. Cost is \$100 (\$150 for a VIP ticket). Details are at <https://marketingsummit.siliconslopes.com/?ref=newsroom.siliconslopes.com>.

### April 10, 11 a.m.

**SBIR 101 Workshop**, a Governor's Office of Economic Opportunity event focused on federal Small Business Innovation Research (SBIR) and Small

see CALENDAR next page

Ellsworth, principal advisor of land and water at Rio Tinto. She also stressed the need for resilience. "I don't want women viewing failure as a dead-end or as a cul-de-sac or some finite element in their lives," she said.

- Ross suggested knowing your guiding principles, putting service to others above self and learning from mistakes.

- Jaclyn Presnal, director of strategic development at Williams, pushed for people to get out of their comfort zone by learning new skills, taking risks, pushing and challenging themselves.

- Asked about fitting into particular cultures, Wilson said people should be their "authentic self." "Really taking the time to understand your personal values is a little bit taken for granted. ... But take a step back or up, or both, and go inside what truly matters to you. When you bring that authentic self and your values, I think it translates across cultures better," she said. "Know your audience and know the culture and know what's appropriate, but to have those values and bring them to the table, I think you're always going to win. And if you're not accepted, that's OK, too, because being true to your values and true to yourself is where you're going to find your own success blossom 10-fold."

- Wilson also called upon businesswomen to have men as mentors, coaches and participants in their success. "Having that sort of sponsorship, having somebody that believes in you, having somebody that would stand up for you in a room that you were not in, has been probably the most meaningful thing that has greased the pathway for me in my career," she said. "It's not just women that we need to surround ourselves with in these kinds of conversations."

The conference at the Zions Bancorporation Technology Center in Midvale also featured a keynote presentation by Lesley Paterson, a five-time world champion professional triathlete; an address by Lt. Gov. Deidre M. Henderson; and the presentation of Melanie Cox, CEO of Backcountry.com LLC, as World Trade Association of Utah's International Woman of the Year.

In opening remarks, conference emcee Barbara Bagnasacco, an attorney with the law-firm of Parsons Behle & Latimer, noted that International Women's Day is a holiday in some countries. With the song "Nothing's Gonna Stop Us Now" playing in the background over the PA system, Bagnasacco reiterated the African proverb "If you want to go fast, go alone; if you want to go far, go together."

"Collectively," she said, "we can forge an inclusive business community here in Utah for individuals, regardless of their nationality, race, religious and political views."

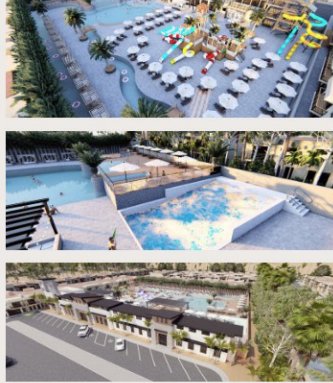
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## CALENDAR

from previous page

Business Technology Transfer (STTR) grants and contracts. Event takes place online. Registration can be completed at [Eventbrite.com](https://www.eventbrite.com).

### April 10, 11:30 a.m.-1 p.m.

**Women in Business Luncheon**, a Cache Valley Chamber of Commerce event. Speaker Hollie Doyle, owner of LLB Training and Consulting, will discuss "Three Things I Wish I Would Have Known." Location is Adams Wealth Advisors, 701 S. Main St., Suite 400, Logan. Cost is \$20 for members and \$23 for nonmembers pre-registered, \$25 for members and \$28 for nonmembers at the door. Details are at [cachechamber.com](https://www.cachechamber.com).

### April 10, noon-1:30 p.m.

**"Commercial Real Estate" Education Session for Small Businesses**, presented by The Mill Entrepreneurship Center at Salt Lake Community College. Location is The Mill at SLCC, 9690 S. 300 W., Sandy. Free. Registration can be completed at [Eventbrite.com](https://www.eventbrite.com).

### April 10, 5-7 p.m.

**"Business After Hours,"** an Ogden-Weber Chamber of Commerce event. Location is Lindquist Mortuary, 3408 Washington Blvd., Ogden. Free for chamber members and first-time guests, \$10 for nonmembers. Details are at [ogdenweberchamber.com](https://www.ogdenweberchamber.com).

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

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

### April 10, 7-9 p.m.

**"Pillar of the Valley,"** 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](https://www.thechamber.org).

### April 11-12

**One Utah Summit**, presented by the Governor's Office of Economic

Opportunity, the Utah Office of Energy Development, World Trade Center Utah and Salt Lake Chamber and highlighting and addressing opportunities in the state's economy. Event includes main-stage keynote addresses and breakout sessions focused on business topics and trends, including the intersections of emerging technologies, government and business in Utah. Summit begins April 11 with the Startup State Entrepreneur Challenge, in which new entrepreneurs compete for cash before a panel of judges. Summit featured speakers include Virginia Pearce, director, Utah Film Commission; Scott Cuthbertson, president and CEO, the Economic Development Corporation of Utah; and Natalie Gochmour, associate dean and director of the Kem C. Gardner Policy Institute at the University of Utah's David Eccles School of Business. Location is Grand America Hotel, 555 S. Main St., Salt Lake City. Registration cost is \$299. Details are at [oneutahsummit.utah.gov](https://www.oneutahsummit.utah.gov).

### April 11, 6-8 p.m.

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

### April 16, 11:30 a.m.-1 p.m.

**Leadership Luncheon**, a Cache Valley Chamber of Commerce event. Location is The Riverwoods Conference Center, 615 Riverwoods Parkway, Logan. Cost is \$25 for members and \$32 for nonmembers registered online, \$28 for members and \$35 for nonmembers not pre-registered. Details are at [cachechamber.com](https://www.cachechamber.com).

### April 16, 5-7 p.m.

**Women's Business Forum Spring Mixer**. Location is Pierpont Place, 163 Pierpont Ave., Salt Lake City. Cost is \$35 for members, \$50 for nonmembers. Details are at [slchamber.com](https://www.slchamber.com).

### April 17-18

**Super Crowd 24**, a crowdfunding event co-hosted by The Mill Entrepreneurship Center at Salt Lake Community College and featuring 100 speakers; live pitch sessions; and information about investing like a pro and learning to raise money from the crowd. Event takes place online. Cost is \$30 per day. Details are at [thesupercrowd.com/supercrowd24](https://thesupercrowd.com/supercrowd24).



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### April 17, 9 a.m.-noon

**"Effective Sales Techniques,"** a Small Business Development Center event. Location is Kaysville SBDC at the Davis Applied Technology Center. Cost is \$84. Details are at <https://clients.utahsbdc.org/events.aspx>.

### April 17, 9-10:30 a.m.

**"Coffee Chat with the CEO,"** a Park City Chamber of Commerce & Visitors Bureau event in which CEO Jennifer Wesselhoff is available for an informal conversation. Location is Park City Chamber/Bureau, 1850 Sidwinder Drive, Suite 320, Park City. Free and open to the public, but registration is required. Details are at <https://www.visitparkcity.com/members/chamber-bureau-events/>.

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

**Business Alliance Networking Luncheon**. Location is Boondocks Fun Center, 525 Deseret Drive, Kaysville. Free, with lunch available for purchase. No RSVP needed. Details are at [davischamberofcommerce.com](https://www.davischamberofcommerce.com).

### April 17, 5:30-6:30 p.m.

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

### April 17, 6-8 p.m.

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

### April 18-20

**SMBash**, a search conference and networking event uniting small-business buyers, operators and investors and hosted by Sam Rosati, owner of Pursuant Capital; Kevin S. Henderson, partner at SMB Law Group and owner of Nine20 Capital; Chandler Reed, CEO of Get Green NOI; and David Brackett, chief of staff at SMB Law Group. Event will feature information about strategies and processes of searching for, evaluating and acquiring small businesses; the complexities of raising capital; and the practicalities of running a successful small enterprise. Location is Le Meridien Salt Lake City Downtown. Cost is \$3,495. Details are at [smbash.com](https://www.smbash.com).



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