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## OF NOTE



### Dealing' 'in the neighborhood'

Applebee's has released more "date night" passes after customers snapped up the restaurant chain's first round of meal vouchers in just one minute. The company made 1,000 additional passes available for purchase on its website through a lottery system. The subscriptions cost \$200 and are good for a total of 52 weekly meals valued at \$30 each — saving couples \$1,360 annually if they use their subscription every week for a year. The chain hasn't said if more passes will be sold in the future.

## 5 MILLION GOLDFISH CRACKERS EVERY HOUR

### State aiding in Pepperidge Farm expansion project



Goldfish snack crackers advance down the production line at the Pepperidge Farm bakery in Richmond in Cache County. The company was approved for a state tax credit incentive for an expansion at the facility, tied to 86 new high-paying jobs over a decade. The \$160 million project is expected to boost Goldfish production by 50 percent, to 5 million crackers per hour. Photo courtesy The Austin Co.

#### Brice Wallace

Salt Lake Business Journal

Pepperidge Farm Inc. will get a state tax credit as it gets cracking on an expansion of Goldfish snack production in Cache County.

Pepperidge Farm, a subsidiary of Campbell Soup Co., announced last summer it would spend about \$160 million to expand the Richmond plant and boost its output of Goldfish. At its March meeting, the Governor's Office of Economic Op-

portunity board approved a tax credit incentive of up to \$337,175 over 10 years, tied to the creation of 86 high-paying jobs during that time as a result of the expansion project.

"We're thrilled to be investing in our Richmond bakery to support the growth of our business and the community," Chris Foley, Campbell Soup executive vice president and president of Campbell's Snacks, said in a prepared statement. "We appreciate the support from the state and look forward to seeing the positive impact this project will have on the local economy."

James McBride, state tax director for Campbell Soup, told the GOEO board that Goldfish have been made in Richmond for over 50 years, "and with this new, latest expansion, we're positioned to stay in the

see **GOLDFISH** page 14

## BioHive's new chapter has aim of influencing medical innovation

BioHive, a Salt Lake City nonprofit public-private partnership with the stated goal of enhancing Utah's life science and healthcare innovation ecosystem, has launched HealthTech Hub, a new BioHive chapter that empowers the state's science and technology communities to "help improve medical innovation and disrupt healthcare." The group will convene to explore innovative topics, provide thought leadership and create opportunities for collaboration and sector crossover, BioHive said in a release.

"Technology is transforming and improving patient care. We are grateful to provide a space for technology and health

innovators to come together and create pathways to innovate and impact the future of healthcare," said Aimee Edwards, executive director of BioHive. "Utah's life sciences industry encompasses more than 180,000 direct and indirect employees, scientists and non-scientists alike, that support and grow our diverse ecosystem."

The goal of the HealthTech Hub chapter, formerly BioBytes, is to catalyze precision medicine innovation and disrupt the healthcare system, resulting in personalized preventative care, more effective

## SALT LAKE LAUNCHES CONSUMER COMPLAINT PORTAL FOR RESIDENTS

Salt Lake City government has launched its new Consumer Protection Complaint Portal. The user-friendly portal serves as a centralized hub for residents to submit consumer-related complaints and empowers residents to actively participate in protecting themselves and their neighbors from deceptive practices.

"Salt Lake City is dedicated to ensuring an ethical and fair business environment and invites residents to use the portal to voice concerns, report scams and seek assistance related to consumer issues," the city said in a release.

Through the portal, residents can specify the business and business type (e.g., retail, automotive, housing, etc.) against which they are filing a complaint

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# NEWS

## Eleven to be honored with Governor's Awards at April's One Utah Summit

Seven individuals and four organizations will be honored with Governor's Awards at the spring One Utah Summit taking place April 12 in Salt Lake City.

Gov. Spencer Cox and the summit's organizing partners will recognize award recipients for their significant contributions to Utah's economy, local communities and industries. Honorees live and work full-time in the state and have supported the local economy for five years or more. Also, company recipients have maintained operations in Utah for five or more years.

The 2024 Governor's Awards recipients are:

- Utah Business Leader Community Impact Award: Keith B. McMullin, retired president and CEO, Deseret Management Corp. The award is presented by the governor's office in partnership with the Salt Lake Chamber.

- Utah Businessperson of the Year: Lavanya Mahate, founder and CEO, Saffron Valley Restaurants, Bix Bakery & Cafe and RISE Culinary Institute. The award is presented by the governor's office in partnership with the Governor's Office of Economic Opportunity.

- Utah Business of the Year: bioMérieux. The award is presented by the governor's office in partnership with GOEO.

- Utah International Person of the Year: Fraser Bullock, president and CEO, Salt Lake City-Utah Committee for the Games. The award is presented by the governor's office in partnership with World Trade Center Utah.

- Utah International Business of the Year: PMI Foods. The award is presented by the governor's office in partnership with World Trade Center Utah.

- Cameron Russell Williams Rising Impact Award: Kimmy Paluch, managing partner, Beta Boom. The award is presented in partnership with the Cameron Russell Williams Impact Fund.

- Pete Suazo Business of the Year: Rancho Markets. The award is presented in partnership with the Suazo Business Center.

- Utah Governor's Medal for Science and Technology: K-12 Education: Juliette Bautista Barahona, founder and director,

- Club Ability; Academic/Research: Cornelia Ulrich, chief scientific officer and executive director of the Comprehensive Cancer Center, Huntsman Cancer Institute; and Industry: Dr. Gregory C. Critchfield. The awards are presented in partnership with the Utah Innovation Center.

- Energy Pioneer Award: OxEon Energy. The award is presented by the governor's office in partnership with the Utah Office of Energy Development.

The governor hosts the One Utah Summit in Northern Utah every spring and in Southern Utah every fall. The 2024 spring event will take place April 11-12 at the Grand America Hotel in Salt Lake

City. It will include conversations about the intersections of emerging technologies, government and business in Utah.

Summit activities begin at 5 p.m. April 11 with the Startup State Entrepreneur Challenge, where new entrepreneurs compete for cash before a panel anchored by Cox. The following morning brings mainstage keynote addresses and breakout sessions focused on the day's business topics and trends. Cox will present the awards during a lunchtime plenary session and then provide his keynote remarks.

Details are at [oneutahsummit.utah.gov](http://oneutahsummit.utah.gov).

## Furniture company Sauder to partner with Ogden's Kenco

Third-party logistics company Kenco has announced that ready-to-assemble furniture manufacturer Sauder Woodworking Co. will relocate its western e-commerce distribution center operations from Jurupa Valley, California, to Kenco's Ogden facility. Kenco, with a home office in Chattanooga, Tennessee, supplies integrated logistics solutions that include distribution, e-commerce fulfillment, comprehensive transportation management and material handling equipment services. Through its new partnership with Kenco, Sauder will gain new levels of shipping flexibility, as well as operating cost reductions from the Ogden facility.

As two-day shipping to customers be-

comes less of a "nice-to-have" and more of a "need-to-have," Sauder searched for a partner that could broaden its two-day reach. By moving operations to Ogden, Sauder will be able to service 6 percent more of their U.S. customers within two days than from the previous location. In addition, leveraging Kenco's established distribution facilities instead of its own will allow Sauder to reduce real estate and labor costs, while gaining extra capacity to support peak volume shipping periods, the company said.

"As we re-evaluated our logistics strategy, we had two specific needs: convenience for our customers and cost savings for our bottom line," said Matthew

Peterson, executive vice president of supply chain at Sauder. "Kenco's Utah facility made perfect sense for us. Trusting Kenco with our day-to-day western e-commerce logistics frees us up to focus on our core operations, while lowering costs and helping us move product quicker to more of our customers."

"Growing your e-commerce business requires purpose-built strategies to keep up with demand, and Kenco offers both the expertise and infrastructure to bring those strategies to life," said David Caines, chief operating officer at Kenco. "We're excited Sauder chose our Ogden facility as the distribution point for moving their furniture across the western U.S."



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# NEWS

## Transit Riders Union launches petition, challenges leaders to ride for '7 Days'

The Utah Transit Riders Union (UTRU) has launched a petition on its website ([www.utru.org](http://www.utru.org)) as part of its "Transit Everywhere, All The Time" (TrEATT) initiative that is encouraging

people to add their names to the growing number of Utahns calling upon lawmakers to use state dollars to provide ongoing support to Utah's seven transit systems.

"Every year lawmakers spend millions of dollars on road maintenance and facilities across the state," said Curtis Haring, executive director of UTRU, in a statement. "But, despite six out of 10 Utahns living in a community serviced by transit, lawmakers seem content to let local communities bear the brunt of the costs, making it harder to build quality systems."

UTRU will also use the petitions to challenge local, regional and state leaders to ride the systems their constituents depend on every day. The organization will provide rider training to these leaders and ask them to use their local systems to the best of their ability for one week. After the week is over, UTRU will ask what worked, what didn't and how they feel they might be able to improve the system for their communities.

The organization has identified over 1,200 decision-makers across the state and will contact as many as possible to join in what UTRU is calling the "7-Day Challenge."

"Investments in transit benefit everyone, even if you never get onto a bus or train," said UTRU President John Pearson. "When we help unburden transit districts with debt and allow them to invest in new routes or improve existing ones,

more people will ride. When more people ride, streets become safer as traffic is reduced, neighborhoods become more walkable, communities become more economically vibrant and cities can open up more space to homes, offices, parks and more with space that was once occupied by parking lots."

"And don't forget," Pearson added, "that the pollution coming out of tailpipes doesn't stop at the border between communities that invest in transit and those that do not."

The UTRU statement said its concern lies in the fact that policymakers are often disconnected from this important community investment and are only interested in funding big-ticket projects — not the day-to-day needs of these systems.

"When the state does give money to transit districts, it is usually so that they can cut a ribbon later," said Chris Stout, UTRU co-founder and current treasurer. "But they don't seem to care about putting the burden on communities to keep paying for buses, trains, operators and maintenance crews. They are fine putting that problem on the books for transit providers. Utahns use transit every day and we all benefit from it."

The petition is available at the organization's website, <http://utru.org>.

## Miller expands Megaplex brand in St. George

Larry H. Miller Sports & Entertainment has announced a partnership with Woodbury Corp. to expand its Megaplex Entertainment business segment to St. George's Desert Color development, a huge master-planned community and regional shopping center on the city's southern border. Project development of Megaplex Entertainment at Desert Color is already underway with specific construction details to be announced soon.

The new entertainment complex will feature premium format auditoriums, luxury bowling with lane-side dining, a variety of food and beverage options, an arcade with a prize redemption center, private event and party space, and other features.

"We're excited to partner with Woodbury Corp. to bring our newest entertainment concept to the residents of Southern Utah," said Michelle Smith, president of Larry H. Miller Sports & Entertainment. "As a company, we're working to 'Enrich Lives' by developing mean-

ingful places that build community, create jobs and bring people together."

"Megaplex is a best-in-class cinema and entertainment operator and will be a magnet of activity for Desert Color," said Danny Woodbury, senior vice president at Woodbury Corp. "Woodbury Corp. and its partners are committed to making this development a regional gathering space that offers the best in entertainment, dining and shopping."

A first-of-its-kind LHM Megaplex Entertainment complex is currently under construction in Downtown Daybreak, a Larry H. Miller master-planned community in South Jordan. That Megaplex Entertainment complex will be located next to the new Salt Lake Bees ballpark, also scheduled to open in 2025. The company is also renovating or enhancing Megaplex operations at its Sunset location in St. George, in Vineyard and at Legacy Crossing in Centerville. The Megaplex Theatres at The Junction in Ogden recently underwent a similar luxury makeover.

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# Work Daze

## Don't want to work? Get a job in HR

There may be easier jobs than being a human resources professional, but I really don't know what they could be. Working at the floaty franchise on the Titanic might come close. Selling vegan hot dogs at WrestleMania might come in second, but for day-in, day-out, 9-to-5 doing nothingness, you can't beat a position in HR.

HR, however, can beat you.

With so little to do, the denizens of the HR swamp make themselves happy by making your work life miserable. That's why they schedule regular performance reviews — a review of your work product every four hours seems fair to me — and calculate the amount of annual raises to the sixth decimal point — a .000534 percent bump seems fair to me — after which they gather with their colleagues at the Kit Kat Klub to knock back Bahama Mamas and complain about how no one appreciates them.

Despite the manifest advantages of working in HR, the job still does not offer a career path that appeals to many. One aspect of the almost universal disdain for the field is the uncomfortable fact that despite positioning themselves as a defender of employee rights, HR is, was and always will be “a mouthpiece for company leadership.”

This basic business truth is confirmed in “Why More People Want to Work in HR Now,” a recent article by Pavithra Mohan for the Fast Company website.

The explanation for the turnaround is simple: This is not your parents' HR. The mission of HR today is strategic implementation. The goal is to play a part in the company's business success as significant as the sharp-pencil gang in accounting.

For example, when tech companies such as Google and Meta soared in the depths of COVID-19, HR was responsible for hiring as many humans as humanly possible. Then, as business prospects soured, it was the HR department that got the highly strategic assignment of firing everyone they had hired a few months earlier.

HR proved up to the task, sending thousands of loyal employees to the unemployment guillotine, creating a Marie Antoinette moment still resonating today.

But all is not eating cake in HR. As much fun as it is firing work friends, the job does have its drawbacks. What could these drawbacks possibly be? Step this way. An HR professional is ready to help you.

Drawback No. 1: Business Card Routine.

The Human Resources department has a problem deciding what its name is.

Recently, it has become the “People Operations Department,” or the “Employee Experience Department,” or the “Culture and Talent Department,” or the “Employee Management & Care Department,” or the “Human Capital Department.”

Despite what name is on your business card this month, what HR actually does does not change. So you can still expect to be surrounded by horror-movie faces when your co-workers learn you have accepted a position in the “Employee Never-Ending Fun and All-Around Happiness Department” (ENEFAAHD to its friends).

For everyone whose business card does include not a groovy department name fresh from the COO's last shroom sesh, don't jump ship. Your current job may be boring, but least you know where you work.

Drawback No. 2: Helping Others.

The new breed of HR people “have that passion for being able to help people grow professionally.” In other words, you have to be willing to help your co-workers rise up in the company to positions where they can fire you.

Unless you are prepared to spend your career helping others succeed in their career, stick to what you do best — giving

your work friends terrible advice so they will be fired long before attaining a position where they can fire you.

Drawback No. 3: Being Nice.

Employees in the “Hidden Daggers & Well-Sharpened Sabers Department” are required to do a lot of dirty work for the company. Yet, their demeanor must be nonthreatening at all times, even before and after eviscerating a co-worker for hoarding paper clips.

If you can embrace this level of two-faced behavior, don't waste it on a career in HR.

Anyone this cruel and unfeeling should be CEO.

If a career in HR still calls to you, despite the drawbacks, don't worry about getting hired. New HR people are hired by old HR people, and since no one ever hires anyone better than themselves, the HR team is on an irreversible downward spiral toward total mediocrity.

Eventually, standards will drop so low that they will even hire you.

And you can hire me.

That'll teach the sharp-pencil gang in accounting, no doubt about it.

Bob Goldman was an advertising executive at a Fortune 500 company. He offers a virtual shoulder to cry on at bob@bgplanning.com.

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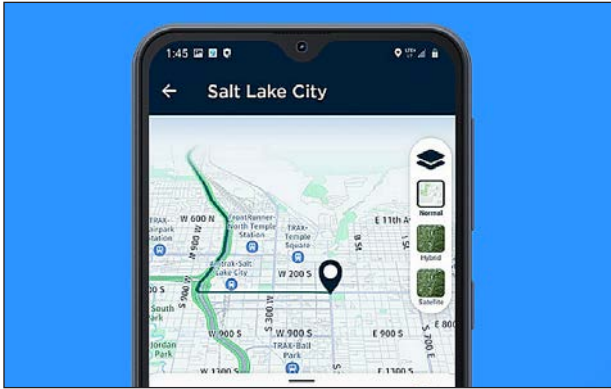
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# INNOVATE UTAH



**Gabb**, a Lehi-based developer and marketer of kid-safe technology products, has relaunched its **Gabb Maps**, a navigation app now available on all of Gabb's kid-specific smartphones.

"This launch reaffirms Gabb's commitment to child safety through a framework of 'Tech in Step' by offering a map tool that grants kids independence and parents peace of mind," Gabb said in announcing the offering.

Gabb Maps gives young children and teens freedom to explore while offering protection from explicit content and potential dangers present in other map platforms, the company said. Unlike many navigation apps, Gabb Maps is ad-free, and does not collect children's data, except in an anonymous format to improve the navigation function of the app. Children's data is never sold to third parties.

Gabb's map application is driven by HERE, a Holland-based digital mapping platform used by customers that include e-commerce, transportation and logistics, global automakers and public-sector agencies. Map information is updated regularly to reflect changes and insure accuracy. It provides custom routing for pedestrian and bicycle navigation.

The Gabb Maps app blocks content from adult-only businesses, including vape shops, bars, liquor stores, strip clubs and sex boutiques, offering a more secure experience for kids. Parents can customize the map application with Gabb's Parent-Enabled Essential app, available on all Gabb phones.

Gabb Maps is the latest addition to the company's suite of software, phone and watch products, specifically designed for secure and reliable navigation and navigation for kids and teens.

**MX Technologies Inc.** has released its new **Customer Analytics** for financial services providers. The Lehi-based company's app leverages enhanced transaction data and actionable consumer insights to help financial providers increase deposits and engagement by identifying cross-sell opportunities.

MX said the app helps financial firms achieve a higher ROI on marketing spend and campaigns and helps predict and prevent customer loss. With Customer Analytics, organizations can gain a more comprehensive

picture of their customers' financial lives, allowing them to improve customer segmentation and marketing strategies using consumer-permissioned and enhanced transaction data. "Financial services providers have a tough assignment when it comes to piecing together disparate data to truly understand their customers and meet their needs," said Nandita Gupta, chief product officer at MX. "MX's Customer Analytics takes out the guesswork by providing actionable financial data intelligence in a single source."

**BambooHR**, a cloud-based human resource platform based in Lindon, has announced the release of **Employee Community**, an internal communications hub, and **Total Rewards**, a compensation statement and retention tool, new resources for human resources professionals. Employee



Community helps leaders keep employees informed, connected and engaged, BambooHR said. "We see the challenges leaders face when trying to manage internal communications and keep people informed and connected to the larger org, especially for remote employees," said **Brian Crofts**, chief product officer at BambooHR. "With so many tools out there, important comms are quickly buried and hard to refer back to, but Employee Community brings important communications right into the BambooHR platform, where your people already come to submit time off and check their pay stubs." Total Rewards improves employee satisfaction and retention by showing the full value of an employee's compensation package.

**FileShadow**, a Provo-based digital asset management service platform for family history buffs, has announced the launch **Person Detection** and **Custom Object Identification**, features for tagging photos in its program. These features help genealogists identify people in photographs, making them searchable when organizing photos around an individual. The Person Detection feature leverages



advanced technology so users can tag faces in photographs. With this feature, users select a photo in FileShadow and click "Detect Faces." The app then identifies faces with a red outline box. "FileShadow goes beyond AI-based object identification," said **Tyrone Pike**, FileShadow's president and CEO. "FileShadow now can identify and name people in photographs. Of course, everything is searchable, so finding people later will be easy. FileShadow also provides a way to create custom regions so objects in a photograph like horses, dogs or buildings can be named."

**Recursion**, a clinical stage biotech company in Salt Lake City, has introduced **LOWE (large language model-orchestrated workflow engine)**, its new software designed to perform complex drug discovery tasks using a natural language interface. LOWE is powered by Recursion's

proprietary biological and chemical data and can orchestrate experiments using Recursion's automated wet laboratories on the Recursion Operating System. "Recursion has spent the last



10 years building one of the world's largest biological and chemical datasets, along with automated wet-lab and dry-lab tools that empower our scientists to move quickly to decode

biology to discover and rapidly advance promising programs," said **Chris Gibson**, co-founder and CEO of Recursion. "For the first time, we've taught large language models to use many of Recursion's tools and data in the same way an expert scientist would, but much more simply and in a more scalable way."

**Shipley Associates**, a Kaysville-based firm specializing in business development, training and consulting, has announced the launch of **BD.ai**, an initiative designed to combine artificial intelligence with established business development



practices, marking a transformative step in the field of proposal development. With the initiative, Shipley provides professionals a comprehensive orientation and roadmap for adopting AI within their business development processes. "BD.ai comes at a pivotal time when AI technology has become widely available and useful in business development and proposal practices," the company said in announcing the release of BD.ai. "Shipley recognizes the need for organizations to integrate these innovations to maintain a competitive edge in today's dynamic business landscape." BD.ai introduces a holistic approach to adopting AI in business development and is led by a team of experts who have actively accelerated proposal development with generative AI over the past year.

With the proliferation of deepfake AI technology able to create believable videos, realistic-looking photos and documents that appear legitimate, digital media authenticity firm **Attestiv**, based in Lehi, has updated its online platform to help organizations battle deceptive media. Simple to use, Attestiv's **enhanced detection tools** are



among the fastest and most reliable solutions to evaluate the legitimacy of digital materials, the company said. "With the explosion and commoditization of generative AI deepfakes, it is hard for most of us to fathom what 2024 has in store in terms of digital fraud and misinformation," said **Nicos Vekiarides**, CEO of Attestiv. "Whereas deepfakes began by infiltrating social media, the time is now for businesses to take action so they do not become the next victim of this new breed of fraud. Attestiv's flexible solutions make us the go-to validation partner in this era of digital manipulation."

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## Key 'inflection points' for late-stage tech startups

**Paige Penze & Scott Olmsted**  
Bank of America  
Special to Business Journal

Myriad factors go into running a successful startup, but when you break things down to their foundational elements, managing one requires fast, smart decision-making.

There are new choices to be made every day — some big, some small, some of minimum consequence and some with major ramifications. Some decisions, however, prove more critical as startups move through the various stages of growth. These key moments, or "inflection points," can have a profound impact on the trajectory of a company's long-term success.

In a late-stage tech startup's early days, for example, taking a boots-on-the-ground approach to building the business may have helped the founder gain critical insights. In the later stages, though, the company has usually found its footing and already has a product in the market. A bigger focus on growth — rather than product development — is key.

With that foundation established, three inflection points for late-stage startups to consider include embracing new growth opportunities, going global and preparing for the public markets.

### Embracing New Growth Opportunities

A late-stage tech startup may be challenged to adopt a growth culture. The company will need to think bigger and invest in business systems and processes that are critical to the next growth phase, which often means sharing decision-making powers.

This stage is also significant because it can be unforgiving of companies that wait too long to make that shift. One of the smartest things a company can do at this stage is evaluate its financial, consulting and systems partners. For example, if a company were to generate over \$100 million in revenue, it shouldn't be using accounting software designed for small businesses.

However, it's not unheard of. Transitioning to enterprise systems is still possible at a later stage, but it takes more effort and capital to upgrade operations infrastructure when a company has 3,000 employees versus 100. In the hypercompetitive tech space, delaying could be the difference between being the acquirer and being the acquired.

### Going Global

Some startups are in a better position than others to go global. Still, many companies will need some sort of global footprint and must make operational adjustments when engaging in a new country. With each new region, companies must also reevaluate whether they have the right people, partners and systems in place.

One best practice for companies going global is to consolidate accounts with a single partner so that finance executives have visibility into all assets and capital. For every bank account that's not part of an integrated platform, companies may be losing efficiencies: International expansion means working across different regulatory landscapes, currencies, cultures and languages.

Integration of accounts, regardless of geography, is key to gaining 360-degree visibility. This provides clarity for payments, receipts, liquidity, investments, the foreign exchange market, global trade and supply chain finance.

### Preparing for the Public Markets

After a landmark year for initial public offerings (IPO) in 2021 and 2022's significant slowdown, the 2023 market seems to have found the middle ground as 108 public offerings raised proceeds of \$19.4 billion. The third quarter of 2023 alone contained 26 IPOs, which, combined, raised \$7.7 billion — a number that equals the total proceeds raised in all of 2022 from 71 IPOs. Market forecasts predict an increase in IPO activity in 2024 as a backlog of IPO-ready companies take that final step onto the public stage. However, debuting in an uncertain market means companies must adjust their valuation expectations and prove profitability.

As late-stage tech startups begin to test the IPO waters, they must review

their financial, operational and supply chain infrastructure. Doing so will help determine whether they can support that next level of growth and scale. Leadership teams should ensure their companies have the right foundation and the best advisors to help achieve a successful market debut.

Each late-stage tech startup has its unique life and trajectory. Understanding when your company is approaching an inflection point and preparing your team for the necessary changes are vital for continued growth. While these changes may require changes to people, processes and systems, the outcomes help position the company for a new stage of growth.

Recognizing and acting upon this trio of inflection points — embracing new growth opportunities, going global and preparing for public markets — are universal crossroads that, when properly considered and addressed, can give organizations the best possible chances of success.

These inflection points are universal crossroads that, when properly considered and addressed, can give organizations the best possible chances of success.

Paige Penze is a senior vice president of global commercial banking with Bank of America in Salt Lake City. Scott Olmsted is a technology and green economy industry executive in global commercial banking with Bank of America.

## MWCRE publishes multifamily report

Mountain West Commercial Real Estate (MWCRE), a Salt Lake City-based, independently owned commercial real estate brokerage, has released its market report for the Salt Lake City multifamily market in 2023. The report highlights several key takeaways that provide insights into the current and future state of the market.

One significant observation from the report is the expectation of continued high vacancy rates over the next year, as construction deliveries outpace average absorption rates. However, 2024 absorption may surpass the six-year yearly average due to factors such as housing affordability concerns and rising interest rates, which could drive more individuals towards renting rather than buying homes, report authors concluded.

"Salt Lake City's economic and cultural vitality continues to drive demand for multifamily housing, attracting professionals to its diverse job market, vibrant cultural scene, and abundant outdoor recreation opportunities," said MWCRE agent J.R. Howa. "Despite near-term supply challenges, the market remains poised for robust long-term growth."

Anticipation of interest rate cuts in 2024 could further influence the market dynamics by incentivizing more home sellers, potentially impacting multifamily vacancy rates and absorption levels, the report also said.

The report indicates a year-over-year decrease in rents overall, with a notable decline of 1.5 percent across various building sizes. However, the small-building segment, comprising properties with 20 or fewer units, experienced rent growth of 1.9 percent, indicating a trend toward cost-sensitive housing options.

The full report can be accessed at Mountain West Commercial Real Estate's website, <http://mtnwest.com>.

## Lumio names Walton as new CEO

Lumio, a residential solar products and systems provider in Lehi, has announced the appointment of Andrew Walton as CEO and a member of the board of directors. Brendan Smith will transition from chief operating officer to president. The announcement comes on the heels of a recent influx of \$40 million in venture capital for the company.

"Andrew has not only forged a path of success in the solar industry but has mastered the complex ecosystem, including leading national dealer programs, creating new revenue channels and building strong innovative partnerships," said Smith. "We're confident that his unwavering commitment to integrity and a proven track record of innovative strategy in direct and partner-led markets and revenue growth will significantly enhance value for all our stakeholders by finding new routes to market and forging new partnerships."

Walton's previous position was president of SNR Solar (SnapNrack), a subsidiary of Sunrun Inc., where he oversaw significant company growth. Together, Walton and Smith represent over 30

years of combined experience in the solar and power industries, the company said in a statement.

"Lumio's innovative spirit in personalizing renewable energy has truly set the industry benchmark, and observing the company's remarkable growth trajectory from this strategic approach is incredibly inspiring," said Walton. "It is a privilege to align with a team renowned for their expertise and commitment at such a pivotal juncture for the company. I eagerly anticipate contributing to our shared vision and working alongside a talented group of professionals, some of whom I already consider friends."

Before his time at SNR Solar, Walton led the affiliate partner program at Sunrun, where he helped drive growth and oversaw the installation of 250 megawatts of solar projects. He also built the external fulfillment program at Sunrun and managed key partnerships with Costco, Home Depot and other retailers. At Vivint Solar, he was instrumental in creating and growing diverse revenue channels, including new homes, retail, and military housing.



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## ARTS/ ENTERTAINMENT

• The Governor's Office of Economic Opportunity board approved a couple of rural film production incentives at its March meeting. **Getaway Production** was approved for a tax credit of up to \$500,000 for "Getaway," a feature comedy expected to spend \$3 million in Utah and involve 21 cast, 70 crew and 400 extras. Principal photography is scheduled for April 8-May 3 in Summit and Wasatch counties. The film tells the story of a couple's romantic getaway that is thwarted by an intruder. The director is Jason Biggs. The producer is Jennifer Ricci. **Me and Sonny LLC** was approved for an incentive of up to \$250,000 for its production of "Holiday Hunt," a family series expected to spend nearly \$1.4 million in Utah and involve three cast, 65 crew and 11 extras. Principal photography is scheduled for April 23-May 6 in Summit and Wasatch counties. "Holiday Hunt" is a reality competition series focused on finding the next big holiday personality "that encapsulates the warmth, magic, and joy of the holiday season," GOEO documents say. The director is Jeff Tan. The producer is Brooke Redmon.

## BANKING

• **Meadows Bank**, based in Las Vegas, has named **Adam White** as an SBA, senior vice president, business development officer in Ogden. White has over 14 years of commercial banking experience, specializing in SBA loans. He came to Meadows Bank from Intermountain Business Lending (Utah CDC) where he was executive vice president, chief lending officer, leading a team of commercial loan officers. Prior to that, he was with Royal Bank of Scotland as collateral manager. White earned a Master of Professional Communication degree from Weber State University and a Business Management degree from Utah Valley University.

• **TAB Bank**, an Ogden-based company providing working capital solutions to commercial businesses across a wide range of industries, has provided a California-based logistics company with a \$1.5 million credit facility that spans multiple years. The company, which was not identified, will rely on the facility to fund growth and expand its sales and contract pipeline. The company offers warehousing services, expert route planning services, inventory management, and supply chain distribution solutions.

## ECONOMIC INDICATORS

• **Salt Lake City** is ranked No. 1 in the mid-sized U.S. metro category and **Provo/Orem** is No. 5 among small metros on lists of areas with the **most coworking locations**, compiled by **CoworkingCafe**. The Salt Lake City area has 38 coworking spaces, including 25 in Salt Lake City.

Provo/Orem is No. 5 among small metros, with 11 coworking spaces, including seven in Lehi. Boulder, Colorado, led that list, with 25. The large-metro list was led by New York City, with 606. Details are at <https://www.coworkingcafe.com/blog/top-metros-for-coworking/>.

• Nearly one in five full-time **Utah office workers** have found a new "work spouse" since returning to the office, according to a survey by **Wealth of Geeks**. This equates to 616,482 workers. The national figure is 18 percent. The highest number is in Iowa, at 47 percent. The lowest is in Arkansas, at 9 percent. Details are at <https://wealthofgeeks.com/survey-how-many-workers-have-found-their-work-spouse-in-the-office/>.

• **Provo** is ranked No. 49, **Salt Lake City** is No. 226 and **St. George** is No. 229 on a list of "Most Investable Cities in America," compiled by **Stock Dork**. It surveyed 3,000 investors nationwide to determine where they buy and sell shares if cities were stocks. The top-ranked city overall is Jacksonville, Florida. Details are at <https://www.thestockdork.com/the-most-investable-cities-in-america-2024-survey/>.

• The **average household in Salt Lake City** pays \$2,293 per month, or \$27,516 per year, on the 10 most common household bills, according to **DoxoInsights**. That is an increase of 10.9 percent year over year. Household expenses in Salt Lake City, on average, are 7.9 percent higher than the national average of \$2,126, and 0.1 percent higher than the state average of \$2,290. Salt Lake City households spend 34 percent of their income on household bills. The average monthly payment in Salt Lake City is \$1,668 for mortgages, \$1,322 for rent, \$592 for auto loans, \$302 for utilities, \$115 for health insurance, \$173 for auto insurance, \$132 for cable and Internet, \$123 for mobile service, \$49 for alarm/security, and \$81 for life insurance.

• **West Jordan**, at No. 148, is the highest-ranked Utah city on a list of "Most Expensive Cities for Watering the Lawn," compiled by **Lawn Love**. It compared nearly 500 of the biggest U.S. cities, considering the affordability of local water bills and average yard sizes, plus factors that would increase the cost of irrigation, such as drought susceptibility and watering requirements for common grass types. Salt Lake City comes in at No. 216. The most expensive city is Merced, California. The least expensive is Jersey City, New Jersey. Details are at <https://lawnlove.com/blog/most-expensive-cities-lawn-irrigation/>.

• **Orem** is ranked No. 193 on a list of "Best Cities for Solar Energy," compiled by **Roof Gnome**. It compared over 470 of the biggest U.S. cities based on the solar viability of their roofs, potential solar energy production, projected financial and environmental impact, average grid energy prices, access to solar equipment and services, and time to recoup solar investments, among 17 total metrics. Orem is the top-rated Utah city. Salt Lake City is No. 279. The top-ranked city overall is Phoenix. The lowest-ranked city is Redmond, Washington. Details are at <https://roofgnome.com/blog/studies/best-cities-solar-power-potential/>.

## EDUCATION

• **Weber State University** continues to build its relationship with the **National Security Agency** with the signing of a new Educational Partnership Agreement. An EPA is an agreement between the NSA and an educational institution to transfer or enhance technology and provide technical assistance to the institution. Under an EPA, NSA innovators can provide training and mentoring to personnel in STEM fields. In 2021, Weber State was designated as a Center of Academic Excellence in Cyber Defense Education, a program sponsored jointly by the NSA and the Department of Homeland Security that aims to reduce vulnerability in the national information infrastructure by promoting higher education and research in cyber defense.

• **Southern Utah University** has launched its new **Virtual Reality and Augmented Innovation Classroom**. This facility offers students hands-on experience in virtual reality and augmented reality content. It is equipped with state-of-the-art technology, including VR and AR headsets and high-end computers and software. The VR/AR classroom was made possible through a nearly \$1 million innovation grant awarded by Utah System of Higher Education that was written collaboratively by Dr. James Brandt, Dr. Richard Cozzens, Dr. Jeffery Cowley, Aundrea Frahm, Benjamin Kirkby and Dr. Brandon Wiggins. The classroom is equipped with 23 of the newest headsets from Meta, a monitor for every headset, and a computer dedicated to development. Over 15 classes are using the classroom in their curriculum. Students are using VR to learn human anatomy, build professional soft skills, take virtual field trips, and create collaborative molecular design.

## FINANCE

• **Aligned Data Centers**, a technology infrastructure company offering innovative, sustainable and adaptive scale data centers and build-to-scale solutions for global hyperscale and enterprise customers, and **Blackstone Credit & Insurance**, an alternative asset manager, have announced a financing relationship and partnership. Blackstone has provided an initial \$600 million senior secured credit facility to support the development of Aligned's newest and largest data center in West Jordan. The senior secured credit facility is committed entirely by insurance accounts managed by BXCI's Infrastructure & Asset Based Credit Group. Aligned's SLC-03 data center is a two-story, 80-megawatt build-to-suit project on its campus in West Jordan that now houses three facilities. It is the company's fourth hyperscale data center in the Salt Lake City metro area.

## GOVERNMENT

• The **Utah Department of Workforce Services** has hired **Ben Crabb** as new chief economist. He succeeds **Mark Knold**, who is retiring in April. Crabb joined Workforce Services in 2021. He has held the position of regional economist covering the Central Utah, Southwest, Uintah Basin, Castle Country and Southeast service areas and as the department's research economist. Prior to working at DWS, Crabb was a



Ben Crabb

researcher at Utah State University and worked in sales and marketing at a small manufacturing firm in Cache Valley. Crabb's education includes a master's degrees in applied economics and bioregional planning from Utah State University.

## MANUFACTURING

• **Powered by MRP**, a Park City-based company offering aesthetics devices, has appointed **Jonathan Nielsen** as an independent director to its board of directors. Nielsen's experience includes leading technology-enabled businesses to scale. Most recently, he served as CEO of Backcountry, a global online outdoor, cycling and powersports company.



Jonathan Nielsen

## NONPROFITS

• The **Utah Worksite Wellness Council**, a nonprofit providing wellness resources and events, has announced its officers. They are **Kari Norton**, council chair; **Cathy Kendall**, treasurer; and **Kialei Kappel**, secretary. The marketing committee includes **Heidi Strickland** (chair), **Melissa Ceballos** and **Lynette Helmer**. The social media chair is **Sara Aguirre**. The exhibitors committee includes **Carly Corlett** (chair), **Camille Kelly**, **Sherry King**, **Rachael Mainord** and **Brittany Parry**. The speakers committee includes **Stephanie Larsen** (chair), **Lynda Blades**, **Linda Ngalle** and **Kassie Harbath**. The awards committee includes **Erin Anderson** (chair), **Angela Bishop-Harmon**, **Madison Milligan** and **Joelle Anderson**. The location committee includes **Rebecca Simmons** (chair), **Melanie Willis** and **Andrea Kjar**. The registration committee includes **Olivia Spencer** (chair), **Britta Trepp**, **Angie Hendrickson** and **Bailey Gubler**.

## PARTNERSHIPS

• **Stream Digital Signage**, a Salt Lake City-based company offering digital displays, and **Table Needs**, a Boston-based company specializing in point-of-sale solutions for restaurants, have partnered to integrate Stream's Content Manager Software with Table Needs' point-of-sale system. This partnership aims to transform the drive-through and dining experience, bringing efficiency and accuracy to restaurant operations. The collaboration introduces a seamless connection between order confirmations at the drive-through, live price changes and advanced inventory management from the POS to digital menu boards.

## PHILANTHROPY

• **Zions Bank**, based in Salt Lake City, is inviting the public to nominate homes for its employees to spruce up with a fresh coat of exterior paint during its annual **Paint-a-Thon** service project. Entering

CONTINUED next page

from previous page

its 32st year, Paint-a-Thon benefits low-income elderly, disabled and veteran residents in communities across Utah and Idaho. Typically, homes are referred to Zions Bank by city and state housing agencies, aging services, community organizations and local churches. This year, the public is invited to nominate up to half of the 35 homes employees plan to scrape, paint and landscape. Nominations are due by April 15. Details and a link to the nomination form are at [zionsbank.com/paintathon](http://zionsbank.com/paintathon). Since the program began in 1991, Zions Bank employees have volunteered in the evenings after work and on Saturdays to paint nearly 1,300 homes throughout Idaho and Utah. The bank has donated more than \$1.4 million toward beautifying homes in the two states.

• **Mountain America Credit Union** has donated \$18,000 to the **American Red Cross of Utah**. In partnership with the **Brigham Young University** men's basketball team, \$50 was donated for every three-point shot made by BYU. The American Red Cross will use the funds to assist Utah communities in preparing for, preventing and responding to emergencies, including house fires. This latest gift brings the total funds donated by Mountain America to \$139,500.

• **Utah residents** donated over 136,000 pounds of food this year as part of the annual "Scouting for Food Drive." That is a record number and up 38,000 pounds from last year. Donors dropped off food donations at several drop-off locations across the state, including **Bank of Utah** branches, **Arctic Circle** locations, **Smith's**, **Red Hanger Cleaners** and **Young Automotive and Powersports** locations. The drive was held Feb. 12-29. **Utah Boy Scouts** helped collect the food and deliver it to more than 20 food banks across the state.

• **Youth Sports Alliance** has received a customized **Land Rover Defender 130**, delivered by **Land Rover Lehi**, for winning the category of "Outdoor Accessibility & Education Presented by Outside Interactive Inc." in this year's **Defender Service Awards** presented by **Chase**. The alliance runs after-school programs introducing youngsters to sports and healthy lifestyles, with the goal of getting them outside and away from their screens. The Defender Service Awards recognize nonprofit organizations across the U.S. and Canada that exemplify the Defender ethos of helping serve their communities.

## REAL ESTATE

• **Tablerock Capital** has sold **Meridian Heights**, an apartment community in Sandy, to **Orion Real Estate Partners** for an undisclosed price. Built in 1998 on five acres, Meridian Heights offers 96 one- and two-bedroom apartments. Danny Shin and Brock Zylstra of **Intuitional Property Advisors**, a divi-

sion of Marcus & Millichap, represented the seller and procured the buyer in the deal.

## RECOGNITIONS

• **Juliette Bautista Barahona**, a pioneer in STEM education and digital literacy and the founder of Club Ability, has been honored with the **Utah Governor's Science Medal** for her contribution to technological and educational advancement in the state. Since its inception in 2020, Club Ability has promoted educational inclusion, offering bilingual programs that have benefited nearly 1,000 students, including low-income families, the Latinx community, and people with disabilities. She will be honored during an award ceremony April 12.



Juliette Barahona

• **Gail Miller**, co-founder and owner of The Larry H. Miller Co., has been named "Pillar of the Valley," an annual honor presented by the **Utah Valley Chamber of Commerce**. Miller is a former chair of LHM Co. and oversees a business portfolio established in 1979. She has been engaged in various boards and initiatives; authored "Courage to be You"; and chairs both the Larry H. Miller Family Foundation and the Larry H. Miller Education Foundation alongside her husband, Kim Wilson. The chamber's "Pillar of the Valley" event takes place April 10, 7-9 p.m., at the Utah Valley Convention Center in Provo.



Gail Miller

• The **World Trade Association of Utah** has named **Melanie Cox**, CEO of Backcountry.com LLC, as **International Woman of the Year**. The honor was presented at the association's recent Women in International Business Conference at the Zions Bancorporation Technology Center in Midvale. Cox's career has been in the fashion, consumer products and outdoor retail industries, and she has also worked in private equity. Not only is she CEO of Backcountry.com LLC but she also has served on its board since March 2020. Prior to Backcountry, she was founder and CEO of MBC Consulting, where she advised private equity firms and public company boards on retail strategy and diligence, and she held the interim CEO role at Rue21 and Wet Seal. She previously served as CEO of Scoop NYC and Rave Stores, and held executive-level roles at Mervyn's, Gymboree, Urban Outfitters and Contempo Casuals. In addition to her role at Backcountry, Cox serves on the board of the Duckhorn Portfolio and as



Melanie Cox

lead director of the Revolve Group. She also serves on the board of the Federal Reserve Bank of San Francisco's Salt Lake Branch.

• The **American Association of Colleges of Nursing** recently recognized **Leesha Simons**, assistant director of simulation and lab skills at Joyce University of Nursing and Health Sciences in Draper, during its Diversity Symposium in New Orleans. Simons received the **Novice Faculty Excellence in Clinical Teaching Award** for her work teaching simulations, skills lab and clinical courses at Joyce University. She joined the university faculty in March 2022. The AACN recognizes only two novice instructors each year, instructors from across the country who hold higher degrees in nursing and are in their first five years of teaching.



Leesha Simons

• **Spire Therapeutics** won the **E&I Summit Pitch Competition** at the recent Wilson Sonsini Entrepreneur & Investor Life Sciences Summit, presented by **BioUtah** and the **University of Utah Technology Licensing Office**. From among more than 30 applicants, nine companies were finalists at the event. Judges were from venture capital firms with a national reach. Spire received a cash award of \$10,000. The runner-up, **Bloom Surgical**, received \$5,000. Other presenting companies were **Signpath Pharma**, **3Dio**, **BioFi**, **Diagnostic Ventures**, **PolarityTE**, **RespirAI Medical** and **Stingray Therapeutics**.

• The **Utah Advanced Materials & Manufacturing Initiative** has announced the recipients of its 2024 "Utah Women at the Forefront" honors, recognizing women in Utah's advanced materials and manufacturing industry, and its "Men's Allies" list. The 2024 **UAMMI Champion Award** recipient is **Caroline Chapdelaine**, CEO, Northstar Photonics. The **Utah Women at the Forefront** honorees are **Ginny Allaedini**, staff materials scientist, Moxtek; **Monica Archuleta**, senior maintenance planner, Compass Minerals; **Jessica Atherley**, director of quality and compliance, RAM Aviation, Space & Defense; **Lisa Bodily**, company coordinator, Western States Rebar/Rocky Mountain Rebar; **Linda Cabrales**, director, Utah Innovation Center; **Jasmine Clark**, vice president of business development and improvement, Interstate Gratings LLC; **Zahra Derafshi**, head of hardware computing, Torus Inc.; **Brittany Frecker**, site manager 1, Northrop Grumman; **Geri Gamber**, executive director, Southwestern Regional Development Agency; **Lynn Gomez**, vice president of production and plant manager, RIA-USA Manufacturing Inc.; **Maxine Gorelick**, materials and process engineer, Boeing; **Chelsea Guynes**, TRO VSET lead and

deputy PI, Northrop Grumman; **Marta Harris**, quality system manager, Purple Innovation LLC; **Hollie Hill**, director of industrial engineering and operations management, Northrop Grumman; **Jansyn Johnston**, senior design engineer, RAM Aviation, Space & Defense; **Melissa Lee**, CI and administration manager, USG; **Brittany Mansfield**, senior project planner, Intergalactic; **Breanna Price**, business unit manager, RAM Aviation, Space & Defense; **Pam Russell**, production manager, Springbar; **Krista Scibisz**, materials science applications specialist, Checkerspot; **Danielle Sendi**, plant leader, Owens Corning; **Julie Sieving**, co-director, Intermountain Industrial Assessment Center at the University of Utah; **Heather Smith**, senior site manager of operations, Northrop Grumman; **Ashley Spear**, associate professor, University of Utah Department of Mechanical Engineering; **Carly Wanberg**, director of business development, Spectrum Recruiting Solutions; and **Megan Ware**, senior director of workforce development, Utah Manufacturers Association. The "Men's Allies" are **Ryan Berke**, associate professor, mechanical and aerospace engineering, Utah State University; **Dustin Birch**, College of Engineering Applied Science & Technology, Weber State University; **Pete Codella**, managing director of business services, Utah Governor's Office of Economic Opportunity; **Richard Hawkes**, director of programs, Northrop Grumman; **Brady Hitchcock**, brand and marketing manager, Spectrum Recruiting Solutions; **Cedric Jacob**, manufacturing engineering manager, Albany Engineered Composites; **Gay Letendre**, vice president, UAMMI; **Nathan D. Rich**, founder and CEO, IsoTruss Inc.; **Max Stitzer**, retired brigadier general, U.S. Air Force, and CEO, Mentorprise Advisors LLC; **Nate Walkingshaw**, CEO and founder, Torus; and **Marshall Wright**, founder and principal, MNW LLC.

• **Several Utah locations and activities** are nominees for **USA Today's Best Readers' Choice Travel Awards** for 2024. Voting takes place online until April 8. Winners will be announced April 17. Nominees are **Best Main Street, Ogden**; **Best Public Square, St. George Town Square**; **Best City Park, Liberty Park** in Salt Lake City; **Best Small Town in the West, Ivins and South Ogden**; **Best Small Town Food Scene, Park City**; **Best Small Town Cultural Scene, Park City**; **Best Historic Small Town, Heber City and Moab**; **Best Sprint Triathlon, TriUtah Ice Breaker Sprint Triathlon**, American Fork; **Best Road Cycling Event, Lotoja Classic** in Utah, Idaho and Wyoming; **Best 5K Race, Park City Trail Series 5K**; and **Best Arts Festival, Park City Kimball Arts Festival**.

• **Lucid Software**, South Jordan, is ranked No. 12 on a list of the **most-used applications in the world**, compiled by

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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.

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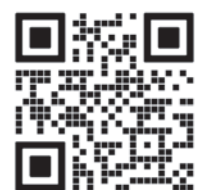
  
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# Calendar

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

## 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. Details are at [ogden-weberchamber.com](http://ogden-weberchamber.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, 11:45 a.m.-1 p.m.

**"Lunch & Learn,"** a Point of the Mountain Chamber of Commerce event. Speaker Ben Schmuhl of Mixt Marketing Co. will discuss "Understanding the Customer Journey." Location is Chubby's, 1284 N. Redwood Road, Saratoga Springs. Details are at [thepointchamber.com](http://thepointchamber.com).

## 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 1, 10 a.m.-1 p.m.

**"Thailand,"** a World Trade Center "Crossroads of the World" event hosted in partnership with the Governor's Office of Economic Opportunity and the Salt Lake Chamber. Forum takes place 10 a.m.-noon, followed by lunch at noon-1 p.m. Location is WTCUtah's Lobby Training Room, 30 E. South Temple, Salt Lake City. Cost is \$15. Details are at <https://www.wtcutah.com/tradeevents/thailand-business-forum>.

## 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, 8:30 a.m.-12:30 p.m.

**"Women in Manufacturing,"** a Utah Manufacturers Association event. Speakers include Denece Huftalin, 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. Cost is \$35. Registration can be completed at [Eventbrite.com](http://Eventbrite.com).

## 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 5, 8-10 a.m.

**"First Fridays" Speed Networking**, presented by the South Jordan and West Jordan chambers of commerce. Location is Salt Lake Community College's Miller Campus, Building 3, 9750 S. 300 W., Sandy. Details are at <https://sj-chamber.org/>.

## 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).

## 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 Business Technology Transfer (STTR) grants and contracts. Event takes place online. Registration can be completed at [Eventbrite.com](http://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](http://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](http://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](http://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. Award recipient is Gail Miller, co-founder and owner of The Larry H. Miller Co. Location is Utah Valley Convention Center, 220 W. Center St., Provo. Details to be announced at [thechamber.org](http://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 mainstage 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 Gochnour, associate dean and director of the Kem C. Gardner

# GOLDFISH

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community for many years to come.”

The company also has operations in Logan, with total employment in Cache Valley of more than 400 people. The bakery expansion will grow the plant by 100,000 square feet and allow the company to increase its capacity by 50 percent. It will be able to produce 5 million Goldfish crackers per hour, or about 1,500 Goldfish every second.

The Richmond facility produces Pepperidge Farm snacks, bakery products and frozen foods. Founded in 1937, the Pepperidge Farm brand includes nearly 100 different snacks, including over 30 varieties of Goldfish crackers and 65 varieties of cookies.

Headquartered in New Jersey, Campbell was founded in 1869 and produces foods and beverages. Its brands include Campbell's, Cape Cod, Goldfish, Kettle Brand, Lance, Late July, Milano, Pace, Pacific Foods, Pepperidge Farm, Prego, Snyder's of Hanover, Swanson and V8. The company generated fiscal 2022 net sales of \$8.6 billion. The company has about 14,000 employees in North America.

The Cache Valley expansion is Campbell's third Goldfish capacity growth project in the past two years, following bakery expansions in Lakeland, Florida, and Willard, Ohio.

The Richmond expansion includes the construction of a flour mill adjacent and connected to the bakery, that will be separately owned and operated. Utah Flour Milling LLC will build the mill, which will be a partnership between PHM Brands' Panhandle Milling and NIPPON Corp. of Japan. The GOEO board in November approved a tax credit incentive of up to \$437,272 for Utah Flour Milling for the \$79 million project, tied to the creation of 31 high-paying jobs over five years.

The flour mill is expected to increase supply reliability, provide capacity for continued growth and improve plant efficiency. It also will reduce the site's greenhouse gas emissions by eliminating over 2,200 trucks per year transporting the flour from mill to bakery.

“One of the benefits of this, from an environmental standpoint, is we're reducing the trucks needed to bring that flour to the bakery, which will have substantial effects,” McBride told the GOEO board.

The GOEO board approved the Pep-

peridge Farm tax credit through Utah's Rural Economic Development Tax Increment Financing (REDTIF) program. The 86 new jobs will pay an average of \$61,627. Total new wages over 10 years are projected to be more than \$48.3 million, and new state tax revenue is expected to be nearly \$1.7 million during that period.

Shawn Milne, Cache County economic development director, joked with the GOEO board that Goldfish “keeps a lot of kids entertained and quiet during sacrament meeting, too, so it is very vital to our state.”

“They've been a wonderful corporate citizen here in Cache,” he continued. “We love Pepperidge. ... They've been a great corporate citizen, supporting a lot of community causes. As they noted, they've been here for decades and employ a lot of our local people, and they allow us to retain part of our cultural heritage around agriculture.”

In a prepared statement, Ryan Starks, GOEO's executive director, said Pepperidge Farm “has been a long-standing pillar in the food industry in Northern Utah, and we're pleased to see the company expand its footprint. Utah has a diverse and thriving agricultural landscape

where companies like Pepperidge Farm can leverage local resources and producers. This expansion will continue to foster partnerships within the local supply chain, create many new jobs, and support the economy in rural Utah.”

“Pepperidge Farm has a long-standing history of quality corporate citizenship, and we're thrilled to see them reinvest in rural Utah,” said Scott Cuthbertson, president and CEO of the Economic Development Corporation of Utah. “This expansion aligns with the state's focus on food security, and it demonstrates the impact of local community involvement in business retention efforts.”

“Pepperidge Farm brings a welcome expansion to Cache County's economic and agricultural base,” said Cache County executive David Zook. “For decades, Pepperidge Farm has been an important employer for Cache County residents, as well as a valued partner to our local farmers.”

GOEO does not provide upfront cash incentives. Each year that an incentivized company meets the obligations in its contract with the state, it will qualify to receive a portion of the new, additional state taxes the company paid to the state.

## BRIEFS

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**Okta** in its “2024 Business at Work Report.” The ranking is based on the number of customers. Lucid was first ranked in Okta's 2015 report and has been included as a most-popular application since 2020. Lucid offers visual collaboration software.

### RETAIL


- **Warby Parker**, a direct-to-consumer lifestyle vision brand, has opened a store at 161 N.E. Promontory, No. B-125, at Station Park in Farmington. It is the company's third Utah store. It will offer the brand's full sun and optical assortment and in-store eye exams.

### SCHOLARSHIPS

- The inaugural **Dr. P. Daniel Ward Scholarship for Future Doctors** will provide a one-time award of \$1,000 to recognize and support the next generation of medical professionals who exhibit exemplary academic excellence and passion for medicine. It is named after a facial plastic and reconstructive surgeon whose academic background includes the University of Utah and experience includes being a founder and CEO of establishments in Salt Lake City. Beyond his practice, Ward is an adjunct associate professor at the UofU. The scholarship is open to medical students, residents and professionals on the path to becoming doctors. The recipient will be announced Nov. 15. Details are at <https://drpdanielwardscholarship.com/>.


### TRANSPORTATION

- The **U.S. Department of Transportation** has announced a grant award of more than \$87.6 million to the **Utah Department of Transportation** toward funding local street crossings of Interstate 15 in St. George at 400 East and 900 South. St. George City is one of 132 communities nationwide to benefit from the federal Reconnecting Communities & Neighborhoods Grant Program. The new crossings will provide additional connectivity of local routes on the east and west side of St. George at I-15.




# SOUTH VALLEY CHAMBER


### What We Do:




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



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



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



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

## SOUTH VALLEY CHAMBER

### Who We Are:

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

**Check Us Out**

**[southvalleychamber.com](https://southvalleychamber.com)**

**or Call 801-566-0344**

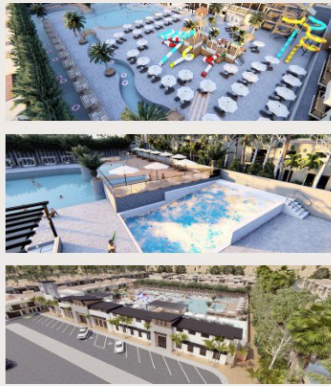
# MARKETPLACE

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## CALENDAR

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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://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 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](https://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://slchamber.com).

## PORTAL

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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, the city said.

"Salt Lake City residents and visitors are entitled to a fair and ethical consumer experience and deserve a local government that is on their side," said Mayor Erin Mendenhall. "With the launch of this new consumer protection portal, we hope to work with residents and businesses to improve the experience for everyone and develop resources to protect residents from predatory business practices and scams."

Mendenhall said city staff will use complaints to identify specific businesses and practices that warrant better regulation and to identify trends in complaints. All of this will lead to better protections

### April 17-18

Super Crowd 24, a crowd-funding 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 <https://thesupercrowd.com/supercrowd24>.

### 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 Sidewinder 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/>.

against unethical business practices, she said. The city can also partner with residents who have had negative experiences to develop resources and educational campaigns around specific practices to protect others better.

The initiative aligns with the city's commitment to housing stability and the overall well-being of its residents. Acknowledging the ongoing threat of displacement faced by many residents, special attention will be given to housing-related complaints.

"We sometimes forget about renters as consumers of a business product," said Blake Thomas, director of the Salt Lake City Department of Community and Neighborhoods. "But renting is a business transaction just like buying any other good or service, and this portal helps the city follow through on the commitments made in 'Thriving in Place' to increase protections for renters in the city."

Residents can find the portal at <https://www.slc.gov/housingstability/consumer-protection/>.



## CLASSIFIED

### CAREERS

#### SENIOR QUALITY ENGINEER

Senior Quality Engineer sought by Vivint, Inc. in Provo, Utah to be responsible for the testing, development, and release of quality software. Position allows telecommuting from anywhere in the U.S. Salary: \$97,700 - \$130,000 per year. Send resume to: [recruiting@vivint.com](mailto:recruiting@vivint.com). Must specify Ad Code PNWM in the subject line.

### TECHNOLOGY

Senior Manager, SAP Consulting (Mult Pos), PricewaterhouseCoopers Advisory Services LLC, Salt Lake City, UT. Asst clnts by maxmzng the value of thr SAP invstmnt with offrngs tht address sales, fin, spply chain, engg & human captl. Req. Bach's deg or foreign equiv in Comp Sci, IT, MIS, or rel + 6 yrs rel wrk exp, of which at least 5 yrs mst be post-bach's, prgrsv rel wrk exp; OR a Master's deg or foreign equiv in Comp Sci, IT, MIS, or rel + 4 yrs rel wrk exp. 80% telecommtng prmtd. Mst be able to commute to designated local office. Domestic &/ or int trvl up to 80% req. Please apply by sending your resume to [US\\_PwC\\_Career\\_Recruitment@pwc.com](mailto:US_PwC_Career_Recruitment@pwc.com), specifying Job Code UT4008 in the subject line.

### BIOHIVE

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treatments, improved patient outcomes and reduced healthcare disparities, Edwards said.

"The foundation of this chapter began with my friend and colleague, Steffanie VanderVeen, to cross industry boundaries. I wanted to build a community that intersects cutting-edge healthcare, technology and data analytic to solve problems and learn about available technologies," said Martyna Shallenberg, co-founder of the

HealthTech Hub. "I am excited to expand this BioHive community and create opportunities statewide."

BioHive held its launch event on March 13 and heard presentations from Kevin R. Haas, chief technology officer of Myriad Genetics; Martyna Shallenberg and VanderVeen, HealthTech Hub co-founders; and Edwards. The launch event was sponsored by Myriad Genetics.

Established in 2021, BioHive is a collective of more than 1,600 companies representing the life science and healthcare innovation ecosystem of Utah's economy.



# Construction

## — LOANS —

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