

## Focus



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## Economic development grants headed to 14 rural Utah locales

**Brice Wallace**  
*The Enterprise*

The Governor's Office of Economic Opportunity (Go Utah) is using a relatively new grant program to help Utah's rural communities with economic development efforts.

Fourteen cities and counties recently were awarded grants through the Rural Communities Opportunity Grant program, with \$3.95 million slated to be used for business recruitment, development and expansion; workforce training and development; and infrastructure and capital facilities improvements for business development and job creation.

"We had a lot of applications for about three times the money that we had, so we had to be pretty discerning," Brigham Tomco, a member of the Go Utah board, said during a recent board meeting.

"We actually, in many cases, did partial awards so that we could get more money to

**see GRANTS page 12**



*The city of Tremonton will receive \$405,720 in matching state grant funds to help it transform Midland Square from a public park to a public plaza. The funds are part of \$3.95 million in Rural Communities Opportunity Grants recently awarded to 14 cities and counties.*

## Poll: Small-biz lending stable despite turmoil

Small and medium-sized business lending has remained stable despite the turmoil in several large banks nationwide, according to a survey by Lehi-based Lendio, a small-business financial solutions provider. In the wake of the Federal Deposit Insurance Corp.'s recent takeover of two large banks, Lendio polled the top 21 lenders and funders in its marketplace to better understand the current state of lending and access to funds for U.S. small- and medium-sized businesses (SMB).

The poll found that 100 percent of surveyed lenders and funders report no change in their lending capacity, indicating stability in the state of small- and medium-sized business lending. All of Lendio's respondents reported no change to their liquidity, further showing stability for the industry. However, approximately 38 percent of respondents said they are evaluating potential changes to their underwriting criteria, suggesting some heightened aversion to future risk.

"Small businesses are a bedrock in our communities and for our economy, and maintaining access to capital and funding options is crucial to their growth and continued impact," said Brock Blake, co-founder and CEO of Lendio. "In the face of recent commotion and changes at larger banks, it's important to see this data around the resilience of SMB funding and offer reassurance to SMBs across America."

According to data from the White House and the U.S. Small Business Administration (SBA), small businesses in the U.S. employ 61 million people — nearly 50 percent of all private-sector workers. Domestically, gross revenue from small businesses totals \$13.3 trillion.

"In speaking with our funding partners over the past several days, we are pleased to see the stability and confidence there for SMBs," said Mark Cottle, Lendio executive vice president. "In 2021 and 2022, the U.S. saw more small-business funding applications than ever before, and we're eager to support these businesses as they grow, scale and seek funding partners to help them realize their dreams."

**see PAY GAP page 23**

## More gender pay gap bad news: Utah is third-worst in new report

**Brice Wallace**  
*The Enterprise*

Another study of the gender pay gap shows Utah has the third-largest such gap in the U.S. and is only a whisker away from being second-worst.

Using data from the 2021 American Community Survey and the U.S. Bureau of Labor Statistics, personal finance site MoneyGeek in February released data showing the states with the largest and smallest wage gaps among men and women working full time in 2021. It found that in the U.S., women made \$11,180 less than men that year.

Utah statistics indicate median pay for women was 73 percent of the men's median. That put Utah behind only Wyoming's

68.5 percent and Louisiana's 72.9 percent among the states with the largest gender pay gap.

The median annual earnings for men in Utah was \$61,269, while the median for women was \$44,707.

In contrast, Vermont had the smallest wage gap, at 93.1 percent of men's annual earnings.

A report from the Pew Research Center released earlier this month shows that the U.S. gender pay gap has remained relatively stable over the past two decades. In 2022, women earned an average of 82 percent of what men earned, based on median hourly earnings of both full- and part-time work-



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# Study : 72% plan to increase tech skills development despite economic fears

Pluralsight, a Draper-based technology workforce development company, has released its 2023 “State of Upskilling Report,” which compiles survey results from more than 1,200 tech learners and leaders in the United States, the United Kingdom, Australia and India on the most current trends and attitudes around tech skills development.

The report found that even amid economic uncertainty and downturn, organizations are leaning on their technologists to continue to innovate and drive business value. Though 65 percent of tech team leaders have been asked to cut costs, 72 percent still plan to increase their investment in tech skill development in 2023. And because up-

skilling existing talent is more cost-effective than hiring new employees, 97 percent of learning and development and human resources directors say they are prioritizing internal talent over hiring for open positions.

“This year’s research findings underscore the importance of maximizing employee potential and optimizing learning investments to drive business ROI,” said Gary Eimerman, chief product officer at Pluralsight. “Organizations and individuals alike are being asked to do more with less in the face of reduced workforces and larger economic pressures. For future-focused companies, an emphasis on continuous upskilling

will help sharpen their competitive edge”

The past several months have brought an onslaught of layoffs and hiring freezes across industries — especially in the technology sector. As 65 percent of tech executives are being asked to look for cost efficiencies in response to economic uncertainty, the consequences have a ripple effect.

Sixty-seven percent of tech managers reported that workforce reductions in their organization across software, IT and data have resulted in their teams taking on more responsibility, while nearly half (47 percent) of technologists agree they have had to perform additional responsibilities outside of their

primary job function.

Investing in tech skills development helps equip overwhelmed employees with the tools needed to conquer these new and unfamiliar responsibilities, Pluralsight reported. More than half (52 percent) of technologists said it’s important to learn new tech skills in times of economic turbulence, and as day-to-day responsibilities evolve and expand in response to layoffs, upskilling becomes a critical aspect of not just individual success, but organizational success.

Amid these workforce challenges, the 2023 report illuminates a decrease in tech skills confidence across respondents. Last year’s report found that 80 percent of technologists were confident they had the skills to master their current job. This year, the majority of technologists don’t feel that same level of confidence across major tech skill areas. The top three skills that technologists and technology managers are prioritizing to drive business value are cybersecurity, data science and cloud.

According to the report, 17 percent of technologists are completely confident in their cybersecurity skills while 21 percent are not confident at

all. The report said 25 percent of technologists are completely confident in their data skills while 8 percent are not confident at all and 21 percent of technologists are completely confident in their cloud skills while 17 percent are not confident at all.

Lack of time and budget have remained the biggest barriers to upskilling over the past two years, according to the study. For technologists who secure the time or budget to prioritize upskilling, 30 percent don’t know where to focus their skills development, while 25 percent aren’t sure which resources to leverage.

With 85 percent of organizations actively engaged in — or planning to begin — a digital transformation project in 2023, technologists need guided learning mapped to key business outcomes.

The full report may be accessed at <https://www.pluralsight.com/resource-center/state-of-upskilling-2023>.

## Park City's Limit Break acquires FreeNFT

Limit Break, a blockchain-based gaming company and provider of free-to-own online gaming based in Park City, has acquired FreeNFT, a California-based firm that gives away non-fungible tokens (NFT) to collectors. The deal is expected to close before the end of March. Financial details were not disclosed.

“Limit Break is thrilled to announce its latest initiative aimed at growing the NFT ecosystem and bringing Web3 into a new era,” Limit Break said in a release. Through this initiative, collectors will gain the opportunity for free NFTs and developers will gain access to a powerful promotional tool to launch their own free NFTs, the company said.

FreeNFT, founded in late 2022 by Silicon Valley entrepreneurs Igor Lenterman, Lucas Lenterma, and Harvey Pratt, specializes in promoting NFTs to build community. The company spotlights Web3 gaming and NFT projects to its community of followers while limiting non-human participants, known as bots. The company creates custom whitelists, performs deep analytics of registrants to ensure audience integrity and hosts its own mints.

“We welcome FreeNFT’s founders to what will surely become the most rewarding NFT distribution platform on Earth,” said Gabe Leydon, CEO of Limit Break. “We will create a more participa-

tory and vibrant NFT community where creativity and innovation thrive. This launchpad will give developers the opportunity to showcase their talents and reach a broader audience, while collectors enjoy the benefits of being a part of the growing free-to-own ecosystem Limit Break sparked with its DigiDaigaku collection last summer.”

Limit Break, founded in

2021 by Leydon and partner Halbert Nakagawa, gives away NFTs, as it did during this year’s Super Bowl, via a QR code and interactive advertising.

Leydon, who promotes his company’s NFT giveaways primarily through notices on Twitter, now has over 1.1 million Twitter followers. Limit Break raised \$200 million in an initial funding round in August 2022.

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**PRESIDENT**  
David G. Gregersen  
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**VP/GENERAL SALES MANAGER**  
Dale Dimond  
[dale@slenterprise.com](mailto:dale@slenterprise.com)

**MANAGING EDITOR**  
John M. Rogers  
[john@slenterprise.com](mailto:john@slenterprise.com)

**CONTROLLER**  
Richard Taylor  
[richard@slenterprise.com](mailto:richard@slenterprise.com)

**OFFICE MANAGER**  
Dionne Halverson  
[dionne@slenterprise.com](mailto:dionne@slenterprise.com)

**CLASSIFIED DISPLAY**  
[david@slenterprise.com](mailto:david@slenterprise.com)

**CIRCULATION**  
Dionne Halverson  
[dionne@slenterprise.com](mailto:dionne@slenterprise.com)

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# Utah Small Business Credit Initiative adds \$31M to Loan Participation Program

The Utah Governor's Office of Economic Opportunity recently received federal funding for the Utah Small Business Credit Initiative (USBCI). The initiative includes lending programs to expand access to capital at lower interest rates for Utah small-business borrowers.

Initially, through a contract-

ed vendor, the agency planned to use \$31 million of the funding in a loan guarantee program. However, after further study, the office has announced its plans to apply the funds to the USBCI Loan Participation Program, increasing that program's funding to \$59 million.

Moving funding to the

Loan Participation Program means that the Loan Participation Program has increased from \$28 million in funding to \$59 million and that the loans are available at a guaranteed low-blended interest rate. The move makes more funding available for participating Utah lenders and larger loans can be offered

to growth-stage businesses.

"Increasing Utah's Loan Participation Program funding will result in more of Utah's small businesses qualifying for government-backed, low-interest loans," said Alecia Hart, USBCI director. "We're looking forward to getting these funds to Utah entrepreneurs and companies to increase economic opportunities across the state."

With this USBCI program change, the Governor's Office of Economic Opportunity continues to work through contract and compliance updates with the U.S.

Department of the Treasury. Utah lenders can apply to be part of the program. USBCI will begin to announce the program's vetted lenders starting next month.

USBCI is part of the federal State Small Business Credit Initiative. The Governor's Office of Economic Opportunity office works closely with the Department of the Treasury to administer the funds under contract to the state of Utah.

Further information about the Utah Small Business Credit Initiative is available at [business.utah.gov/usbc](http://business.utah.gov/usbc).

## Corporate Financial Reports

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

### Nature's Sunshine

Nature's Sunshine Products Inc., based in Lehi, reported net income of \$2.1 million, or 10 cents per share, for the 2022 fourth quarter. That compares with \$13.8 million, or 67 cents per share, for the same quarter a year earlier.

Net sales in the most recent quarter totaled \$102.7 million, down from \$117.9 million in the year-earlier quarter.

For the full year 2022, the company reported net income of \$600,000, or 2 cents per share. That compares with \$30.2 million, or \$1.42 per share, in 2021.

Net sales in 2022 totaled \$421.9 million, down from \$444.1 million in 2021.

Nature's Sunshine Products manufactures, markets and distributes nutritional and personal care products in more than 40 countries.

"During the fourth quarter, we continued to see the underlying fundamentals of our business hold, despite unprecedented pressure from external headwinds," Terrence Moorehead, CEO, said in announcing the results. "For the quarter, we delivered sales of \$103 million on a reported basis, or \$110 million when removing the impact of foreign exchange, which is resilient considering last year's record-breaking sales growth.

"For the full year, we delivered the second-highest sales in the company's history, driven by strong returns on our targeted investments designed to optimize our business. In fact, we continued to see strong growth in Asia, up 5.3 percent versus prior year, as our investments in field activation supported healthy growth in orders and sales."

### Purple Innovation

Purple Innovation Inc., based in Lehi, reported a net loss of \$70.2 million, or 77 cents per share, for the 2022 fourth quarter. That compares with a loss of \$21.8 million, or 39 cents per share, for the same quarter a year earlier.

Revenue in the most recent quarter totaled \$145.1 million, down from \$186.4 million in 2021.

For the full year 2022, the company reported a net loss of \$89.9 million, or \$1.10 per share. That compares with net income of \$3.9 million, or 30 cents per share, in 2021.

Revenue in 2022 totaled \$575.7 million, down from \$726.2 million in 2021.

Purple designs and manufactures comfort products, including mattresses, pillows, cushions, frames and sheets.

"Against a very challenging backdrop in 2022, our organization made substantial headway toward improving the efficiency of the business and strengthening our foundation for growth," Rob DeMartini, CEO, said in announcing the results.

"We executed several strategic initiatives that we believe position Purple to deliver improved results, even in the face of continued market headwinds, including right-sizing our cost structure and lowering expenses to align with current demand, adding significant experience and expertise to our leadership team, and providing an immediate entrée into the high-margin, luxury mattress category with our acquisition of Intellibed.

"While our financial performance is not yet where we expect it to be, we are encouraged with the way the year unfolded and are optimistic that our work has set the company up to return to top-and bottom-line growth starting

in the back half of 2023."

### Co-Diagnostics

Co-Diagnostics Inc., based in Salt Lake City, reported a net loss of \$14.2 million, or 45 cents, for 2022. That compares with net income of \$36.7 million, or \$1.23 per share, in 2021.

Revenue in 2022 totaled \$34.2 million, down from \$97.9 million in 2021, primarily due to lower global demand for its COVID-19 tests.

Co-Diagnostics offers a platform for the development of molecular diagnostic tests.

"The impact of COVID-19 on society decreased considerably during the second half of the year, and resulted in lower demand for high-throughput testing at the centralized lab level," Dwight Egan, CEO, said in announcing the results.

"While our overall financial performance has been impacted by these trends, we are pleased with the progress we made against our strategic priorities which support our Co-Dx PCR Home platform as we continue to see an emphasis on diagnostics shifting out of the centralized lab settings and towards at-home and point-of-care."

### Owlet

Owlet Inc., based in Lehi, reported a net loss of \$19.5 million, or 17 cents per share, for the 2022 fourth quarter. That compares with a loss of \$24.1 million, or 22 cents per share, for the same quarter a year earlier.

Revenue in the most recent quarter totaled \$12 million, up from \$2.5 million in the year-earlier quarter.

For the full year 2022, the company reported a net loss of \$79.3 million, or 71 cents per

see EARNINGS page 14

## Report: Female students have aptitude, but not the interest in STEM careers

According to new research from American Fork-based learning technology company YouScience, female middle and high school students have a high aptitude fit with, but low interest in, STEM careers, such as technology, manufacturing and architecture, among others. The findings are reported in the firm's 2023 "Female Student and STEM Career Exposure Gap Report."

The report is based on nationwide data gathered from the test results of more than 225,000 female middle and high school students who completed the "Aptitude & Career Discovery" assessment from YouScience Brightpath in 2022.

The study found that female students have more than 11 times the aptitude for advanced manufacturing careers than interest. It also said they have eight times more aptitude than interest for computers and technology careers, four times more aptitude than interest for agriculture and natural resources careers and nearly three times more aptitude for architecture and construction careers than interest.

Additionally, the report found that female students have greater interest than aptitude for careers in human services, law and public safety, teaching and arts and media.

Pluralsight said these insights confirm that a career exposure gap exists for female students, especially in STEM — an area in which jobs are expected to increase by almost 11 percent by 2031. Historically, however, women have held less than one-

third of those jobs. According to the U.S. Census Bureau, there were approximately 10 million workers in STEM occupations as of 2019, but only 27 percent of those were women.

"There is no question that more and more of our nation's jobs over the course of the next several years will be in STEM. However, there is a very important question we must ask about who will fill those jobs given that the career exposure gap remains among female students today," said Jeri Larsen, chief operating officer at YouScience. "To address this gap, ensure the pipeline of STEM jobs can be filled in the coming years and provide female students with the same opportunities as their male counterparts, we must first show them that they have extraordinary potential. We need to do so as early as middle school and then help guide them to pursue the pathways to the careers they are best suited for, in STEM or elsewhere."

From the "Aptitude & Career Discovery" assessment, YouScience analyzed the data, comparing students' self-reported interests with their aptitude and then grouped the results by high-fit careers based on the 16 standard career clusters defined in the National Career Clusters Framework in the Career Technical Education (CTE) program. To determine high-fit clusters for each student, YouScience ranked each student's top three clusters from a fit perspective, using either aptitude or interest measurements.

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# Succeeding in Your Business

## Things to know before you start your business opportunity (Part 2 of 2)

You have built a successful business and have set up a training program to teach people how to start and run that business successfully. They don't have to use your name, nor will they be given assigned territories. But they will have to pay a sizable upfront fee for the training program and pay additional amounts for annual refresher courses, one-on-one coaching or consulting and other services.



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Commission. Check out the following webpage on the FTC's website: [www.ftc.gov/tips-advice/business-center/guidance/selling-work-home-or-other-business-opportunity-revised-rule](http://www.ftc.gov/tips-advice/business-center/guidance/selling-work-home-or-other-business-opportunity-revised-rule).

The FTC Business Opportunity Rule (16 CFR Part 437) dealing with "business opportunity ventures" regulates only one type of business opportunity — the sale of vending machines or rack displays

if you help purchasers find customers or locations. The rule defines a business opportunity venture as: 1. The seller sells goods or services which are supplied by the seller or a person affiliated with the seller; 2. The seller assists the buyer in any way with respect to securing accounts for the buyer or servicing accounts for the buyer or securing locations or rates for vending machines or rack displays or providing the services of a person able to do either; and 3. The buyer is required to make a payment of \$500 or more to the seller or a person affiliated with the seller at any time before or within six months after the business opens.

If you fall within the FTC's definition of a business opportunity venture, you must give each prospective customer a disclosure statement on the FTC's printed form, which is available online at [business.ftc.gov/businessopportunitydisclosure](http://business.ftc.gov/businessopportunitydisclosure).

If you do not come under the FTC's jurisdiction, you may still have to comply with the laws of 25 states that regulate business opportunities. At the present time, those states are: Alaska, California, Connecticut, Florida, Georgia, Illinois, Indiana, Iowa, Kentucky, Louisiana, Maine, Maryland, Michigan, Minnesota, Nebraska, New Hampshire (for vending rack-type programs only), North Carolina, Ohio, Oklahoma, South Carolina, South Dakota, Texas, Utah, Virginia and Washington.

Virtually all of these states require you to prepare a disclosure statement conforming to the state's requirements and deliver it to prospective purchasers at least X days before you take their money. (The "X" will vary from three to 10 business days.)

The good news is that the state requirements are fairly uniform. If your attorney does a good job preparing a disclosure statement for

one of these states, the same statement probably will satisfy the requirements in other states with only a minimum of tweaking.

Some states require that you register your business opportunity with state regulators. This will involve preparing an application form, a disclosure statement and certain other documents and submitting them for filing along with a fee, which is usually in the \$100 to \$500 range.

As part of the application process, some states will require you to submit financial statements (income statement, balance sheet and statement of changes in financial condition) for your most recently completed fiscal year. If more than three months have elapsed since the end of your most recent fiscal year, you may be required to submit updated financial statements for the current year-to-date.

In most states, your financial statements do not need to be reviewed or audited. A handful of states, however, require all financial statements to be audited, a process which may cost you as much as \$10,000 to \$15,000 in accounting fees.

If you are making claims that purchasers will earn at least a spe-

cific amount of money, or if you guarantee purchasers a return of their money at some point, some states will require you to post a surety bond, letter of credit or some other guaranty that you will be able to honor those claims when the time comes. (Kentucky requires a \$75,000 bond from all registered business opportunities.)

A number of states limit the amount of money you can accept from purchasers until they complete their training. If you require purchasers to pay the entire fee upfront, you will have to put most of this money into escrow until you have delivered the training you promised.

Finally, a number of states require you to give purchasers up to three business days after signing your contract to change their mind and get their money back.

Do not attempt to set up a business opportunity without the assistance of a good lawyer AND a good accountant. You will need them.

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

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## ECONOMIC INDICATORS

• **Utah** is ranked No. 6 on a list of **best states for job opportunities** in 2023, compiled by **Scholaroo**. It examined 43 metrics across five indicators to determine the benefits and opportunities a worker would have in each state. Utah was ranked No. 1 for affordability, No. 4 for state economy, No. 17 for job market, No. 25 for quality of life, and No. 48 for business-friendliness. Details are at <https://scholaroo.com/report/jobs-by-state/>.

• **Utah women** work 20.8 hours more per year than they did five years ago while **men's hours** decreased by 5.2 hours, according to a study by **Mixbook**, a photo book design platform. For comparison, women in Idaho had the largest increase, adding 52 hours per year. The men's increase was greatest in Montana, at 36.4 hours. For workers overall, Montana had the largest increase, at 31.2 hours, while Wyoming had a decrease of 41.6 hours compared to five years ago. Details are at <https://www.mixbook.com/inspiration/overworked-states-in-america-survey>.

• **Utah** is No. 10 on a list of states with the **highest average**

**Small Business Administration 7(a) loan amounts**, compiled by **Forbes Advisor**. It analyzed 7(a) loan data from the SBA from the fiscal year 2018 through 2022. The average loan amount in Utah was \$614,428. The national average was \$704,581 in 2021. In 2022, the average loan amount fell to \$538,903, a decrease of over \$165,000 compared to the prior year. Georgia had the highest five-year average, at \$840,145. Hawaii had the lowest, at \$213,505. Details are at <https://www.forbes.com/advisor/business-loans/best-states-for-sba-7a-loan/>.

• **Diabetes** costs U.S. employers approximately \$245 billion a year, according to new data announced by **Nomi Health**, an Orem-based nationwide direct healthcare system. That is more than double what the entire American automotive industry is worth, it said. Employers spend more than \$175 billion annually on direct medical and pharmacy costs for diabetic members, in addition to nearly \$70 billion on indirect costs from employee absenteeism, reduced productivity and diabetes-related disability, the research showed. Nomi Health analyzed nearly half a million employer health insurance claims to reveal changes in employer spend on diabetes. The cost of care for diabetics is increasing twice as fast as for non-diabetics, and it's growing at a staggering clip of nearly 20 percent year over year, reaching

more than \$20,000 average per member per year for employers in 2020-21.

• The **"Bank of Friends & Family"** is worth \$1.33 billion to the Utah economy, according to a survey by **Couponbirds**. Thirty-six percent of Utahns have requested credit from friends and family over the past year, it found. The average loan amount was \$1,609.38. Seventy-eight percent paid no interest on their loans, and 5 percent did not even discuss repayment terms. The most-generous state for friends-and-family lending is Rhode Island, at 83 percent, worth \$1.1 billion. The least-generous is Nebraska at 25 percent, or \$586 million. Details are at <https://www.couponbirds.com/research-center/data/the-bank-of-friends-and-family>.

• **Utah** is ranked No. 41 on a list of states with the highest federal average **student debt**, compiled by **Scholaroo**. The Utah average is \$33,000 debt per borrower. The highest average is in Maryland, at \$43,000. The smallest is in North Dakota, at \$30,000. Scholaroo's survey indicates that between 25 percent and 50 percent of college tuition costs nationally are covered by student loans, and over 15 percent of students expect to pay off their loans over more than 16 years. Details are at <https://scholaroo.com/report/student-loan-debt-index/>.

• **Salt Lake City** is No. 49 and **West Valley City** is No. 186 on a list of **"Best Cities for a Hangover Cure,"** compiled by **Lawn Love**. It compared the 200 biggest U.S. cities based on 17 metrics in five categories, including access to diners and convenience stores and walkability. The top-ranked city is San Francisco. The No. 200 city is Montgomery, Alabama. Details are at <https://lawnlove.com/blog/best-cities-hangover-cure/>.

## EDUCATION

• **Kelly A. Tappenden** has been appointed dean of the College of Health at the **University of Utah**, effective July 1. Tappenden comes to the UofU from the University of Illinois Chicago, where she currently serves as professor and head of the Department of Kinesiology and Nutrition. She also is the interim head of the Department of Occupational Therapy. Before joining the University of Illinois Chicago, she served as a provost fellow and endowed professor in the Division of Nutritional Sciences



**Kelly Tappenden**

at the University of Illinois Urbana-Champaign. Tappenden is a past president of the American Society for Parenteral and Enteral Nutrition and was the organization's inaugural fellow in 2012. She previously served as a board member for the American Gastroenterological Association and the Federation of American Societies for Experimental Biology. Tappenden's research focuses on intestinal failure, mechanisms of intestinal adaptation, and patient malnutrition. Tappenden succeeds **R. Scott Ward**, who has served as interim dean since July 2022, when he stepped in for **David H. Perrin**, who retired in June 2022 after eight years as the college's dean.

strategies, treasury operations and financing activities; manage debt compliance; arrange funding to support business operations and M&A, as well as provide treasury-related acquisition due diligence and integration support; monitor and test the treasury business continuity plan; and drive treasury compliance throughout the organization. Gray most recently was treasurer at Ancestry since May 2018. Prior to Ancestry, Gray held several roles over 13 years at Huntsman Corp., served as senior internal auditor at Novell, and spent three years as a senior auditor at PwC.



**Brandon Gray**

## INVESTMENTS

• **Monarx**, a Salt Lake City-based company offering a security solution for web hosting, has closed a \$6.1 million funding round. **Signal Peak Ventures** led the round, with participation from **Pelion Venture Partners**, **Kickstart Fund** and **Crosscut Ventures**. Pelion led Monarx's initial funding round. Monarx said it will use the funds to help it further fuel partner growth.

## MEDIA/MARKETING

• **Gibbs Smith**, a Kaysville-based publisher and distributor, has certified as a B Corporation, focusing on pursuing purpose as well as profit. Gibbs Smith was certified by B Lab as having met certain social and environmental standards. There are over 6,200 B Corps worldwide.

## NONPROFITS

• **Eva Carlston Academy**, a Salt Lake City-based institution helping adolescent girls with therapy, mentorship, the arts and experiential learning, has promoted **Lisa Gaffney-Gonzalez** to clinical director. She previously had been a therapist. Gaffney-Gonzalez has more than 20 years of experience in the social service field. She began her career with youth in the juvenile justice system and has worked in several residential treatment centers with adolescents. She earned a degree in sociology, human development and criminology from the University of Utah and a master's



**Lisa Gaffney-Gonzalez**

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## HEALTHCARE

• **Clene Inc.**, a Salt Lake City-based clinical-stage biopharmaceutical company focused on revolutionizing the treatment of neurodegenerative disease, has appointed **Dr. Benjamin Greenberg** as head of medical.



**Benjamin Greenberg**

Greenberg is professor of neurology and vice chair of clinical and translational research in the Department of Neurology at UT Southwestern Medical Center in Dallas. His clinical and research activities focus on neurology, including the diagnosis and treatment of MS and other rare neurological disorders. **Robert Glanzman**, Clene's current chief medical officer, will continue to serve the company in an advisory role.

## INSURANCE

• **PCF Insurance Services**, a Lehi-based insurance brokerage firm, has appointed **Brandon Gray** to the newly created role of vice president of treasury. Gray will lead investment

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# Industry Briefs

from previous page

degree in clinical mental health counseling from the University of Phoenix.

## PHILANTHROPY

- **Smithfield Foods Inc.**, the **Utah Pork Producers Association** and the **Fredette Family Foundation** recently delivered 35,000 pounds of protein, or 140,000 servings, to **Utah Food Bank** as part of the organizations' joint "**Points for Protein**" campaign. Virginia-based Smithfield and UPPA, in cooperation with the foundation, had committed to donate 50 pounds of protein to Utah Food Bank for each point scored by BYU and Utah State during the 2022-2023 football season. The donated products, which include ham, bacon, lunch meat and hot dogs, will be distributed throughout the state via Utah Food Bank's network of partner agencies. This year's donation brings the total donated since 2019 through the "Points for Protein" partnership to 198,000 pounds, or 792,000 servings, of protein.

- The **ACMG (American College of Medical Genetics & Genomics) Foundation** recently presented adaptive bicycles to Salt Lake City-area children with genetic conditions during the foundation's "**Day of Caring**" event at the Salt Palace Convention Center in Salt Lake City. The children were from **Shriners Children's Salt Lake City** and the event was part of the 2023 ACMG Annual Clinical Genetics Meeting. The foundation is a nonprofit genetics foundation based in Maryland. It fosters charitable giving, promotes training opportunities to attract future medical geneticists and genetic counselors to the field, shares information about medical genetics and genomics, and sponsors research.

## RECOGNITIONS

- **NView Medical** was named the winner and **Birch OS** was runner-up in a pitch competition held during the **2023 Wilson Sonsini Entrepreneur & Investor Life Sciences Summit** at the University of Utah. The summit was presented by **BioUtah** and the **University of Utah PIVOT Center**. NView's technology integrates imaging, tracking and AI technologies to augment a surgeon's understanding of the surgery, providing intraoperative planning, guidance and quality control. Birch OS is a digital health company providing the first Pharma ERP built around serialization com-

pliance. The system confirms serialization compliance, inventory compliance, licensing, payments, inventory management, CEO dashboards and more. The first-place winner received a \$5,000 cash award and runner-up received a \$2,000 cash award. Both received additional awards, including services from Prime Path Medtech, Serfwerks and a one-year membership in BioUtah. Six companies presented at the summit, from a group of more than 30 that applied. Other pitching companies are **3Helix**, **Phoenix PharmaLabs**, **Focused Therapeutics** and **Nanospot AI**.

- The **High School Utah Entrepreneur Challenge** has announced the top 20 teams in the high school business idea competition. Students from across Utah are competing for

**RecyleDU**, West High School; **Revamp Outdoors**, Weber High School; **Rift**, Academy for Math, Engineering & Science; **Safety Socks**, Farmington High; **Social Solutions**, Rowland Hall-St. Mark's; **Stabilaser**, American Heritage School; **Stellar Water Bottles**, Academy for Math, Engineering & Science; **StudiUs**, Park City High School; **Sweet Simplicity**, Orem High School; **The Sork**, Park City High School; **Therma**, Weber High School; **TuneTutor**, Rowland Hall-St. Mark's; **Vision**, Stansbury High School; **Webfork**, Weber High School; and **Zero**, Park City High School.

## RESTAURANTS

- **Mountain West Commercial Real Estate** says it is helping to negotiate several new locations for **Jack in the Box Corp.** throughout Utah. Among the proposed sites are Logon, Ogden, Kaysville, Layton, Salt

Lake City, South Jordan, Orem, Provo and Pleasant Grove. Construction is underway for its newest restaurant in Salt Lake City, off 2100 S. State St., projected to open in June. There are three Jack in the Box locations in Utah: in St. George, Washington and Cedar City.

## RETAIL

- **Henriksen Butler**, Salt Lake City, has changed its name to **HB Workplaces**, which the company said symbolizes the evolution of the brand over the past 43 years. The rebranding includes a new logo, tagline and website address. The company was founded in 1980 by Ron Henriksen and Steve Butler and provided local businesses with furniture from Herman Miller. Throughout the years, the brand expanded its focus to meet the needs of architects, designers, developers, general contractors and end users. HB Workplaces

has showrooms in Salt Lake City, Las Vegas, Boise, Reno and St. George.

## SERVICES

- **GPS Capital Markets LLC**, a Salt Lake City-based company that provides corporate foreign exchange services that help companies manage their foreign currency risk and execute foreign currency transactions, has established the "**GPS-Women in Business**" **Employee Resource Group**. The company said the group was created "to provide an inclusive and supportive community to discuss and create awareness around issues women face in the workplace. The goal is to strengthen relationships, and to support personal and professional development through mentorship, networking and philanthropic opportunities." All GPS employees are welcome to have membership in the group and are welcome to participate.



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\$30,000 in cash and scholarships. The finalists were selected from more than 150 applications. They advance to the final stage of the competition. The program is managed by the **Lassonde Entrepreneur Institute**, an interdisciplinary division of the David Eccles School of Business at the University of Utah, and sponsored by **Zions Bank**. The public is invited to vote online for the best idea through March 24 at <https://lassonde.utah.edu/hsuec/vote2023/>. Open to the public, a showcase and awards ceremony will be held March 25, 2-4 p.m., at Lassonde Studios. The High School Utah Entrepreneur Challenge is the youth version of the collegiate Utah Entrepreneur Challenge, which concluded recently and awarded \$70,000 in cash and prizes. Finalists (in alphabetical order) are **Bucks Burley and Class**, American Fork High School; **Click and Go**, Bountiful High School; **Creative Book Folding**, Bear River High School; **DesryoTech**, Hillcrest High School; **Light a Puck**, Farmington High School;




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## SPONSORED CONTENT

## HR Update

# We could all use a Coach LaComb

As Utah Jazz fans, we started the season with angst. We watched our beloved team of All-Stars and franchise players get traded for first-round draft picks and players we didn't know, leaving the fandom unsure of what the season would hold. Enter rookie Head Coach Will Hardy and his people-first philosophy, ready to take on the challenge.

As we approach the end of the season, I think it's safe to say it turned out much better than we anticipated back in July. The team is playing together, performing at high levels, winning and making a name for themselves — not to mention producing a dark-horse NBA All-Star in Lauri Markkanen.

A team's character is measured by how they compete during crunch time. Quick decisions and minor adjustments make the difference between winning and losing. The Jazz are a shining example of what a great coach can do for an organization. Couldn't we all use a talented coach to help us in our organizations?

Spherion Staffing and Recruiting of Utah recently added a new head coach to our team — Coach Tim LaComb. Before and after every Jazz game, Coach

LaComb analyzes individual and team strengths, chemistry, motivation and performance metrics on KSL Sports Zone. He's an expert sports talk sounding board, studying where the team is, how it got there and where it's going. With those skills, he's good at predicting performance and sizing up the competition to determine how the team can best compete.

Coach LaComb started his coaching career with Rick Majerus at the University of Utah and wrapped it up with 12 years at BYU to cover both sides of our in-state rivalry. After all those years on the court, coaching and team-building across the state, he's replaced the title of "coach" with "president" at Spherion Utah.

Luckily for Tim, his coaching skills are transferable to his new role at Spherion. Leadership, communication, team-building, a goal-oriented mindset and handling pressure are skills he honed while coaching, and he puts them to work every day at Spherion. Throughout his coaching career, he's learned that organizations must nurture creativity while maintaining structure and analytics. Tim's compassion and authenticity allow him to create and maintain relationships that build high-energy teams who

adapt well to changing markets. Organizations equipped with connected teams who work together can adapt to volatile markets and come out on top. Coach LaComb has it right when he says four qualities are necessary for success. To succeed at anything, you must be:

1. Competent: Do your research and know your craft.
2. Confident: Exert a little strength when necessary so people respect you.
3. Competitive: Keep pushing, because the scoreboard matters.
4. Curious; Knowledge is power.

LaComb and his team at Spherion are ready to help your organization succeed. They can help you improve energy and strengthen internal chemistry with their staffing and recruiting services. "When people think of human resources and staffing, I want them to think 'Spherion,'" says LaComb.

Spherion is a national franchise owned by the world's largest staffing and recruiting company, Randstad, that brings the power of local human resource expertise to the best organizations along the Wasatch Front. Spherion uses recruiting and coaching to unleash the power of human resources within your organization to work together to perform at the highest levels during critical moments.

In today's market, virtually all progressive organizations use staffing and recruiting services to some degree. Utilizing staffing allows an organization to be agile and adjust quickly to market opportunities and demands. Spherion Staffing is an industry expert in three primary workforce solutions: Temp-to-Hire, Flexible Staffing and Direct Placement.

Many organizations use the Temp-to-Hire model to build teams, allowing you to preview a candidate's on-the-job performance before making a permanent hiring decision. It's also a good solution if you need to delay a permanent hire due to market uncertainty or fixed budgets.

When you need to add a permanent employee to your team, our Direct Placement solution gives you access to the broadest selection of candidates in the market, including those not actively looking for a job. Our candidate sourcing and selection tools are second to none, targeting top talent and validating their qualifications to ensure you make an optimal hire.

Need someone to step into a position for an interim period? Flexible staffing is an ideal solution. Designed with 11th-hour requests in mind, it's the perfect contingency plan for short-term workforce gaps. Whether you need

someone for three days or three months, Spherion has a robust database of qualified candidates ready to take the baton and run.

Your employees are your company's most valuable asset. When you need to add talent to your organization, you have options. Each one of our Workforce Solutions brings unique advantages to your business.

With various workforce solutions, Spherion is ready to help solve your hiring challenges. Tim and his team have one option you may not find anywhere else. You see, in addition to being a radio personality, basketball coach and president of Spherion of Utah, Tim is the lead singer of the Party Hounds, an energetic hard rock cover band. He's been known to pull out one of his guitars during a Zoom meeting and roam offices playing his favorite rock songs. That's one way to improve office culture that is difficult to match. If your organization is looking for human resource clarity, a sounding board to improve your performance, or you just want Tim to come by and serenade your organization throughout your hallways, contact Spherion Staffing and Recruiting. You won't be disappointed!

Ron Zarbock is the owner of Spherion Staffing and Recruiting in Utah and Idaho.



RON ZARBOCK

## Spherion Utah WORKFORCE SOLUTIONS



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## GRANTS

from page 1

more of the groups asking. And if we had more money, there were definitely more qualified projects we could have funded.”

Twenty-nine communities applied for the grants, seeking a total of nearly \$12 million. Grants are for up to \$600,000 and require matching funding based on the recipient community’s population.

Grants were reviewed by a seven-person Rural Opportunities Advisory Committee. The

Center for Rural Development, part of Go Utah, administers the RCOG competitive application process.

Examples of approved grants are:

- \$599,000 for Hildale, which will use the money to renovate and upgrade the Hildale Economic Advancement and Innovation Center, which will provide small-business owners and entrepreneurs with tools and resources to improve their chances of success. The funds also will be used to buy and install innovative equipment, including economic education and tourism programs, and rapid-assessment response

and evaluation.

- \$455,000 for Morgan, which will use the grant to take steps to diversify its economy. Morgan City and its Redevelopment Agency have listed specific projects to work on, including creating a visitors center, finishing a caboose attraction next to the train depot, promoting Morgan’s historic district with city signs and building plaques, and other economic development projects.

- \$405,720 for Tremonton to support its downtown Midland Square. Grant funds will be used to construct a permanent stage area, additional power pedestals

for vendors, and public restrooms as Midland Square is transformed from a public park to a public plaza. The city will program events and activities with the economic objective of attracting new small businesses to Tremonton.

- \$400,000 for Vernal to support Cobble Rock Block, a public infrastructure project to boost business development in its downtown. Cobble Rock Block is a key priority and the second public project of the recently approved downtown Vernal plan. The project will feature building a public parking lot, a pedestrian plaza and a walkway behind the 100 East block.

Other communities receiving grants funds are Moab, Price, Bicknell, Hinckley, Vernon, Cedar City, Beaver and Leamington, plus Daggett and Juab counties.

“It was really fun to go through these [applications] because so many of these cities and towns have a lot of need and have limited economies, and we really feel like this program from the legislators are going to be great for development in these cities and counties,” Tomco said.

Carine Clark, the Go Utah board chair, said she wants Go Utah to keep track of the grant program success to show the Legislature its impact.

“I love when the cities have skin in the game and they’re like, ‘Look, we’ve gone to a lot of work to get this; if we could just have a bit more, we could actually pull this off,’ and if we could get them to do that every year, maybe this could really be a much bigger thing,” Clark said.

The RCOG grants are part of rural grant, loan, incentive and opportunity programs streamlined during the 2022 legislative general session. In a prepared statement, Ryan Starks, Go Utah’s executive director, said the RCOG program “empowers rural communities to take stewardship for their economic development planning, projects and activities, and to manage unique opportunities.”

Starks told the Go Utah board that that in the past, rural communities would come to Salt Lake City if they needed state help.

“What we’re trying to do is now say, ‘Hey, rather than the state tell you, rural Utah, what you need, how about you tell us what you need and then we will find ways to help fund those programs?’” Starks told the board.

Go Utah also has hired a team of rural outreach managers for different parts of the state, and they are working with associations of counties. “Now, those are the people talking with mayors, commissioners, chambers of commerce and businesses, connecting all the dots,” Starks said.

Eligible grant communities include counties of the third, fourth, fifth and sixth class; cities, towns and metro townships located within those counties; and municipalities with populations of 10,000 or less in counties of the second class.

Applications are scored based on their quality, proposed budget and economic development projects activities descriptions, as well as the purposes, goals and measurable outcomes related to improving the community’s overall economy. Applicants must justify the economic development need for the grant and the amount of funding requested.

# SOUTH VALLEY CHAMBER BUSINESS INSTITUTE



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



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



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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@slenterprise.com](mailto:brice@slenterprise.com). The submission deadline is one week before publication.

## **March 28, 10-11:30 a.m.**

**“Mastering Your Cashflow Projections,”** a Utah Microloan Fund event that takes place online via Zoom. Free. Registration can be completed at [Eventbrite.com](https://eventbrite.com).

## **March 28, 10-11:15 a.m.**

**“Launch and Grow Your Business with Key Marketing Strategies,”** presented by the Women’s Business Center of Utah, in partnership with Grow With Google. Presenter is Angelina Darrisaw, Google national digital coach. Event takes place online. Free. Details are at [wbcutah.org](https://wbcutah.org).

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

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

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

**“Creating a Culture of Innovation and Positive Restlessness,”** a South Valley Chamber Women in Business event. Speaker is Deneece Huftalin, president of Salt Lake Community College. Location is Salt Lake Community College’s Miller Campus, Gail Miller Conference Center, 9750 S. 300 W., Sandy. Cost is \$20 for members, \$25 for nonmembers. Details are at [southvalleychamber.com](https://southvalleychamber.com).

## **March 28, 4:30-5:30 p.m.**

**“Business Before 5,”** a West Jordan Chamber of Commerce event. Location is Chili’s, 3629 Center Park Drive, Jordan Landing, West Jordan. Free (pay for food and drinks). Details are at [westjordanchamber.com](https://westjordanchamber.com).

## **March 29, 10-11 a.m.**

**“Funding Sources for Your Business,”** a Women’s Business Center of Utah event. Presenter is Tara Spalding, interim CRO and CPO at [VentureCapital.Org](https://venturecapital.org). Location is Salt Lake Chamber, 201 S. Main St., No. 2300, Salt Lake City. Free. Details are at [wbcutah.org](https://wbcutah.org).

## **March 29, 10 a.m.-2 p.m.**

**“Hiring and Networking” Workshop,** a Silicon Slopes

event. Speakers are Robb Lifferth, co-founder, Isotalent; Chris Brown, CEO, Taxhive; Dallas and Ellie McGee, owner, Dreadfull Hippie; and Bronson Kaufasi, Young Athlete Society, former NFL player. Location is Hilton Garden Inn, 277 W. Sego Lily Drive, Sandy. Details are at [siliconslopes.com](https://siliconslopes.com).

## **March 29, noon-1 p.m.**

**“Walkable Wednesday,”** a ULI (Urban Land Institute) Utah event featuring a discussion and tour of Novel Daybreak by Crescent Communities. Speaker is McKay Quinn, development manager, Crescent Communities. Location is Novel Daybreak, 10678 Lake Run Road, South Jordan. Free for ULI members, \$20 for nonmembers. Details are at <https://utah.uli.org/events-2>.

## **March 29, 5-7 p.m.**

**“Connect After Hours,”** a South Valley Chamber networking event. Location is Boondocks Food & Fun, 75 Southfork Drive, Draper. Cost is \$15 for members, \$20 for nonmembers. Details are at [southvalleychamber.com](https://southvalleychamber.com).

## **March 30, 10-11 a.m.**

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

## **April 4-5**

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

## **April 4, 9-11 a.m.**

**“Business Accelerator,”** a South Valley Chamber of Commerce event. Location is Salt Mine Productive Workspace, 7984 S. 1300 E., Sandy. Future installments are April 18, May 2 and May 16. Details are at [southvalleychamber.com](https://southvalleychamber.com).

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

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

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

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

## **April 4, 5-8 p.m.**

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

## **April 4, 7-8:30 p.m.**

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

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

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

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

**Business Alliance Networking Luncheon.** Location is Boondocks Fun Center, 525 Deseret Drive, Kaysville. Details are at [davis-chamberofcommerce.com](https://davis-chamberofcommerce.com).

## **April 5, 11:30 a.m.**

**“Crossroads of the World: Belgium,”** a World Trade Center

event, in partnership with Brigham Young University and featuring Ambassador Jean-Arthur Régibeau. Event will focus on business opportunities in Belgium for financial services, energy and healthcare innovation companies. Location is Canyonlands Room, 60 E. South Temple, Suite 300, Salt Lake City. Cost is \$15. RSVP deadline is March 31. Details are at [wtcutah.com](https://wtcutah.com).

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

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

## **April 6, 11:30 a.m.**

**“Crossroads of the World: Armenia,”** a World Trade Center event featuring Ambassador Lilit Makunts. Location is Canyonlands Room, 60 E. South Temple, Suite 300, Salt Lake City. Cost is \$15. RSVP deadline is April 3. Details are at [wtcutah.com](https://wtcutah.com).

## **April 6, 12:15-1 p.m.**

**“Capturing Federal Dollars to Reduce Your Carbon Emissions,”** a Utah Clean Energy Virtual Brown Bag Lunch & Learn event. Attendees will learn how to leverage new federal funding to reduce the climate footprint of their homes. Event takes place online. Registration can be completed at <https://utahcleanenergy.dm.networkforgood.com/forms/climate-solutions-april-brown-bag-lunch-learn>.

## **April 7, 8-9 a.m.**

**“First Fridays Speed Networking,”** a West Jordan Chamber of Commerce event. Location is Miller Free Enterprise Center at Salt Lake Community College, 9750 S. 300 W., Room 203, Sandy. Registration can be completed at [Eventbrite.com](https://eventbrite.com).

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

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

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

**Spring Conference,** a ChamberWest Women in Business event. Speakers are Abby Cox,

Utah’s first lady, and Shannon Happe, two-time Olympic medalist, mother and founder of Team Empower Hour. Location is Utah Cultural Celebration Center, 1355 W. 3100 S., West Valley City. Cost is \$99 through April 5 for members, \$125 for members after April 5 and for nonmembers. Details to be announced at [chamberwest.com](https://chamberwest.com).

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

**Chamber Luncheon,** a Point of the Mountain Chamber of Commerce event. Location to be determined. Details to be announced at [thepointchamber.com](https://thepointchamber.com).

## **April 11, 12:30 p.m.**

**“Crossroads of the World: Argentina,”** a World Trade Center event, in partnership with Brigham Young University and featuring Ambassador Jorge Argüello. Location is Parsons Behle & Latimer, 201 S. Main St., No. 1800, Salt Lake City. RSVP deadline is April 7. Details are at [wtcutah.com](https://wtcutah.com).

## **April 12, 10 a.m.-noon**

**“Going Foreign and Funding Your International Opportunities,”** a Zions Bank event. Location is Zions Bank Technology Center, 8170 S. Bingham Junction, Midvale. Registration can be completed at <https://zionsbancorporation.allegiancetechnology.com/cgi-bin/qwebcorporate.dll?idx=QKVB5E>.

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

**“Let’s Do Lunch,”** a South Valley Chamber of Commerce event. Location is Bullfrog Spas Factory, 668 W. 14600 S., Bluffdale. Cost is \$20 for members, \$25 for nonmembers. Details are at [southvalleychamber.com](https://southvalleychamber.com).

## **April 12, noon-1 p.m.**

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

## **April 12, 5-7 p.m.**

**“Business After Hours,”** an Ogden-Weber Chamber of Commerce event. Location is Mountain Luxury Real Estate & Lodging, 3632 N. Wolf Creek Drive, Eden. Free for chamber members and first-time guests,

## CALENDAR

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\$10 for nonmember guests. Details are at [ogdenweberchamber.com](https://ogdenweberchamber.com).

### April 12, 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 12, 7-9 p.m.

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

at 5 p.m. Details are at [thechamber.org](https://thechamber.org).

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

**"Rare Earth and Critical Minerals in Eastern Utah,"** a UAMMI (Utah Advanced Materials and Manufacturing Initiative) information session. Location is UAMMI Price, 375 S. Carbon Ave., Price. Free. Registration can be completed at [Eventbrite.com](https://eventbrite.com).

### April 13, 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 13, 6-8 p.m.

**"How to Start a Business 101,"** a Small Business

Development Center event. Location is Orem-Provo SBDC at Utah Valley University. Details are at <https://clients.utahsbdc.org/events.aspx>.

### April 14

**"Delivered,"** a Cardagraph event for software product managers and leaders. Event will feature keynote speakers, panel discussions, and interactive workshops led by industry experts. Speakers include Kristi Broom, vice president of product operations and innovation, Degreed; Sean Gigremona, product management leader, ex-Rolls Royce, ex-Reliant Energy; Aleks Bass, vice president of product management, Momentive; Bentley Wilson, CEO, Cardagraph; Andria Jannetti, director of product management, Flyhomes, ex-Apple, ex-Zelle; and Rob

Clarke, vice president of product, ObservePoint, ex-CXO/co-founder, Strala. Location is the Awaken Center, South Jordan. Details are at <https://www.cardagraph.com/delivered>.

### April 18, 10-11:30 a.m.

**"Writing an Effective Business Plan,"** a Utah Microloan Fund event that takes place online via Zoom. Free. Registration can be completed at [Eventbrite.com](https://eventbrite.com).

### April 18, 11:25 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 \$20 for members preregistered, \$23 for nonmembers preregistered, \$28 for nonmembers. Details are at [cachechamber.com](https://cachechamber.com).

### April 18, noon-2 p.m.

**"Business Description,"** part of the "Ms. Biz" series presented by the Women's Business Center of Utah. Instructors are Sarah Barstow and Jana Hassett. Event takes place online via Zoom. Free. Subsequent events in the series are April 25, "Finances & Bookkeeping"; May 2, "Marketing & Target Audience"; and May 9, "Social Media, Building Your Team & Resources." Details are available by contacting Sarah Barstow at [sarah@wbcutah.org](mailto:sarah@wbcutah.org).

### April 18, 5-7 p.m.

**Business Women's Forum 2023: Spring Mixer.** Location is Squatters Pub Brewery, 147 W. Broadway, Salt Lake City. Cost is \$25 for members, \$35 for nonmembers. Details are at [slchamber.com](https://slchamber.com).

### April 19-20

**Greater Cache Valley Economic Summit,** presented by the Cache Valley Chamber of Commerce and the Economic Development Alliance. Location is Riverwoods Conference Center, 615 Riverwoods Parkway, Logan. Cost is \$100 for in-person attendance, \$50 for business tours. Details are at [cachechamber.com](https://cachechamber.com).

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

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

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

**Business Alliance Networking Luncheon.** Location is Boondocks Fun Center, 525 Deseret Drive, Kaysville. Details are at [davischamberofcommerce.com](https://davischamberofcommerce.com).

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

**"Business Bootcamp,"** a South Valley Chamber of Commerce event. Details to be announced at [southvalleychamber.com](https://southvalleychamber.com).

### April 19, 5:30-6:30 p.m.

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

### April 19, 6-8 p.m.

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

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## EARNINGS

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share. That compares with a loss of \$71.7 million, or \$1.13 per share, in 2021.

Revenue in 2022 totaled \$69.2 million, down from \$75.8 million in 2021.

Owlet offers products for parenting.

"We have significant conviction in Owlet's fundamentals and our vision for the future," Kurt Workman, CEO, president and co-founder, said in announcing the results. "I recognize that our confidence in our business conflicts with our reported 2022 financial results due to the efforts required to rebuild our business. Throughout 2022, we made tremendous progress positioning Owlet for sustainable, profitable growth in 2023 and years into the future."

### Clene

Clene Inc., based in Salt Lake City, reported a net loss of \$29.9 million, or 46 cents per share, for 2022. That compares with a loss of \$9.7 million, or 16 cents per share, for 2021.

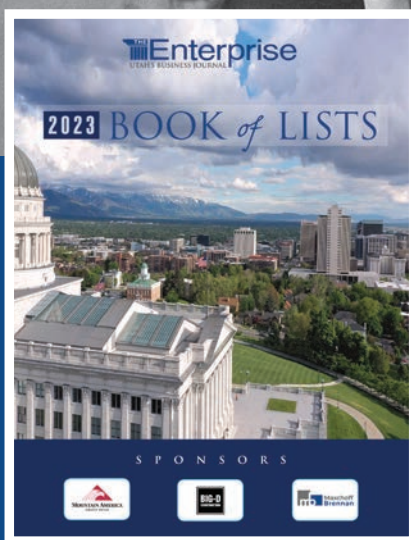
Revenue in 2022 totaled \$473,000, down from \$723,000 in 2021.

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

"We had an extremely productive year during which we generated consistent positive results from our clinical programs in ALS and MS that have helped advance both programs toward the next regulatory milestones," Rob Etherington, president and CEO, said in announcing the results.

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## Golf Tournament

### Guidelines for successfully executing a corporate golf outing

Golf tournaments are a popular way for companies to bring employees, clients and partners together for a day of fun and networking. However, successfully executing a corporate golf tournament requires careful planning and attention to detail. In this article, we'll explore some key considerations for planning and executing a successful corporate golf tournament.

#### Determine Your Goals and Objectives

Before you begin planning your tournament, it's important to determine your goals and objectives. What are you hoping to achieve with the tournament? Are you looking to build relationships with clients and part-

ners? Do you want to reward employees for their hard work? Or are you hoping to raise money for a charitable cause?

Once you have a clear idea of your goals and objectives, you can begin planning the details of your tournament with those goals in mind.

#### Choose the Right Venue

Choosing the right venue is crucial for the success of your tournament. You'll want to choose a golf course that can accommodate your group size, has appropriate amenities (such as locker rooms, restaurants and practice facilities) and is conveniently located for your guests.

It's also important to consider the

level of difficulty of the course. If you have a mix of experienced and inexperienced golfers in your group, you'll want to choose a course that can provide an enjoyable experience for everyone.

#### Determine Your Tournament Format

There are several different tournament formats to choose from, depending on the size and skill level of your group. The most common formats include:

- Scramble: In this format, each team member hits a tee shot and the

see **TOURNAMENT** page 20

# GOLF COURSES—NORTHERN UTAH

Ranked by Slope



	Course Name Address	Phone Web	Slope (Back Tees)	Rating (Back Tees)	Par (Back Tees)	Tournaments Hosted 2022	Greens Fees per 18 Holes	Private or Public	Total Yardage from Tips	Dress Code?	Course Record	Amenities	Head Pro
1	<b>Red Ledges Golf Course</b> 205 Red Ledges Blvd. Heber City, UT 84032	435-657-4054 redledges.com	151	76.5	72	11	\$140 with member	Private	7,569	Y	65	Full dining, driving range, putting green, chipping green, 2 pools, tennis, pickleball, yoga, shuttles to ski resorts	Jon Paupore
2	<b>Thanksgiving Point Golf Club</b> 3300 W. Clubhouse Drive Lehi, UT 84043	801-768-7401 thanksgiving pointgolf.com	145	77.6	72	100	\$89	Public	7,716	Y	62	Driving range, Bistro Grill, meeting space	Tele Wightman
3	<b>Soldier Hollow Golf Course Silver</b> 1370 W. Soldier Hollow Lane Midway, UT 84049	435-654-7442 soldierhollowgolf. com	142	74.2	72	*	\$42-\$52	Public	7,355	N	62	Large practice area, pro shop, lessons, full-service restaurant	Chris Richards
3	<b>Homestead Resort &amp; Golf Club</b> 700 N. Homestead Drive Midway, UT 84049	435-654-5588 playhomesteadgc. com	142	71.8	71	30	\$65	Public	7,095	N	62	Practice facilities, restaurants, lodging rooms, meeting space, Crater Hot Springs, swimming pools	Mike Jurca Director of Golf
5	<b>Stonebridge Golf Club</b> 4415 Links Drive West Valley City, UT 84120	801-957-9000 golfstonebridge utah.com	139	74.2	72	73	\$36	Public	7,134	Y	64	Driving range, banquet room	Clark Garso
6	<b>Park Meadow Country Club</b> 2000 Meadows Drive Park City, UT 84060	435-649-2460 parkmeadowsc. com	138	74.8	72	9	\$110 with member	Private	7,422	Y	62	Golf practice facility, clubhouse, restaurant, locker room, pool, fitness, pickleball	Eric Johnson Director of Golf
7	<b>Willow Creek Country Club</b> 8505 S. Willow Creek Drive Sandy, UT 84093	801-942-1954 willowcreekcc.com	137	73.3	72	2	\$105 with member	Private	7110	Y	63	Driving range, 3 practice greens & short-range game, banquets, pool complex	Lynsey Myers
8	<b>Riverside Country Club</b> 2701 N. University Ave. Provo, UT 84604	801-373-8262 riverside countryclub.org	136	73.1	72	23	\$125 WM	Private	7,142	Y	62	Golf, tennis, pool, athletic club, dining	Chris Moody
9	<b>Canyons Golf</b> 4000 Canyons Resort Drive Park City, UT 84098	435-615-4728 canyons golfcourse.com	135	68.4	70	50	\$105	Public	6,035	Y	66	Restaurants, spa, lodging	Justin Johnson
10	<b>Jeremy Ranch</b> 8770 N. Jeremy Road Park City, UT 84098	435-649-2700 thejeremy.com	134	73.7	72	30+	\$115 WM	Private	7,129	Y	61	Full-service clubhouse, dining facilities, fitness facility, locker rooms, Nordic Track	Jake Hanley
11	<b>South Mountain Golf Course</b> 1247 E. Mike Weir Drive Draper, UT 84020	385-468-1480 slco.org/golf/ southmountain	133	73.8	72	20	\$36-54	Public	6,645	N	65	Restaurant, putting greens, practice facility, range	Brian Schramm
11	<b>The Ranches Golf Course</b> 4128 E. Clubhouse Lane Eagle Mountain, UT 84005	801-789-8100 theranches golfclub.com	133	73.1	72	12	\$35-\$59	Public	7,035	N	62	Practice facility, driving range, chipping & putting green, full-service grill & beverage cart	Kelly Moorehead
11	<b>Victory Ranch Golf Course</b> 7865 N. Victory Ranch Lane Kamas, UT 84036	435-785-5040 victoryranch utah.com	133	74.9	72	*	*	Semi-Private	7,600	Y	*	Restaurant, double-sided driving range, short game area, putting green	Michael Long
14	<b>River Oaks Golf Course</b> 9300 S. Riverside Drive Sandy, UT 84070	801-568-4653 sandy.utah .gov/golf	132	70.4	70	45	\$53-\$55	Public	6,287	N	62	Cafe, catering/banquets, driving range, conference room, A/V	Matt High
15	<b>Eagle Mountain Golf Course</b> 960 E. 700 S. Brigham City, UT 84302	435-723-3212 eaglemountain gc.com	131	71.7	71	10	\$46	Public	6,770	Y	62	Full driving range, 2 practice greens, full-service snack bar	Chris Marx
16	<b>Riverbend Golf Course</b> 12800 S. 1040 W. Riverton, UT 84065	385-468-1460 slco.org/golf/ riverbend	130	71.7	71	0	\$36-\$54	Public	6,876	N	64	Restaurant, driving range, pro shop	Tim Fernau
17	<b>Bountiful Ridge Golf Club</b> 2430 S. Bountiful Blvd. Bountiful, UT 84010	801-298-6040 bountifulridge golf.com	129	70.6	71	*	\$46-\$52	Public	6,595	Y	59	Pro shop, practice facilities, restaurant, lessons	Kent J. McComb
	<b>Mt. Ogden Golf Course</b> 1787 Constitution Way Ogden, UT 84403	801-399-1129 ogdencity.com	129	70.4	71	2	\$32-\$40	Public	6,450	N	*	Putting green, pitching/chipping area, café	Todd Brenkman



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# GOLF COURSES—SOUTHERN UTAH AREA

Ranked by Slope



Course Name Address	Phone Web	Slope (Back Tees)	Rating (Back Tees)	Par (Back Tees)	Tournaments Hosted 2022	Greens Fees per 18 Holes	Private or Public	Total Yardage from Tips	Dress Code?	Course Record	Amenities	Head Pro
<b>1</b> <b>Entrada at Snow Canyon Country Club</b> 2537 W. Entrada Trail St. George, UT 84770	435-986-2200 golfentrada.com	140	73.8	71	5	\$250	Private	7,065	Y	67	Golf shop, driving range, fitness center, restaurant, locker room, pickleball, tennis, aquatics, hiking	Nick Harding
<b>2</b> <b>Sand Hollow Championship</b> 5625 W. Clubhouse Drive Hurricane, UT 84737	435-656-4653 sandhollowresorts.com	137	73.7	72	8	\$185	Public	7,315	Y	60	Practice bunker complex, clubhouse, Wee course	Kris Burlingame
<b>3</b> <b>Coral Canyon Golf Course</b> 1925 N. Canyon Greens Drive Washington, UT 84780	435-688-1700 coralcanyonogolf.com	136	74.2	72	7	\$85-\$119	Public	7,200	Y	61	Driving range, putting green, chipping green, lessons, pro shop, restaurant, full bar	Marco Leoni
<b>4</b> <b>Moab Golf Club</b> 2705 E. Bench Road Moab, UT 84532	435-259-6488 moabgolfcourse.com	133	72.9	72	15	\$62	Public	6,875	N	61	Pro shop, practice facility, lessons, snack bar/grill	Rob Jones
<b>4</b> <b>Sunbrook Golf Club</b> 2366 W. Sunbrook Drive St. George, UT 84770	435-627-4400 sgcity.org	133	73.9	72	80	\$76	Public	6,800	Y	64	Practice facilities, pro shop, grill	Reed McArthur
<b>6</b> <b>Green Spring Golf Course</b> 586 N. Green Spring Drive Washington, UT 84780	435-673-7888 golfgreenspring.com	132	72.7	72	4	\$40-\$75	Public	6,859	N	62	Practice facilities, pro shop, grill	Kevin Soderquist Course Manager
<b>6</b> <b>Sun River Golf Club</b> 4210 Bluegrass Way St. George, UT 84790	435-986-0001 sunrivergolf.com	132	73.3	71	6	\$84	Public	7,061	Y	59	Grass tees, driving range, chipping green, practice sand facility, putting course, restaurant	Larry Ricketts
<b>8</b> <b>Bloomington Country Club</b> 3174 Bloomington Drive East St. George, UT 84790	435-673-2029 bloomingtoncountryclub.com	130	72.7	72	22	\$100	Private	6,985	Y	62	Range, restaurant, lounge, pool, tennis courts	Mark Boggs
<b>9</b> <b>Southgate Golf Course</b> 1975 S. Tonaquint Drive St. George, UT 84770	435-627-4440 sgcity.org	129	70	71	12	\$53	Public	6,321	Y	*	Driving range, grill	Eron Beming
<b>10</b> <b>The Hideout Golf Club</b> 648 S. Hideout Way Monticello, UT 84535	435-355-0756 hideoutgolf.com	127	70.5	72	*	\$46	Public	6,768	N	67	Driving range, lessons, pro shop, snack shop	Jim Robinson
<b>11</b> <b>St. George Golf Club</b> 2190 S. 1400 E. St. George, UT 84770	435-627-4404 stgeorgegolfclub.com	126	73.1	73	2	\$26-\$37	Public	7,217	Y	62	Full-service golf shop, practice green, cart rental, club rental	James Hood
<b>12</b> <b>Sky Mountain Golf Course</b> 1030 N. 2600 W. Hurricane, UT 84737	435-635-7888 skymountaingolf.com	125	70.4	72	22	\$65-\$85	Public	6,392	N	63	18 holes, range, practice green, grill	Kent Abegglen
<b>13</b> <b>Palisade Golf Course</b> 2200 E. Palisade Road Sterling, UT 84665	435-835-4653 stateparks.utah.gov/palisade	123	69.7	72	30	\$40-\$45	Public	6,333	Y	62	Full-service golf shop, driving range, restaurant	Jordan Van Orman
<b>14</b> <b>Dixie Red Hills Golf Course</b> 645 W. 1250 N. St. George, UT 84770	435-627-4444 sgcity.org	119	65.8	34	10	\$30 for 9	Public	2,733	Y	26 for 9 holes	Driving range	Allen Orchard

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# The value that comes with corporate golf

Golf has long been considered one of the most effective networking activities for professionals across all industries. It is a sport that promotes both competitive spirit and camaraderie, making it a perfect venue for fostering new relationships and strengthening existing ones. This is why many companies turn to hosting a corporate golf tournament as a way to achieve multiple objectives that are aligned with their business goals.

Let's explore the value that corporate golf tournaments bring to businesses, both in terms of its direct and indirect benefits.

## Networking Opportunities

The primary benefit of hosting a corporate golf tournament is the opportunity to network with clients, partners and others. The golf course offers a relaxed and informal atmosphere that facilitates conversation and allows participants to get to know one another in a non-threatening and non-salesy way. It is a great opportunity for businesses to introduce themselves to new clients, strengthen existing relationships and meet key influencers in their industry.

By bringing people together in a social environment, golf tournaments can also help businesses learn about their clients' interests, hobbies and preferences. This knowledge can be useful in building stronger and more personal relationships with clients, allowing businesses to tailor their offerings to better suit their clients' needs.

## Employee Morale and Team-Building

A corporate golf tournament can also be a great way to boost employee morale and build team spirit. Golf



is a sport that requires skill, strategy and teamwork, making it an ideal platform for employees to bond and work together to achieve a common goal. It is a great opportunity for employees to get to know each other in a social setting, away from the daily grind of the office.

For many employees, participating in a corporate golf tournament is a privilege and an honor, which can motivate them to work harder and stay committed to their jobs. It can

also help employees feel more appreciated and valued, which can ultimately lead to higher job satisfaction and lower employee turnover.

## Brand-Building and Awareness

Hosting a corporate golf tournament can be a powerful way to build

brand awareness and recognition. By hosting a tournament, businesses can showcase their commitment to their clients and their community. This can help build goodwill and strengthen their reputation, leading to increased loyalty and customer retention.

Sponsorship opportunities are also available in many tournaments. Businesses can sponsor a hole, a cart or even the entire tournament, giving them more visibility and exposure to a wider audience. This can be an effective way to reach new customers and to show support for a particular cause or charity.

## Philanthropy and Corporate Social Responsibility

Many corporate golf tournaments also have a philanthropic component. The event may be organized to raise money for a particular charity or to support a social cause that is important to the company. Businesses can showcase their corporate social responsibility by sponsoring the tournament or making a donation to the cause.

This can have a positive impact on both the community and the business. It can help create a sense of purpose and meaning among employees and stakeholders, leading to increased job satisfaction and employee loyalty. It can also help build goodwill and a positive reputation in the community, which can lead to increased customer loyalty and retention.

If your company doesn't sponsor an annual golf outing, consider the benefits of doing so.

## TOURNAMENT

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team chooses the best shot to play from for the next shot. This process continues until the ball is in the hole.

- **Best ball:** In this format, each player plays their own ball and the lowest score on each hole is recorded as the team score.

- **Stroke play:** In this format, each player plays their own ball and the total number of strokes is recorded for each hole and for the entire round.

### Plan Your Logistics

Once you have chosen your venue and determined your tournament format, it's time to start planning the logistics of your tournament. This in-

cludes things like:

- Choosing a date and time that works for your guests.
- Creating a budget and deciding on group/sponsorship prices if you plan to charge for participation.
- Sending out invitations and managing RSVPs.
- Coordinating transportation to and from the venue (if applicable).
- Arranging for food and beverage service.
- Securing sponsorships and prizes (if applicable).
- Hiring staff and volunteers to help with registration, scoring and other tasks.

### Communicate with Your Guests

Clear and timely communication with your guests is key to the success

of your tournament. Make sure to send out invitations well in advance and include all the necessary information, such as the date, time, location and format of the tournament.

You'll also want to provide information on any rules or guidelines that guests should be aware of, such as dress codes or course etiquette.

Finally, make sure to follow up with guests in the days leading up to the tournament to confirm their attendance and provide any last-minute details or reminders.

### Create a Positive Guest Experience

At the end of the day, the success of your tournament will depend on the experience of your guests. To create a positive guest experience, consider:

- Providing gift bags or welcome gifts to guests.
- Offering practice rounds or clinics for guests who may be new to golf.
- Hosting a post-tournament reception or dinner.
- Recognizing and rewarding exceptional performance, such as longest drive or closest to the pin.
- Providing ample opportunities for networking and relationship-building.

### Follow up with Guests after the Tournament

After the tournament is over, don't forget to follow up with your guests to thank them for attending and to gather feedback on their experience.



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*If so, you understand what that can do for your community.*

Golf courses play a crucial role in the overall health and well-being of a community. They provide numerous social, economic and environmental benefits that enhance the quality of life for residents and visitors alike.

Golf courses are centers for social interaction and community-building. They provide a place for people to come together and participate in a sport that is both challenging and enjoyable. Golf courses also often host events and tournaments, bringing people together for a common cause and fostering a sense of community spirit.

Golf courses are significant economic drivers. They generate revenue through green fees, memberships and merchandise sale and they also create jobs in a range of industries such as course maintenance, food and bev-

erage service and hospitality. Golf courses can also attract tourists and bring money into the local economy, making them important assets for communities looking to enhance their economic stability.

Golf courses are environmentally responsible. They require large amounts of land, which is often preserved in its natural state and protected from development. Golf courses also provide important habitats for wildlife and plant species and they serve as educational resources for understanding the importance of conservation and sustainability.

In addition, golf courses can also offer various recreational opportunities for individuals of all ages and abilities. Golf is a sport that can be played for a lifetime, and golf courses provide

a space for people to enjoy a leisure activity, improve their physical and mental health and make new friends. They also offer programs for junior golfers, providing young people with opportunities to learn and develop their skills in a supportive environment.

Moreover, golf courses can play an important role in promoting tourism. Golf tourism is a growing market and communities with attractive and well-maintained golf courses can draw visitors from all over the world. Golfers often spend more time and money in the local area, contributing to the local economy and helping to boost its visibility and reputation.

Finally, golf courses can also be venues for corporate events, charity fundraisers and other community events. They provide a unique and ver-

satile space for events, with the combination of a challenging course and scenic surroundings making them ideal for a range of activities.

In conclusion, golf courses offer a wide range of benefits to communities and serve as important assets for their well-being and development. Whether as centers for social interaction, economic drivers, environmental stewards or venues for events, golf courses play a crucial role in enriching the lives of those who live and work in their surrounding areas.

It is important for communities to recognize the value of golf courses and to support their continued development and maintenance. By investing in their golf courses, communities can ensure that they continue to provide the many benefits that they offer for generations to come.

## CALENDAR

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

“Connect 4 Lunch,” a Point of the Mountain Chamber of Commerce event. Location to be determined. Details to be announced at [thepointchamber.com](http://thepointchamber.com).

### April 20, 2-6 p.m.

**Job Fair**, a ChamberWest event. Location is West Jordan Middle School, 7550 S. Redwood Road, West Jordan. Details are at [chamberwest.com](http://chamberwest.com).

### April 20, 6-8 p.m.

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

### April 20, 6:30-8:30 p.m.

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

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

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

### April 24, 4:30-5:30 p.m.

“Business Before 5,” a West Jordan Chamber of Commerce event. Location is Chili’s, 3629 Center Park Drive, Jordan Landing, West Jordan. Free (pay for food and drinks). Details are at [westjordanchamber.com](http://westjordanchamber.com).

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

**Women in Business Luncheon**, an Ogden-Weber Chamber of Commerce event.

Location is Jeremiah’s Lodge & Garden, 1329 W. 12th St., Marriott-Slaterville. Cost is \$25 for members and first-time guests, \$35 for nonmembers. Details are at [ogdenweberchamber.com](http://ogdenweberchamber.com).

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

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

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

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

### April 26, noon-1:30 p.m.

“Solve the Business Puzzle: Amazon Basics,” a Women’s Business Center of Utah event. Presenter is Leisa Wallace, author, business advisor and serial entrepreneur. Event takes place online via Zoom. Free. Details are at [wbcutah.org](http://wbcutah.org).

### April 26, 6-7 p.m.

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

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

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

### April 27, 1-5 p.m.

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

W., Layton. Free. Details are at [davischamberofcommerce.com](http://davischamberofcommerce.com).

### April 27, 5-6 p.m.

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

### April 27, 6-9 p.m.

“Giant In Our City 2023,” a Salt Lake Chamber black-tie event honoring Wilford Clyde, chair of Clyde Companies. Reception begins at 6 p.m., followed by dinner and program at 7 p.m. Location is Grand America Hotel, 555 S. Main St., Salt Lake City. Cost is \$250. Details are at [slchamber.com](http://slchamber.com).

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

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

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## CALENDAR

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### May 1-2

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

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

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

### May 2, 11:45 a.m.-1 p.m.

**Multichamber Luncheon**. Location to be determined. Details to be announced at [the-pointchamber.com](http://the-pointchamber.com).

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

**Business Alliance Networking Luncheon**. Location is Boondocks Fun Center, 525 Deseret Drive, Kaysville. Details are at [davischamberofcommerce.com](http://davischamberofcommerce.com).

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

**2023 Small Business Week Celebration**, featuring an 11

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

### May 5, 8-9 a.m.

**"First Fridays Speed Networking,"** a West Jordan Chamber of Commerce event. Location is Miller Free Enterprise Center at Salt Lake Community College, 9750 S. 300 W., Room 203, Sandy. Registration can be completed at [Eventbrite.com](http://Eventbrite.com).

### May 10-11

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

### May 10, noon-1 p.m.

**Women in Business**, a Cache Valley Chamber of Commerce event. Location is Adams Wealth Advisors, 701 S. Main St., Suite 400, Logan. Cost is \$16 for members, \$18 for nonmembers, \$20 at the door. Details are at [cache-chamber.com](http://cache-chamber.com).

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

**Home-Based and Small-Business Conference**, a Box Elder Chamber of Commerce

event. Location is Utah State University's Brigham City Regional Campus, 989 S. Main St., Brigham City. Cost is \$40. Details are at [boxelderchamber.com](http://boxelderchamber.com).

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

**Women in Business Luncheon**, a Davis Chamber of Commerce event. Location is 430 W. 400 N. Bountiful. Cost is \$25 for members, \$35 for nonmembers. Details are at [davischamberofcommerce.com](http://davischamberofcommerce.com).

### May 11, noon-1:30 p.m.

**Membership Luncheon**, a Utah Valley Chamber of Commerce event. Location is 2696 N. University Ave., Suite 220, Provo. Free. Details are at [the-chamber.org](http://the-chamber.org).

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

**Professional Development Series**, a ChamberWest event. Location is Embassy Suites, 3524 S. Market St., West Valley City. Cost is \$25 for members registered by May 10, \$35 for nonmembers and members after May 10. Details are at [chamberwest.com](http://chamberwest.com).

### May 17, 8 a.m.-4 p.m.

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

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

**Business Alliance Networking Luncheon**. Location is Boondocks Fun Center, 525 Deseret Drive, Kaysville. Details are at [davischamberofcommerce.com](http://davischamberofcommerce.com).

### May 18, 11:30 a.m.-1 p.m.

**Monthly Luncheon**, a Davis Chamber of Commerce event that features the annual mayoral roundtable discussion. Location is Davis Technical College, Allied Health Building, 435 S. Simmons Way, Kaysville. Cost is \$25 for members, \$35 for nonmembers. Details are at [davischamberofcommerce.com](http://davischamberofcommerce.com).

### May 18, 5-7 p.m.

**"Business After Hours,"** a Salt Lake Chamber event. Location is Project Connection, 2655 S. Lake Erie Drive, Suite B, West Valley City. Free for members and \$30 for nonmembers before May 15, \$20 for members and \$40 for nonmembers after May 16. Details are at [slchamber.com](http://slchamber.com).

### May 19, 8:30-10 a.m.

**"Friday Connections Speed Networking,"** a ChamberWest event. Location is Valley Fair Megaplex Theatres, 3620 S. 2400 W., West Valley City. Cost is \$5 for chamber members, \$10 for nonmembers. Details are at [chamberwest.com](http://chamberwest.com).

### May 22, 8 a.m.-3:30 p.m.

**2023 Wasatch Back Economic Summit**, focusing on key economic issues facing Summit and Wasatch counties. Event features a "State of the Wasatch Back," informational presentations, breakout sessions, updates from elected officials and industry leaders, and networking opportunities. Location is Grand Summit Hotel at Canyons Village, 4000 Canyons Resort Drive, Park City. Details to be announced.

### May 23, 10 a.m.-4 p.m.

**"Crosstalk 2023: Emerging Opportunities for Advanced Manufacturing Small Businesses in Aerospace & Defense,"** presented by the Utah Advanced Materials and Manufacturing Initiative (UAMMI), Utah Aerospace and Defense Association (UADA) and the College of Engineering, Applied Science & Technology at Weber State University-Davis. Keynote presenter is Thomas A. Lockhart Jr., director of capability and resource integration for the U.S. Space Command, discussing "The Space Force Program and Opportunities for Small Businesses in Advanced Manufacturing." Event activities May 22 include a welcome reception, 6-8 p.m., honoring women at the forefront of Utah's advanced manufacturing industry. Location is WSU-Davis, 2750 University Park Blvd., Layton. Registration can be completed at [Eventbrite.com](http://Eventbrite.com).

### May 23, 11:15 a.m.-3 p.m.

**Women in Business Golf Clinic**, a ChamberWest event. Location is The Ridge Golf Club, 5055 S. West Ridge Blvd., West Valley City. Details are at [chamberwest.com](http://chamberwest.com).

### May 23, 11:30 a.m.-1 p.m.

**Women in Business**, a South Valley Chamber of Commerce event. Details to be announced at [southvalleychamber.com](http://southvalleychamber.com).

### May 23, 11:30 a.m.-1 p.m.

**Women in Business**, an Ogden-Weber Chamber of Commerce event. Location is

see CALENDAR next page

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## CALENDAR

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Jeremiah's Lodge & Garden, 1329 W. 12th St., Marriott-Slaterville. Cost is \$25 for members and first-time guests, \$35 for nonmembers. Details are at [ogdenweberchamber.com](http://ogdenweberchamber.com).

### May 24, 11:30 a.m.-1 p.m.

"Business Success Series," a ChamberWest event. Location is Kearns Library, 4275 W. 5345 S., Kearns. Cost is \$25 per session. Details are at [chamberwest.com](http://chamberwest.com).

### May 24, 4:30-5:30 p.m.

"Business Before 5," a West Jordan Chamber of Commerce event. Location is Chili's, 3629 Center Park Drive, Jordan Landing, West Jordan. Free (pay for food and drinks). Details are at [westjordanchamber.com](http://westjordanchamber.com).

### May 25, noon-1 p.m.

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

### June 2, 8 a.m.-2 p.m.

Box Elder Chamber of Commerce Golf Tournament. Location is Eagle Mountain Golf Course, 950 E. 700 S., Brigham City. Cost is \$400 per foursome. Details are at [boxelderchamber.com](http://boxelderchamber.com).

### June 2, 8-9 a.m.

"First Fridays Speed Networking," a West Jordan Chamber of Commerce event. Location is Miller Free Enterprise Center at Salt Lake Community College, 9750 S. 300 W., Room 203, Sandy. Registration can be completed at [Eventbrite.com](http://Eventbrite.com).

### June 7, 11:30 a.m.-1 p.m.

Business Alliance Networking Luncheon. Location is Boondocks Fun Center, 525 Deseret Drive, Kaysville. Details are at [davischamberofcommerce.com](http://davischamberofcommerce.com).

### June 8, 11:30 a.m.-1 p.m.

Women in Business Luncheon, a Davis Chamber of Commerce event. Location is Boondocks Fun Center, 525 Deseret Drive, Kaysville. Cost is \$25 for members, \$35 for nonmembers. Details are at [davischamberofcommerce.com](http://davischamberofcommerce.com).

### June 13, 11:30 a.m.-1 p.m.

Women in Business Professional Growth Series, a ChamberWest event. Presenters to be announced. Location is Embassy Suites, 3524 S. Market St., West Valley City. Cost is \$25 for members by June 7, \$35 thereafter. Details are at [chamberwest.com](http://chamberwest.com).

### June 14, 5-7 p.m.

"Business After Hours: Small Business Night," an Ogden-Weber Chamber of

Commerce event. Location is Ogden Downtown Alliance Offices, 2411 Kiesel Ave., Suite 402, Ogden. Free for chamber members and first-time guests, \$10 for nonmember guests. Details are at [ogdenweberchamber.com](http://ogdenweberchamber.com).

### June 16, 8:30-10 a.m.

"Friday Connections Speed Networking," a ChamberWest event. Location is Valley Fair Megaplex Theatres, 3620 S. 2400 W., West Valley City. Cost is \$5 for chamber members, \$10 for nonmembers. Details are at [chamberwest.com](http://chamberwest.com).

### June 18, 11:30 a.m.-1 p.m.

"Business Success Series," a ChamberWest event. Location is Kearns Library, 4275 W. 5345 S., Kearns. Cost is \$25 per session. Details are at [chamberwest.com](http://chamberwest.com).

### June 21, 7 a.m.-3 p.m.

Annual ChamberWest Golf Classic, featuring a four-person scramble format. Location is Stonebridge Golf Club, 4415 Links Drive, West Valley City. Cost is \$300 per twosome, \$650 per foursome. Details are at [chamberwest.com](http://chamberwest.com).

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

Business Alliance Networking Luncheon. Location is Boondocks Fun Center, 525 Deseret Drive, Kaysville. Details are at [davischamberofcommerce.com](http://davischamberofcommerce.com).

## PAY GAP

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ers. In 2002, women earned 80 percent as much as men.

In its most recent analysis of full-time workers, the U.S. Census Bureau pegged women's pay, on average, as 84 percent of men's in 2021.

In a more-recent period, MoneyGeek said women earned 83 percent of men's pay in 2021, up slightly from 81.2 percent in 2015.

The Pew study also showed that the gap was smaller for workers ages 25 to 34 than for all workers 16 and older.

On the plus side, the MoneyGeek study indicates that women's earnings in Utah rose 6.8 percent from 2021 to 2022, above the national average of 5.1 percent and the 14th-highest increase among states. Rhode Island led the way with an 11.9 percent rise during that time.

"While income inequality is worse in some places than others, the average American woman can expect to earn less than her male counterpart, no matter what industry she chooses to pursue or how hard she works," MoneyGeek said.

MoneyGeek tied the gender pay gap to politics. Women's pay is higher in Democratic-leaning states (83.6 percent) than Republican-leaning states (79.4 percent), it said. Women earn 29.5 percent more, or \$12,817 more, in blue states than those in red ones. Eight of the 10 states with

the biggest wage gaps in America lean Republican, while eight of the 10 with the smallest gaps lean Democratic, it said.

The Pew study attributed the gender pay gap to several factors, including educational attainment, occupational segregation and work experience.

"Even though women have increased their presence in higher-paying jobs traditionally dominated by men, such as professional and managerial positions, women as a whole continue to be overrepresented in lower-paying occupations relative to their share of the workforce," it said. "This may contribute to gender differences in pay."

Pew also said men and women have differing views about the cause of the gap. Women are much more likely than men to say a major reason for the gap is that employers treat women differently. And while 45 percent of women say a major factor is that women make different choices about how to balance work and family, men are slightly less likely to hold that view (40 percent).

Pew last year released a calculator showing the pay differences by gender and age group in the 250 largest metro areas in 2019. Women over age 16 in 2019 in the Provo-Orem metro area earned 62 percent of men that same age. The figures were higher in Ogden-Clearfield, 70 percent; Salt Lake City, 77 percent; and St. George, 79 percent.



# Startup Pitch Contest & Golf Tournament 2023

**Thursday, June 1, 2023 at Fox Hollow Golf Course**

CB Vault, Central Bank's startup and entrepreneur help center, invites investors to play a round of golf, meet 15 Utah startups, and vote for their favorite startup pitch. Winning startups will be awarded during lunch.

Not interested in golf? You can still sign up for lunch and the opportunity to network and vote for your favorite startup pitch.

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