

## OF NOTE



### Cutting their losses

Since the collapse of the Soviet Union three decades ago, Western companies have raced to invest billions in emerging Russian enterprise. The invasion of Ukraine has resulted in a mass withdrawal of foreign investors, led by oil giant BP, Russia's largest investor. BP has announced it is walking away from its 20 percent, \$14 billion interest in Russian state-controlled energy producer Rosneft.

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*The Utah Adopt-A-School program, a partnership between Talent Ready Utah and the Utah State Board of Education, pairs schools and businesses in an effort to better use the education system as a training ground for the future workforce in the state.*

## Adopt-A-School brings business into workforce training equation

**Brice Wallace**  
*The Enterprise*

State economic development officials for years have called on businesses and educational institutions to partner on workforce training. Now there's a new call to action, in the form of the Utah Adopt-A-School program.

Announced recently by Gov. Spencer Cox, the initiative invites K-12 schools and companies to work together on education and work experience activities, essentially allowing businesses to use the education system as a tool for workforce development.

"When companies partner with schools, they can provide valuable real-world experiences and training our students may otherwise not receive," Cox said in a video announcing the program. "Work-based learning also benefits businesses, allowing them to help train their future workforce."

A partnership between Talent Ready Utah and the Utah State Board of Education and described as one of the first of its kind in the nation, Adopt-A-School has goals of helping students learn from workers, experience work environments and gain work-

see **SCHOOLS** page 6

## COVID-19 Updates

### Cancellations and postponements

The following are events that have been included in The Enterprise Calendar listings and subsequently have been postponed or canceled, or have been removed from the organizers' website calendars. This is not a complete list of postponements or cancellations. Check with organizers to determine if their events will take place.

#### CANCELLATIONS

##### March 9, 8 a.m.-5 p.m.

"Lean Office with Simulation," a Salt Lake Community College Employee Development Workshop at SLCC's Westpointe Campus in Salt Lake City.

##### March 15-April 5, 8 a.m.-5 p.m.

Lean Six Sigma – Green Belt, a Salt Lake Community College Employee Development Workshop taking place on Tuesdays, at SLCC's Westpointe Campus in Salt Lake City.

#### POSTPONEMENTS

"Sports, Military and Life: It's Not Just a Man's World Anymore," a ChamberWest Women in Business Professional Growth Series event, originally scheduled for Feb. 8, has been postponed until March 8, 11:30 a.m.-1 p.m. Speaker is Ashlee Byrge, a sideline reporter for the Utah Warriors and manager of the Junior Warriors youth rugby league. Location is Staybridge Suites, 3038 S. Decker Lake

see **UPDATES** page 14

## Mountain states to cooperate to build hydrogen hub

The states of Utah, New Mexico, Colorado and Wyoming have signed a memorandum of understanding agreeing to work together to develop a regional clean hydrogen hub. Together, the states will work to compete for a portion of the \$8 billion allocated in Pres. Joe Biden's 2021 Infrastructure Investment and Jobs Act to develop four or more regional hydrogen hubs.

Utah Office of Energy Development said in a release that the signatory states will work together in developing a West-

ern Inter-State Hydrogen Hub with supporting facilities in each state in response to a request for proposal that the U.S. Department of Energy is expected to release in May.

"Utah's unique geography and innovative spirit position us as the best place in the nation for energy development projects, including clean hydrogen," said Utah Gov. Spencer J. Cox. "In Utah, we keep energy prices low to keep quality of life high. Our natural resources and existing infrastructure, along with our talented workforce, en-

able us to maintain this commitment to our citizens. With Utah's resources and expertise in the development of a clean hydrogen hub, the possibility of affordable, reliable and clean hydrogen is not just a possibility, it's inevitable."

"New Mexico is a proud part of this powerful collaboration with the leadership of other western governors during this piv-

see **HYDROGEN** page 14



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## Silicon Slopes names Hall honorees

Silicon Slopes, the nonprofit organization that promotes and advocates on behalf of Utah's technology industry, announced the recipients of its Hall of Fame Awards at the recent annual Hall of Fame Awards Gala. Twenty-one individuals and organizations were honored in a variety of categories.

Silicon Slopes also honored its previously announced four Hall of Fame inductees. Inducted at the gala were Todd Pedersen, chairman and founder of Vivint Smart Home; Astrid S. Tuminez, president of Utah Valley University; Warren Osborn, serial entrepreneur, investor and board member; and U.S. Sen. Mike Lee. Osborn was inducted posthumously.

Individuals named as winners of the organization's first statewide Silicon Slopes Hall of Fame Awards, listed by category, are:

- CEO: Karl Sun of Lucid.
- Chief Operating Officer: Harris Clarke of GuideCX.

- Chief Financial Officer: Howard Hochhauser of Ancestry.
- Chief Marketing Officer: Todd Smith of Traeger Grills.
- Chief People Officer: Jeff Weber of Instructure.
- Chief Revenue Officer: Jed Beck of Vasion.
- Chief Technology Officer: Brandon Dewitt of MX.
- Chief Product Officer: Skip Lei of Kizik.
- Chief Experience Officer: Kat Kennedy of Degreed.
- Business Influencer: Earl Foote of Nexus IT.
- Intern: Samantha Loveland of Brainstorm.

Company category winners are:

- Advertising: Pura.
- Aerospace and Defense: Fortem Technologies.
- Branding: Traeger Grills.
- Health and Wellness: Sword Health.
- Media and Entertainment: Future House Studios.
- Physical Product: Kizik.
- Services: Simplus.

- Spaces and Places: Kiln.
- Software: Motorola Solutions.
- Web3: RTFKT.

"Congratulations to all winners in this inaugural Hall of Fame Awards Program, as well as to all 89 finalists" said Clint Betts, executive director of Silicon Slopes. "The depth and breadth of the nominees and applicants from across Utah reinforces the reality that the business community within Utah is doing amazing things. It's an honor for us to associate with all of them and to host this great event."

Launched in 1999 by the then Utah Technology Council, the Silicon Slopes Hall of Fame identifies and applauds the technology pioneers and breakthrough leaders who have contributed to the ongoing and growing success of Utah and Silicon Slopes, the organization said. With this year's inductees, a total of 69 inventors, creators and leaders with deep ties to Utah have been inducted into the Silicon Slopes Hall of Fame since its launch over 20 years ago.

## Health Catalyst to buy Nebraska analytics firm

Health Catalyst Inc., a South Jordan provider of data and analytics technology and services to healthcare organizations, today announced that it has entered into a definitive agreement to acquire KPI Ninja, a Lincoln, Nebraska-based marketer of interoperability solutions and population health analytics.

Health Catalyst said it believes KPI Ninja's event-driven data processing capabilities is a natural complement to Health Catalyst's Data Operating System Platform and will empower customers with the ability to build and customize new services, clinical solutions and operational tools around their core care systems, without the major refactoring and processing typically required of these systems.

"We anticipate that these attributes, together with Health Catalyst, will help ensure data is ready to power insights at every step of the decision-making process, allowing customers to see results faster with greater cost efficiency," a Health Catalyst release said.

"KPI Ninja's powerful and flexible event-driven streaming capability strengthen our ability to offer innovative solutions within the healthcare data and analytics technology ecosystem and our ability to support healthcare organizations on their clinical, financial, and operational improvement journeys," said Dan Burton, CEO of Health Catalyst. "We look forward to welcoming every current KPI Ninja team member to Health Catalyst, and we are committed to supporting, as the top-priority, the current team's efforts to continue to deliver these tremendous solutions, consistently, and without interruption or disruption, to KPI Ninja's current clients."

"Both Health Catalyst and KPI Ninja share a common vision of advancing healthcare through arming health with data-driven insights," said Vineeth Yeddula, CEO of KPI Ninja.

Founded in 2008, Health Catalyst employs about 1,000 people.



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## CenExcel acquires Cal company

CenExcel Clinical Research Inc. of Salt Lake City, a clinical trial research company, has acquired CTSdatabase, an SaaS firm that provides duplicate clinical trial subject solutions for the healthcare and life science industries. CTSdatabase is located in Sherman Oaks, California.

CTSdatabase not only detects clinical trial subjects who are currently participating in other studies, it can offer the history of a subject's past study participation and a personalized investigation of actionable matches.

"Adopting CTSdatabase into use throughout the premier CenExcel site network reinforces the CenExcel promise of high-quality data resulting from each trial," a CenExcel release said.

CTSdatabase will continue to function independently from CenExcel, benefiting from shared resources while supporting sites, trials and exclusive sponsor and contract research organization-partnerships outside of CenExcel, the release said.

CTSdatabase will continue to be led by Dr. Thomas M. Shiovitz, a board-certified psychiatrist with over 30 years of clinical research experience. He founded the service to address the substantial negative impacts caused

by professional subjects — individuals who attempt to join multiple clinical trials at the same time or otherwise in violation of the trial's inclusion/exclusion criteria. This behavior skews the reported data and can put these subjects at risk, CenExcel said.

"One of the primary and unique capabilities of CTSdatabase is our iterative, algorithm-based technology that allows reporting of diverse, actionable, study-related information on each subject — without access to information that could identify the subject," said Shiovitz. "We provide optimum levels of privacy and security while remaining efficient and easy to use. We're excited to join CenExcel to support our mission to improve clinical trial data quality."

"The addition of CTSdatabase elevates the CenExcel network promise of quality results for every study we support, across our therapeutic areas of expertise," said Tom Wardle, CenExcel CEO. "This partnership will also provide greater opportunities for CTSdatabase to expand even beyond its impressive current size, growing the registry to include hundreds of thousands more unique subjects within the next few years."

## Dallas firm buys Cook & Assoc.

BBG, a Dallas-based independent commercial real estate due diligence firm, has announced it has expanded its litigation support, expert witness testimony and real estate appraisal services with the acquisition of J. Philip Cook & Associates, a Salt Lake City commercial real estate services firm. Terms of the transaction were not disclosed.

Phil Cook, the Utah firm's founder, was named as a managing director of BBG's Salt Lake City office. Corey Cook, Nate Herrscher and Spencer Cook were named as directors.

"For more than four decades, Phil and his team have served law firms, government agencies and private property owners, among other clients, in complex appraisal assignments, often involving litigation," BBG said in its press release announcing the acquisition. "The acquisition of J. Philip Cook & Associates is an important step in BBG's continued effort to build a comprehensive portfolio of services and specialties to serve its diverse and growing customer base."

J. Philip Cook & Associates' assignments include eminent domain disputes, state and local property tax disputes, bankruptcy, foreclosure and loan deficiency, construction defects, real estate damages and other litigation actions.

"We are delighted to welcome the team to BBG," said Chris Roach, CEO of BBG. "Phil and his team have built a market-leading reputation for quality. We are excited to add the team's expertise and knowledge to BBG's platform for our customers."

BBG has 48 offices in key U.S. markets and serves more than 2,800 clients. It has been recognized as one of the Big Five national commercial real estate valuation firms.

## Chamber dashboard highlights strong economy

The Salt Lake Chamber's Roadmap to Prosperity Coalition, in partnership with the Kem C. Gardner Policy Institute, has updated its Economic Dashboard for February. The coalition's goal is "to help business leaders know where Utah stands in the overall recovery." "This tool tracks the state's path to a complete economic recovery from the pandemic recession and provides actionable context for decision-makers," the coalition said in releasing the update.

"Utah's economic engine continues to expand, reaching near our employment limits," said Derek Miller, president and CEO of the Salt Lake Chamber and Downtown Alliance. "The dashboard now shows we have reached our lowest ever recorded unemployment rate, while at the same time, consumer confidence is taking a hit due to national challenges. Executive confidence has slipped with the broader concerns of persistent inflation and hampered supply chains. Notwithstanding these challenges, Utah's growth leads the nation with construction, business services, trade and transportation pushing our economy upwards."

Three insights from the February 2022 Roadmap to Prosperity Dashboard include:

**1. Utah's two-year job growth is the highest in the nation.** Utah's December two-year job growth of 3.7 percent is the

highest in the nation and one of only four states showing positive job change.

**2. Utah's unemployment rate drops to an all-time low.** Utah's December unemployment rate of 1.9 percent is the lowest ever recorded and ranks second in the nation.

**3. Consumer Confidence falls in Utah.** For the first time since data collection began, Utah's consumer confidence fell while the nation's rose. Consumer confidence has been in decline since September 2021.

The dashboard is updated monthly, tracking 10 timely and leading measures, and sharing pertinent indicators since the start of the pandemic. This provides leaders with critical and timely information to make informed decisions, the Roadmap to Prosperity Coalition said.

"The economic dashboard shows our state is not only leading the nation in key areas but also redlining our growth potential," said Natalie Gochour, director of the Kem C. Gardner Policy Institute. "The economy is reaching its current limit, with unemployment hitting all-time lows at under 2 percent and workforce shortages capping off our ability to grow. This healthy rebalancing within the economy, as people continue to rejoin the labor force and industry sectors recalibrate, are positive signs overall. Larger concerns with

supply chains, persistent inflation and pandemic-related challenges are still impacting Utah, but to a lesser extent than other states. I am optimistic that we will continue to adjust and lead the nation as we exit the pandemic."

The Roadmap to Prosperity Coalition is a business-led coalition, supported by the Salt Lake Chamber, focused on implementing and promoting economic prosperity. The coalition is co-chaired by Mikel Moore, senior vice president and chief community health officer at Intermountain Healthcare, and Scott Parson, CEO of Staker Parson Materials & Construction. Investors in the coalition include Mountain America Credit Union, WCF Insurance, Clark and Christine Ivory Foundation, Deseret Management Corp., Intermountain Healthcare, Staker Parson Materials & Construction and Rio Tinto Kennecott.

The dashboard can be viewed at <https://slchamber.com/resources/roadmap-dashboard/>.

## LFCA receivesUCAIR grant

Leaders for Clean Air (LFCA), a Salt Lake City non-profit, has received a \$20,000 grant from Utah Clean Air Partnership (UCAIR). Working in partnership with Rocky Mountain Power, LFCA says its mission is to improve air quality by encouraging electric vehicle adoption along the Wasatch Front.

"UCAIR, the Utah Clean Air Partnership, strives to make it easier for individuals, businesses and communities to make small changes to improve Utah's air," said Kim Frost, UCAIR executive director. "Every small change adds to a collective bigger step toward better health, a better economy and better overall quality of life for all of us. Installing electric vehicle charging equipment is one of the best ways to address air quality by encouraging the transition to electric vehicles. We are pleased to support Leaders for Clean Air to continue to place necessary workplace charging equipment throughout Utah."

The grant funds will be used in support of LFCA's workplace charging program. The workplace charging program helps small businesses, local governments, nonprofit organizations and multi-family dwellings obtain electric vehicle chargers (EVCs) at a significantly reduced cost. This is done by first educating the prospecting business on different types of EVCs, saving customers an average of 67 percent. Additionally, LFCA helps customers

with incentive procurement, installation recommendations, charger placement and quantity recommendations and anything else the customer needs to streamline the process while making educated decisions.



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# To beat the great resignation, leaders must transform their recruitment process

In recent days, we have been hearing much about “The Great Resignation.” Surveys show that a job change is on the minds of nearly half of all U.S. employees. One cannot walk down any city street without seeing “Help Wanted” and “Now Hiring” signs, often with hourly wages of \$15 per hour or more posted as enticements for new recruits. Desperation for filling entry-level positions has reached the point of taking virtually any and all applicants.

“Just get me a warm body,” one CEO recently implored. Unfortunately, the warm-body approach to solving his recruitment needs has proven far from effective. He reports that such newcomers often only last a few days before moving on. It seems that the grass is perpetually greener elsewhere, especially since so many options pay more than he can offer.

So what can this CEO do in the midst of this crazy job mar-

ket? Is the only strategy to increase wages beyond what others are offering? *There must be a better way!*

The good news is that today's challenge is not new. Years ago, a client approached me in a similar state of despair. He complained that he was experiencing a severe shortage of entry-level employees. His company manufactured tanks for trucks used in mining operations and he needed people who could bend sheet metal. It was hard, dirty work, but until recently he had enough workers to do the job.

However, he now found that the young people whom he hired didn't stick. After a paycheck or two, they quit. The CEO attributed this to a lack of maturity and commitment. “These dang kids,” he said. “They just want to make a few bucks and go blow it. It's not like the old days when young people wanted to work.”

My client's frustration led me to ask: “If you could find a young

person who would stick, where might you find him or her?” He thought for a moment or two, then responded, “Panguitch.”

“Panguitch, Utah?” I asked, “Why Panguitch?”

The CEO replied, “Because those kids have been raised on farms. They know how to work — and they would probably love to get off the farm.”

My next question surprised him. “Have you tried recruiting there?” He replied that he had not.

We then discussed the possibility of participating in high school job fairs in rural areas, as well as offering the possibility of having his company help soon-to-graduate high school seniors find housing and college education opportunities in his area.

My client decided to give this strategy a try, and to his delight, he found a new source of entry-level folks who came to work for him — and stuck. As this became standard practice for his company, he enhanced the program by helping defray college tuition for those who sought advancement

in his enterprise. Over the years, several advanced into engineering and management positions.

So, what solved my client's problem? He shifted from recruitment with extrinsic-only motivators (primarily pay) to intrinsic motivators (investing in the needs and desires of recruits). He started seeing his young entry-level employees through their eyes.

When my client identified rural farm kids as his target, he thought about what would lead them to leave home to come to an urban area to work. He correctly determined that some of them would want to leave and get away from life on the farm. He added the perspective of their future lives and careers. Most probably hadn't thought much about this, but he painted the picture of how his entry-level jobs might lead to new opportunities, both within his company and beyond.

World-renowned business author Clayton Christensen has suggested that as we consider our customers, we should ask ourselves, “What job are they hir-

ing us for?” Effectively, my client shifted his thinking regarding recruitment to, “What job is the recruit I seek hiring me for?” By defining the answer to that question as providing a path from the farm to education to a career, he provided what his target employee wanted, as well as solved his recruitment concerns.

In today's challenging environment of recruiting and retaining employees, one of the best questions to ask potential new hires is, “What job are you hiring me for?” This will no doubt take them aback since they are seeking to be hired, not to be offering you a job. But by asking this question and pressing for an answer, you will find what the applicant wants now and in the future. This will help move the interview to how taking the job — and staying with it — will lead to mutually beneficial outcomes.

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

## CORPORATE FINANCIAL REPORTS

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

### Extra Space Storage

Extra Space Storage Inc., based in Salt Lake City, reported funds from operations (FFO) attributable to common stockholders and unit holders of \$269.9 million, or \$1.91 per share, for the fourth quarter ended Dec. 31. That compares with \$204.7 million, or \$1.48 per share, for the same quarter a year earlier.

Net income attributable to common stockholders totaled \$268.4 million, or \$2 per share. That compares with \$156 million, or \$1.19 per share, for the same quarter a year earlier.

Same-store rental revenue totaled \$321.9 million in the most recent quarter, up from \$272 million in the year-earlier quarter.

For the full year 2021, the company reported FFO of \$974 million, or \$6.91 per share. That compares with \$722.5 million, or \$5.24 per share, for 2020.

Net income in 2021 totaled \$827.6 million, or \$6.19 per share. That compares with \$481.8 million, or \$3.71 per share, for 2020.

Same-store revenue in 2021 totaled \$1.2 billion, up from \$1 billion in 2020.

Extra Space Storage is a real estate investment trust that owns and/or operates 2,096 self-storage

stores in 41 states and Washington, D.C. The company is the second largest owner and/or operator of self-storage stores in the United States and is the largest self-storage management company in the United States.

“We had exceptional performance with all-time high occupancy and strong pricing power, resulting in same-store NOI (net operating income) of 24.2 percent in the fourth quarter and 19.7 percent for the year,” Joe Margolis, CEO, said in announcing the results. “External growth further contributed to our core FFO growth, which was 29.1 percent for the fourth quarter and 30.9 percent for the year.”

### FinWise

FinWise Bancorp., based in Murray, reported net income of \$101 million, or 90 cents per share, for the fourth quarter ended Dec. 31. That compares with \$4.6 million, or 53 cents per share, for the same quarter a year earlier.

For the full year 2021, the company reported net income of \$31.6 million, or \$3.57 per share. That compares with \$11.2 million, or \$1.28 per share, for 2020.

FinWise Bancorp is the parent company of FinWise Bank. Its shares began trading publicly Nov. 19.

“We had an outstanding fourth quarter and full year 2021,

capped off by the successful completion of our initial public offering,” Kent Landvatter, CEO and president, said in announcing the results.

“We made significant progress in key facets of our business, including continuing to implement our successful strategy that has resulted in a highly profitable FinTech lending model with nationwide reach and profitable growth. We are proud of our diverse and federally regulated product offerings that provide millions of dollars in loans to small-business owners. We also take pride in our strategic relationships that provide loans across the credit spectrum and expand access to credit for more consumers, particularly those with limited access.

“Our solid results are a testament to the unique business model that our team has built. These efforts put FinWise in a great position to continue to expand our market share and deliver strong performance for both our customers and shareholders over the long term.”

### Overstock.com

Overstock.com Inc., based in Salt Lake City, reported net income attributable to stockholders of \$32.9 million, or 68 cents per share, for the fourth quarter ended Dec. 31. That compares with \$12.6 million, or 48 cents per share, for

the same quarter a year earlier.

Revenue in the most recent quarter totaled \$612.7 million, down from \$669.7 million in the year-earlier quarter.

For the full year 2021, the company reported net income attributable to stockholders of \$389.4 million, or \$3.57 per share. That compares with \$56 million, or \$2.12 per share, for 2020.

Revenue in 2021 totaled \$2.8 billion, up from \$2.5 billion in 2020.

Overstock.com is an online retailer and technology company.

“This is our second consecutive year of profitability and market share growth,” Jonathan Johnson, CEO, said in announcing the results. “For the full year 2021, net revenue increased 11 percent against record 2020 growth. The foundational operational improvements we have made over the past two years have stabilized the business and positioned us well to navigate through economic- and industry-specific cycles over the long term.

“We are proving we can adjust to, execute through, and take advantage of both positive and negative jolts in the market. It's encouraging that nearly one third of the overall home furniture and furnishings market continues to be transacted online. I believe increasing our brand association with home positions us favorably for 2022 and beyond.”

### Merit Medical

Merit Medical Systems Inc.,

based in South Jordan, reported net income of \$20.6 million, or 36 cents per share, for the fourth quarter ended Dec. 31. That compares with \$15.4 million, or 27 cents per share, for the same quarter a year earlier.

Revenue in the most recent quarter totaled \$278.5 million, up from \$258 million in the year-earlier quarter.

For the full year 2021, the company reported net income of \$48.5 million, or 84 cents per share. That compares with a loss of \$9.8 million, or 18 cents per share, for 2020.

Revenue in 2021 totaled \$1 billion, up from \$963.9 million in 2020.

Merit is a manufacturer and marketer of medical devices used in interventional, diagnostic and therapeutic procedures, particularly in cardiology, radiology, oncology, critical care and endoscopy.

“We delivered fourth-quarter performance that drove our 2021 financial results above the high end of our revenue and non-GAAP EPS guidance ranges, reflecting strong execution from our team despite the challenging operating environment,” Fred P. Lampropoulos, chairman and CEO, said in announcing the results.

“Fourth-quarter total revenue increased 8.4 percent on a constant currency, organic basis, driven by 6.6 percent growth in the U.S. and 10.8 percent growth outside the U.S. during the period.”



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# Succeeding in Your Business

## Check these boxes before you buy a 'jigsaw puzzle' business

"I have been laid off for over a year now and have decided it's time to start a business of my own.

"I recently came across a business broker that specializes in buying and selling web-based businesses. Basically, they represent companies and individuals who have built traffic on a website. You buy the domain name and the

web content and continue growing the business. The seller receives an upfront payment plus royalties from the website's sales for a period of one year.

"I don't have a lot of Internet marketing experience but feel I can learn as I go once I buy the website. What do you think of this idea?"

Frankly, I'm not wild about it, at least for someone like you.

Buying a web-based business is a lot like trying to move a jigsaw puzzle when it's almost finished. No matter how careful you are, some of the pieces fall off during the transfer process. Sometimes only a few pieces fall off on the edges, so you don't really care. Sometimes so many pieces fall off that the puzzle has to be put together again from scratch. You have to be knowledgeable enough in the business to know which puzzle pieces you can live without.



CLIFF ENNICO

Here are some things to think about before you dip into your retirement funds:

### Watch Out for "Link Farms"

There are lots of people, especially overseas, who create websites with great domain names and then populate them with links to third-party content. Lots and lots of links. They do this in

order to grow the website's rankings on Google and other search engines.

Back in the 1990s, we referred to such websites as "link farms."

As when buying any business, you should examine the website's content carefully and ask the seller lots of questions about where the content came from. If there isn't a lot of proprietary content on the website (content the seller has developed itself or licenses from third parties under long-term licenses), I would walk away. Sooner or later, the search engines pick up on "link farms" and drop their rankings into the lower depths, leaving you with the task of building them up again.

### Make Sure You're Buying the Entire Package

There are two pieces to a website: the domain name and the hosting contract. You need both

pieces in order to acquire an existing web-based business, yet many brokers in this field transfer only the domain name. While that's important, a killer domain name won't help you if the web host, not having been informed of the transfer, shuts down the site months later because it did not receive its annual renewal fee.

If the domain name registrar and the web hosting service are one and the same (for example, Godaddy.com provides both services to web entrepreneurs), it's fairly simple to transfer both relationships. If, however, as is common, the domain name registrar and the web host are two different companies, you will have to work with each company to make sure their "puzzle piece" is transferred into your name.

### Make Sure all Content is Assignable

If the seller licenses content from other people, you and your lawyer should review the licenses carefully to make sure they don't terminate upon a transfer of the website or require the owner's consent to the transfer. Many content licenses do. (I personally in-

sist on such a provision when I license my content to a website.)

If a key traffic driver to the website is a particular piece of content (for example, a popular and widely respected product reviewer), make 100 percent sure that content doesn't disappear when you take over.

### Make Sure You Can Grow the Business

It worries me a lot that you don't have Internet marketing experience, particularly in the area of search engine optimization. The seller will agree to hang around for a couple of months to help you transition the business. (After all, if they don't and you drive the business down the sewer, they won't get their royalty payments.)

But once that limited period has passed, you can be sure the seller won't return your emails (unless you miss a payment).

Before buying this business, I would consider partnering with someone who knows how to maintain the website's performance and search engine ranking. Yes, you will have to share the profits with her, but she will also pick up some of the costs, en-

abling you (perhaps) to buy additional sites.

### Make Sure the Seller Can't Compete with You

A web-based business operates everywhere, regardless of geography. A noncompete agreement that says the seller will not compete with you "within the State of X" or even "within the United States of America" won't be good enough. You need one that says the seller will not operate a directly competing web-based business anywhere in the world for at least three years.

You will need a lawyer's help here. Because you are locking the seller out of the website business completely, you should be sure to define the business carefully enough that the seller can continue to operate (and sell) its other related websites and a court won't strike down the noncompete as overly broad.

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

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## SCHOOLS

from page 1

force skills.

"We have all these successful companies and they're all doing good things," Cox said at a program news conference. "Many of them are doing things in Africa and Asia — which is wonderful — and have no idea that just a few miles down the road, there are huge needs, right in their backyards."

A website, [utahadoptaschool.org](http://utahadoptaschool.org), is designed to offer suggestions about partnerships and serve as a matchmaker between schools and companies. Those organizations can go to the website to complete an assessment that will be evaluated by Talent Ready Utah, which will match businesses with schools where goals and needs align. Then liaisons from business and education will start working together to build meaningful partnerships.

The site lists several ways that businesses can get involved, including providing internships, job-shadowing, tutoring, mentoring and speaking; field trips for students; financial contributions; input to improve communications and job interview skills; tips on education environment

and classroom/lab design; homework kits; reading programs and library supplies; technical skills training for teachers; incentives and celebrations for achievements; teacher scholarships and teacher appreciation; donations of land, computer equipment and assistive learning devices for students with special needs; and volunteer substitute teachers.

"I believe the primary purpose of education is to help prepare every student to realize their ultimate potential, in whatever career or life path they may choose," Cox said. "Many businesses have an incredible desire to be involved and resources available to help our students and teachers. We're grateful to those who are already doing so much. And, today, we're asking more Utah businesses to get involved — in whatever way they can — so that every Utah student can receive the best education and preparation possible."

The website also will feature information about established programs and frameworks for businesses looking to get involved with schools and students.

"Thank you to the countless Utah businesses already engaged in corporate giving and philanthropic work," said Dan Hemmert, executive director of the Governor's Office of Economic

Opportunity (Go Utah). "Efforts in this space provide blueprints for others to think innovatively about partnering with local Utah schools. Programs including Project Lead the Way, Jordan PREP in partnership with Merit Medical, MarketStar's Pack the Pantry, and SHINE sponsored by Savage Services represent a small fraction of the impact businesses are making in the lives of Utah students."

"Utah has incredible educators who dutifully instruct and lead the young people of our state. It's been a privilege for our team to support and bolster the important work already taking place in the classroom," said Derek Adams, chief technology officer of Brainstorm Inc. "As we look first to meet our education partners where they're at, we can further the impact our efforts as business partners have on Utah's youth, its schools and communities."

Cox said the industry-with-education program is based on the principles of volunteerism and service.

"Utah leads the nation in volunteerism and charitable giving," he said. "Let's lead the country in supporting our schools through this statewide Adopt-A-School initiative. This is important for our kids, our economy and our future workforce."

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# Innovate Utah

## NEW IDEAS, PRODUCTS AND SERVICES FROM UTAH COMPANIES



Washie, a Salt Lake City-based startup, has introduced the Washie Toilet Seat, an innovative smart toilet seat that dispenses an alcohol-based cleaning solution to wipe the seat down before and after use.

The company sees it as an automated modern replacement to old, ineffective paper toilet seat covers. Washie research found that paper toilet seat covers are ineffective and that 76 percent of users are dissatisfied with paper covers.

The product is the brainchild of Rob Poleki, a New Zealand native who grew up in Hawaii and played

**Washie**

football at Idaho State University. He got the idea for it after not being able to find a clean restroom

for his young son in an airport. He developed a prototype and got his first patent in 2018. After presenting his idea on "Shark Tank" but not receiving funding, Poleki partnered with football teammate Dane Simmons Jr. and founded Washie.

The seat is designed for high-traffic restrooms such as airports, stadiums and hospitals. The seat connects to a convenient app which notifies maintenance when a battery or cartridge is low.

"I invented this toilet seat while I was taking my 4-year-old son to an airport restroom. I was shocked at how unsanitary the toilet seat was and proceeded to clean it with soap and toilet paper so my son could sit comfortably," said Poleki. "With our product, no one will ever need to use the ineffective paper seat cover, or scramble to clean their seat with soap from the sink."

Orem-based **Avetta**, a developer of supply chain risk management software, has expanded its **Avetta One Platform** with a sustainability and environmental, social and governance (ESG) risk mitigation solution that allows companies to reach sustainability and ESG goals. The solution provides a holistic view of ESG status across the entire supply chain. "To become more accountable and responsible, companies are setting aggressive sustainability and ESG goals," said **Arshad Matin**, president and CEO of Avetta. "Now comes the hard part — delivering on these promises. With this solution, boards and executives now have a unified view across their companies and suppliers to manage risk and improve compliance." Avetta is the only supply

**Avetta**

chain company to provide an ESG scoring system that considers individual company goals and global standards in 20 trades.

**England Logistics**, a Salt Lake City-based freight brokerage company, has introduced its new **Atlas Now** platform, a technology-based tool for carriers and drivers to instantly book freight loads. Powered by **Trucker Tools**, Atlas Now provides any company with the ability for carriers to view, negotiate and contract for loads conveniently. Truckers can post truck capacities along with load preferences and opt in to receive notices of loads that match their preferences. Atlas Now also provides carriers with options to



locate discounted fuel, find maintenance and repair options, view and request quotes on tire purchases and pursue factoring services. The app is available free of charge to all trucking companies for either desktop or mobile device use and new features will be added regularly, England Logistics said.

**FileShadow** users can now manage files from their Android devices through FileShadow's **new app**. The Provo company previously released the app for Apple iPhones and iPads, macOS desktops, Windows desktops and popular browsers. With



FileShadow, users can collect, organize and share files through any Android device, desktop or cloud services. The service provides file management from a phone or tablet and is available on Google Play. "Terabytes of your files can now be immediately accessible from your Android tablet or phone," said **Tyrone Pike**, president and CEO of FileShadow. "Through the new app, users can manage all their files — photos, videos, email and documents — as if they were stored on their devices, but they don't have to download the files to search, categorize, update or manage them."

**Filevine** has released an enhanced version of its **Vinesign e-signature solution**. The publicly available verification service, accomplished through the use of blockchain technology, allows anyone to confirm key details about a Vinesigned document and its signatures in order to uphold its authenticity. The use of blockchain technology enables robust document and signature verification results. Documents submitted for verification by law



firms, legal service providers and professionals are checked against a record of all Vinesign e-signature activity recorded on a private blockchain. This approach enables verification that the document was signed on Vinesign, that it is unaltered and that it is the most recent version to have been signed. "Vinesign blockchain verification provides proof that your document is authentic and unaltered," said **Eric Coffman**, director of engineering at Filevine.

Lehi-based crypto platform **AltaFin** has announced that it has publicly launched its **Earn DeFi** lending protocol on the Ethereum and Polygon networks, with more chains launching soon. "We are extremely excited to launch our native Earn lending protocol to allow DeFi investors access to a stable long-term yield generated from real-world assets," said **Jeremy Crane**, CEO and founder of AltaFin. "This protocol will be the backbone for increasing the treasury of AltaFin and sending profits to AltaHelix." The company said that Earn makes it easy to have exposure to real-world asset revenue streams. Earn runs natively on Ethereum and Polygon and is powered by the ERC-20 infrastructure. All Earn contracts are opened with AltaFin's native AFN token, which can be acquired inside MetaMask, Coinbase or the Web3 wallet.



**Qualtrics**, the Provo-based experience management company, has introduced **XM Discover**, a new set of products that help companies tune into conversations that are already happening to build a richer understanding of what customers and employees want and expect. With this addition, organizations can use Qualtrics to gather experience data from any structured and unstructured source, analyze it with sophisticated AI and machine learning and take

action to deliver better customer, employee, brand and product experiences. "Listening, understanding, and taking action is the foundation of meaningful relationships," said **Fabrice Martin**, chief product officer for Qualtrics Discover. "With Discover, Qualtrics is defining the next generation of experience management, where organizations can empathize more deeply with their customers and employees to design incredible products, services and even new ways of working."

**qualtrics XM**

North Salt Lake-based **Gadget Guard** has partnered with iQmetrix to introduce **GuardPlusISM**, a point-of-sale integration that allows wireless retailers to sell a variety of screen protection insurance coverage levels from one single SKU. GuardPlusISM was designed to integrate, simplify and maximize Gadget Guard screen protection sales, improve inventory levels, reduce carrying costs and increase profit potential for retailers. The GuardPlusISM integration is an extension of Gadget Guard's insurance offerings. "GuardPlusISM simplifies a retailer's product inventory while maximizing their ability to sell our unique screen protector insurance coverage," said **Brandon Bowen**, sales manager at Gadget Guard. "The integration will offer incremental sales opportunities and access to exclusive products. We are excited to offer it to retailers, so they can better serve their customers and maximize their revenue and profit."

North Salt Lake-based **Gadget Guard** has partnered with iQmetrix to introduce **GuardPlusISM**, a point-of-sale integration that allows wireless retailers to sell a variety of screen protection insurance coverage levels from one single SKU. GuardPlusISM was designed to integrate, simplify and maximize Gadget Guard screen protection sales, improve inventory levels, reduce carrying costs and increase profit potential for retailers.



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# COMMERCIAL REAL ESTATE FIRMS

Ranked by Utah 2020 Brokered Transaction Volume



	Company Name Address	Phone Web	Utah 2020 Brokered Transaction Volume (Sales & Lease)	No. of Utah Offices	No. of Utah Full-Time Brokers and Agents	No. of Utah Employees	Services Offered	Top Local Executive
1	<b>Colliers International</b> 6440 S. Millrock Drive, Ste. 500 SLC, UT 84121	801-947-8300 colliers.com	\$3.05B	5	145	235	Full-service real estate brokerage	Brandon Fugal, Chairman Lew Cramer, CEO Adam Long, COO
2	<b>Cushman &amp; Wakefield</b> 170 S. Main St., Ste. 1600 SLC, UT 84101	801-322-2000 cushman wakefield.com	\$3B	3	44	64	Leasing, capital markets, asset services, valuation & advisory	Megan Druding Managing Director
3	<b>CBRE</b> 222 S. Main St. SLC, UT 84101	801-869-8000 cbre.com/slc	\$2.53B	2	31	136	Facilities, transaction and project management; property management; investment management; appraisal and valuation; property leasing; strategic consulting; property sales; debt & finance services	Lloyd Allen Managing Director & Principal Broker
4	<b>Newmark Knight Frank</b> 376 E. 400 S., Ste. 120 SLC, UT 84111	801-578-5555 ngacres.com	\$1.72B	3	54	23	Commercial real estate services, property management	Nick Wood Executive Vice President/ Market Leader
5	<b>Mountain West Commercial</b> 312 E. South Temple SLC, UT 84111	801-456-8800 mtnwest.com	\$1.587B	3	60	20	Full-service brokerage, retail landlord/tenant representation and advisory services	Chad Moore Managing Director
6	<b>NAI Excel</b> 243 E. St. George Blvd., Ste. 200 St. George, UT 84770	435-628-1609 naixelcel.com	\$187M	2	24	10	Commercial real estate sales, leasing and management	Jon Walter, COO Neil Walter, CEO
7	<b>Berkshire Hathaway Homeservices/ Utah Properties Commercial Division</b> 537. Main St. Park City, UT 84060	435-649-7171 bhhsutah.com	\$170M	7	20	*	Development, land, office, retail, industrial, investment	Steve Roney
8	<b>Pentad Retail/Hospitality</b> 560 E. 500 S., Ste. 200 SLC, UT 84102	801-350-0100 pentadrh.com	\$133M	1	9	*	Retail and hospitality real estate brokerage	Tai Biesinger, CEO Greg Shields, President Fred Barth, Principal Kirk Barker, Principal
9	<b>NAI Premier</b> 7455 Union Park Ave., Ste. A SLC, UT 84047	801-619-2701 naipremier.com	\$105M	1	18	6	Commercial real estate services	Marlon Hill
10	<b>Knight Realty Co.</b> 34 W. 7200 S. Midvale, UT 84047	801-580-4947 knightrealty.com	\$29.1M	1	1	2	Sales, leasing, investment and property management	Spencer Knight
11	<b>PPC Real Estate Brokerage</b> 917 Country Hills Drive, Ste. 1 South Ogden, UT 84403	801-393-2733 ppc-utah.com	\$26.4M	1	6	2	Full-service commercial real estate brokerage, office, retail, industrial, land, multi-housing, investment, 1031 exchange, residential	C. Carter Randall Owner/Principal Broker Nate Harbertson Co-Owner
12	<b>KW Commerical Real Estate Services</b> 2444 Washington Blvd. Ogden, UT 84401	801-668-3530 kwcommerical .com	\$18.3M*	1*	2*	*	Full-service commercial broker	Larry Beddome
13	<b>Capstone Property Management LC</b> 4422 Century Drive Murray, UT 84123	801-313-0700 capstonepm.com	\$4.3M	1	5	10	Management, leasing, site management, commercial real estate	Kent Gibson
14	<b>Dakota Pacific Real Estate Partners</b> 299 S. Main St., Ste. 2450 SLC, UT 84111	801-365-6200 dakotapacific.com	*	1	*	24	Commercial real estate services, property management	Michelle Keaveny President of Property Management John Miller, CEO Marc Stanworth, COO
14	<b>Forza Management</b> P.O. Box 526412 SLC, UT 84152	801-930-6763 forza commercial.com	*	1*	4*	5*	Property management, construction management	Jesse Smith Principal

# MOST SUCCESSFUL

Brokerage Firm in Utah

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In Total Annual Sales for 2021

# \$170 MILLION

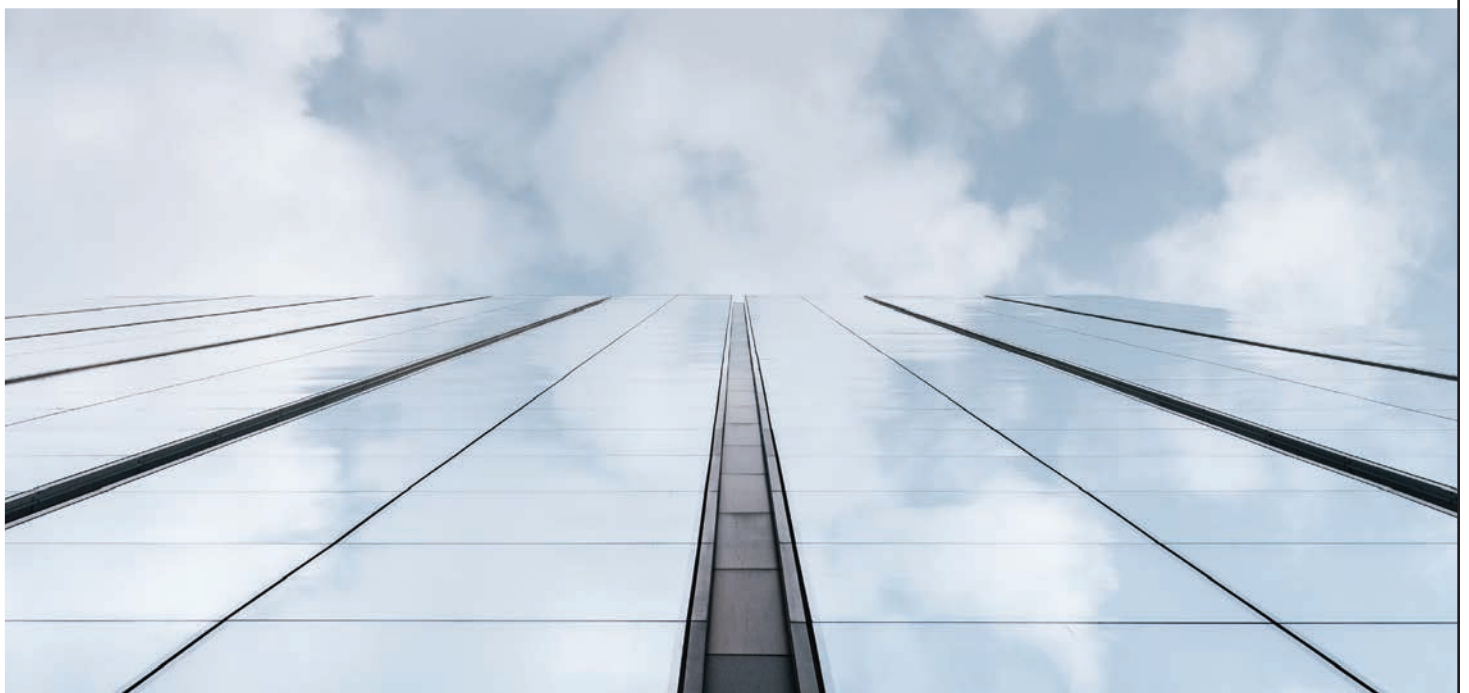
In Commercial Sales Volume for 2021



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# Industry Briefs

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

## CONSTRUCTION

• **Jacobsen Construction Co.**, Salt Lake City, has promoted several executives. **Scott Samowitz**, who has kept Jacobsen's information systems secure and technological capabilities up to date since joining the firm in 1999, now serves as vice president of information technology and security. He had previously been serving as director of information technology. **Julie Mulcock** has been named executive vice president of human resources. Mulcock has worked for Jacobsen since 2002, most recently as vice president and director of human resources for the past 17 months, overseeing the needs of the company's 600-strong workforce. **Scott DeGraffenried**, Jacobsen's general counsel, now fills that role as an executive vice president at the company. DeGraffenried has been with Jacobsen since 2018.



Scott Samowitz



Julie Mulcock



Scott DeGraffenried

• **Meritage Homes Corp.**, a homebuilder based in Arizona, has expanded its business operations to Salt Lake City. With the first three land acquisitions approved and more identified in the pipeline, the new division expects to start selling affordable, energy-efficient homes in the second quarter of 2023. Meritage appointed **Darren Dupree** as area president overseeing both Denver and the new Salt Lake City division. Dupree has more than 20 years of homebuilding experience, most recently leading the company's Denver division. Meritage Homes has delivered over 150,000 homes in its 36-year history.

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Darren Dupree

## DIVIDENDS

• The board of directors of **Clarus Corp.**, Salt Lake City, has confirmed the company's regular quarterly cash dividend of 2.5

cents per share. The dividend will be paid March 18 to stockholders of record March 7. Clarus designs, develops, manufactures and distributes outdoor equipment and lifestyle products.

## ECONOMIC INDICATORS

• **Salt Lake City** is ranked No. 97 among the 200 largest U.S. cities considered "2022's Best Cities for Crafting," compiled by **LawnStarter**. It considered 11 indicators of an ideal "craft city," where you can easily access supplies, knit and mingle with local makers, and even learn new crafting techniques. The top-ranked city is New York City. The No. 200 city is Enterprise, Nevada. Details are at <https://www.lawnstarter.com/blog/studies/best-crafting-cities/>.



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## EDUCATION/TRAINING

• **Weber State University** has named **Jessica Oyler** as associate provost of enrollment management and student success. She will oversee admissions, financial aid and scholarships, registrar and the Student Success Center. Oyler has worked at Weber State since 2008, serving as the executive director of student affairs strategic initiatives and most recently as the assistant vice president for human resources. In addition to her administrative work, Oyler teaches courses in the Master of Education and First Year Experience programs. Her education includes a Ph.D. in higher education administration from the University of Utah.



Jessica Oyler

• The **David Eccles School of Business** at the University of Utah and the **Joan and Tim Fenton Family Foundation** have created the **Joan and Tim Fenton Founders Fund**, aimed

at supporting startup companies formed by business students or others within the broader university network. Created through a \$5 million investment by the foundation, the fund will function as an early-stage venture capital backer of promising startups. The fund is designed to accelerate promising businesses at earlier stages than might typically be of interest to traditional venture capital funds. The plan is to generate returns over time from successful recipient businesses, with those returns reinvested to grow the fund to help even more startups in the future.

## ENERGY

• **Lumio**, a Lehi-based home experience and renewable energy company, has hired **Shawn Brenchley** as chief sales officer. Brenchley's experience includes founding and selling SafeHome Security, working for APX Alarm, and being one of the original founders of Vivint Smart Home.



Shawn Brenchley

Brenchley served as vice president of sales and president of recruiting for Vivint for a decade until he began his own consulting business. Most recently, he served as the president of Alder Holdings, a company offering home security, home automation and medical alert services nationwide.

## EXPANSIONS

• **Zonos**, a St. George-based company focused on cross-border commerce, has opened its first international office in Gold Coast, Queensland, Australia, to better meet the needs of its growing APAC (Asia-Pacific) business. **Travis Robinson** has been appointed APAC general manager.



Travis Robinson

## HEALTHCARE

• **Renalytics**, a Salt Lake City-based company focused on kidney health, has announced its intention to appoint **Timothy Scannell** to its board of directors as an independent non-executive director. Scannell has been involved in healthcare innovation, with more than 30 years of experience from his time at Stryker. He served as president and chief operating officer. Scannell currently serves as chair of Insulet Corp.'s board of directors and serves on the board of directors for Novocure and Collagen Matrix.

• **Eva Carlston Academy**, Salt Lake City, has hired **Natalie Moyle** as clinical director. The academy is licensed a residential treatment center specializing in helping adolescent girls between the ages of 12-18 who are struggling with difficulties such as trauma, anxiety and depression. Moyle has 25 years of executive leadership experience in healthcare and 13 years of experience focusing exclusively on supervision, clinical treatment and administration in residential treatment facilities.



Natalie Moyle

## HOSPITALITY

• **Dynamic City Capital**, a Provo-based real estate investment and asset management firm, has acquired the **AC Hotel by Marriott Fort Lauderdale Beach** in Florida. Financial terms were not disclosed. The 10-story hotel features 171 rooms and conference rooms for business meetings and private parties.

## INSURANCE

• **PCF Insurance Services**, a Lehi-based insurance brokerage, has appointed **Leah Jakaitis** as vice president of marketing science. She will serve as a cross-functional strategic leader, specializing in the innovative application of data products to drive business impact. She oversees data governance and strategy, marketing science initiatives, and data products, and she also supports the PCF marketing and business intelligence teams in the development of tools and resources for PCF agency partners. Jakaitis most recently was director of business intelligence for Carrot Fertility. Prior to that, she served



Leah Jakaitis

as the head of marketing science at Acrisure Technology Group and was a founding member of Altway Insurance.

## INTERNATIONAL

• **World Trade Center Utah** is seeking companies to participate at the **Collision Tech Conference**, scheduled for June 20-23 in Toronto. In partnership with the **Governor's Office of Economic Opportunity** and the **U.S. Small Business Administration**, WTC Utah will lead a delegation of Utah companies. Interested companies may email [jglenn@wtcutah.com](mailto:jglenn@wtcutah.com) by March 15.

## INVESTMENTS

• **Ember**, a Salt Lake City-based real estate proptech company, has raised \$17.4 million, led by **Peter Thiel**, co-founder of PayPal, early Facebook investor and venture capitalist. The funding included participation from **Pando Ventures** and prior investors, including the former CEO and founder of Vivint Smart Homes **Todd Pedersen**, former CEO of Progressive Leasing **Ryan Woodley**, and founder and chief innovation officer of Progressive Leasing **Curt Doman**. Ember affords property ownership of single-family vacation homes in popular destinations. Ember brings together vetted homebuyers to collectively own the property. In a one-eighth ownership share, each owner then gets to use the home exclusively for their enjoyment for up to 45 nights per year.

• **Epitel**, a Salt Lake City-based company developing a wearable, wireless EEG monitoring platform for seizure detection, has closed a \$12.5 million Series A financing for initial pilot commercialization and further development of its proprietary platform. The



Vikram Chaudhery

see BRIEFS next page



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# Industry Briefs

from previous page

financing was co-led by **Catalyst Health Ventures** and **Genoa Ventures**, with participation from **Dexcom**, **OSF Ventures**, **Wavemaker 360**, **MedMountain Ventures** and **Salt Lake City Angels**. In conjunction with the



Joshua Phillips



Andy Rasdal



Kim Kandar

close, **Vikram Chaudhery** of **Genoa Ventures** and **Joshua Phillips** of **CHV** have been appointed to the Epitel board of directors. **Andy Rasdal**, founding CEO of **Dexcom**, and **Kim Kandar** of **Domain Associates** have joined the board as executive chairman and independent director, respectively. Prior to Series A, the company has been primarily grant-backed with funding from the **NIH** and **Epilepsy Foundation** totaling over \$7.5 million.

• **Boostability**, a Lehi-based provider of digital marketing solutions to small and medium-sized business market, has received a growth investment from **Cohere Capital**, a Boston-based private equity firm focused on investing in tech-enabled middle market companies. The amount was not disclosed. **Cohere Capital** partnered with management and

existing investor **H.I.G. Growth Partners** to accelerate the company's development. **Boostability** was represented in the transaction by **KPMG Corporate Finance LLC**.

• **Soon**, a Utah-based consumer fintech startup, has received a \$500,000 investment from **Y Combinator**, a startup accelerator based in California. **Soon's** mission is to help people from all financial backgrounds to grow their wealth and accomplish life goals faster.

• **Intercontinental Exchange Inc. (ICE)**, an operator of global exchanges and clearing houses and provider of mortgage technology, data and listings services, has made a strategic investment in **tZERO**, a New York-based company focused on blockchain innovation and liquidity for digital assets. The amount was not disclosed. Other participants in **tZERO's** fundraising round include Salt Lake City-based **Overstock.com Inc.**, an original investor in **tZERO**, and **Medici Ventures LP**, a blockchain-focused fund whose general partner is an entity affiliated with **Pelion Venture Partners**, among others. In connection with **ICE's** investment in **tZERO**, **David Goone**, a longtime member of **ICE's** management team and currently **ICE's** chief strategy officer, will join **tZERO** as its next CEO and serve on its board of directors. **Goone**, who joined **ICE** in 2001, will continue to serve **ICE** and its chairman and CEO, **Jeff Sprecher**, in a consulting capacity.

• **Peterson Private Equity**, Salt Lake City, has invested in **Pupford**, a Pleasant Grove-based direct-to-consumer (DTC) pet brand providing dog owners the resources they need to train and

raise healthy dogs. The amount was not disclosed. The investment is expected to help accelerate growth through brand development, product line expansion, channel development and strategic hires. CEO **Mike Steele** and COO **Jake Young** will continue to lead **Pupford's** growth and operations.

• **Red Door Capital Partners LLC**, a Salt Lake City-based independent private equity firm, has announced, with support from its network of high net worth individuals and family offices, an investment in **The Plug Drink**. The amount was not disclosed. **The Plug** is a blend of 13 plants.

## LAW

• **Buchalter** has added six attorneys at its Salt Lake City office, including shareholders **Douglas Farr** and **Blake Cooper**, as well as **Blake Tengberg**. **Farr**



Douglas Farr



Blake Cooper



Blake Tengberg

focuses his practice on commercial litigation helping clients navigate complex legal issues. He assists clients across a variety of industries, including real estate, financial services, bankruptcy, construction, renewable energy, and direct sales/multi-level marketing. **Cooper** closes complicated mergers, acquisitions and joint ventures, and navigates fundraising transactions to get clients access to capital. He also has experience in helping mid- and small-cap public companies manage SEC reporting and capital markets issues. **Tengberg** has an active startup and emerging growth companies practice, particularly in the technology space. He also has experience in mergers and acquisitions and securities offerings, with a particular focus on the **JOBS Act**, **Regulation D** and **Regulation A** offerings.

• **Mayer Brown** has welcomed **Michael Menssen** and **Cameron Sabin** to its Salt Lake City office. Both are partners in the firm's **Litigation & Dispute Resolution** group. **Menssen** has experience in a wide variety of litigation matters, including class actions, breach of contract, fraud, appeals, securities litigation, business torts, white collar, trade secrets, and professional negligence. He also



Michael Menssen



Cameron Sabin

has experience in a full range of labor and employment cases. His education includes a BA in economics from **Brigham Young University-Idaho**. **Sabin** concentrates his practice in complex administrative, regulatory and business litigation, with particular emphasis in energy and natural resource disputes. His education includes a BA from **Brigham Young University**.

## PHILANTHROPY

• The campus of **DoTerra**, a Pleasant Grove-based essential oils company, has become the new home of the **Hale Center Theater Orem**. In collaboration with the **Cook Center for Human Connection** and the city of **Pleasant Grove**, the company has donated \$5 million and provided the land that will allow the theater to begin construction of its new performing arts facility. As part of the relocation to **Pleasant Grove**, the **Hale Center Theater Orem** will be formally renamed the **Ruth and Nathan Hale Theater** and less formally known as "The Ruth," in honor of the founders. The new building is expected to nearly double the capacity for the main proscenium-thrust stage with 670 seats, and will allow for an expanded completely in-the-round theater. It will also include a second performing space with flexible seating for youth productions and smaller shows. The **Ruth and Nathan Hale Theater** will include the **Hale Academy** for the Performing Arts and its education programs for youth and adults. The theater will break ground in the summer of 2022, with building completion expected in early 2024.

## REAL ESTATE

• **DB Capital Management**, a California-based real estate investment group, has acquired **Marmalade Hill**, a 71-unit apartment complex in downtown Salt Lake City, for \$18.6 million. **DB Capital** plans an 18-month renovation program that includes updates to unit interiors, exterior, and amenities, as well as the resolution of all deferred maintenance at **Marmalade Hill**, which was built in 1953 and later added onto in 1972. The property was 96 percent occupied at the time of closing. **DB Capital** was represented in the acquisition by **Brock Zylstra**

and **Danny Shin** of **Institutional Property Advisors**. **DB Capital** currently manages a portfolio totaling approximately 2,200 units.

• **Metrodora**, a clinic and research institute that focuses on neuroimmune health, has signed an office lease for 53,654 square feet at **Fairbourne Station**, 3535 S. Market St., West Valley City. The lease announcement was made by **CBRE** and **The Wasatch Group**. **Barb Johnson**, first vice president with **CBRE**, partnered with **Anita Lockhart**, president of **Wasatch Commercial Management**, to finalize the lease terms on behalf of **Metrodora**. **Fairbourne Station** is a mixed-use development that encompasses 40 acres of office, retail, housing and green space.

## RECOGNITIONS

• Several award winners were announced during the recent **Riverton State of the City and Peak Awards** ceremony. **Riverton South Valley Chamber Peak Awards** were presented to **Saffron Circle**, **Business of the Year**; **Abani Samal**, **GeoGlobal**, **Apex Award** winner; **Kathrine Parnell**, **A New View Counseling & Psychological Services**, **Business Woman of the Year**; **Joseph Anderson**, **Lighthouse Research & Development**, **Business Man of the Year**; **Detective Mike Ashley**, **Riverton Police Department**, **Excellence in Public Safety Award**; **Brook Bowen**, **graphic design and marketing specialist**, **Outstanding City Employee Award**; and **Kim Rimmasch**, **volunteer choir and orchestra director**, **Mayor's Service Award**.

• **ChamberWest** has announced the finalists in five categories for its annual awards program. Winners will be announced an awards gala March 29 at the **Maverik Center** in West Valley City. Finalists for **Best New Business of the Year** are **Nothing Bundt Cakes**, **Taylorville**; **SERVPRO of West Valley City**; and **Expedition Superstore**. Finalists for **Small Business of the Year** are **The Joint Chiropractic**, **West Jordan**; **iMPact Utah**; and **Mapleleaf Cabinets**. Finalists for **Business of the Year** are **Markosian Auto**, **GCR Tires & Service** and **Ruff Tuff Products**. Finalists for **Best Place to Work** are **Danone North America**, **Express Recovery Services Inc.** and **Summit Vista**. Finalists for **Volunteer of the Year** are **Makaila Kelso**, **Family Support Center**; **Trish Hull**, **Salt Lake County Libraries**, **Kearns**



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# Industry Briefs

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Branch; and **Mark Thorne**, Thorne and Associates CPAs.

• The **Lassonde Entrepreneur Institute** at the University of Utah has announced the top 20 teams in the **2022 Utah Entrepreneur Challenge**, a business-model competition that has college student teams competing for \$60,000 in cash and prizes. The next step of the process is online video voting, which is open to the public March 14-25. Winners will be announced March 26 at an awards and showcase event. The competition is managed by the institute and sponsored by Zions Bank. The top 20 teams (listed alphabetically) are **4 Pillar Health**, the University of Utah; **BugBuddies**, Snow College; **Bundo**, Utah State University; **Calisto**, Brigham Young University; **Cambrio.app**, BYU; **Cashboard**, BYU; **Crypto Whales**, Southern Utah University; **Dormi**, Dixie State University; **Foam**, UofU; **Lawn Games Unlimited**, USU; **Lobo Way's Uhammock**, UofU; **Ontray**, BYU; **Relay**, BYU; **Scouter**, Utah Valley University; **SmackSocial**, BYU; **StickyVendor**, UofU and Utah Valley University; **Tenno**, Salt Lake Community College; **The Orion Belt**, BYU; **Veterans In Combat**, Westminster College; and **Walkbye**, BYU and UVU.

• The international markets of **USANA Health Sciences Inc.**, Salt Lake City, have earned a pair of awards. **USANA Korea** was presented the “family-friendly company” certification selected by the **Ministry of Gender Equality and Family**, while **Citta Bella Magazine** awarded **USANA Malaysia** for its Celavive Vitalizing Serum. The annual **Citta Bella Beauty Awards** feature hundreds of brands and up to 160 products, with key industry opinion leaders, senior make-up and hair stylists, and the **Citta Bella** editorial team selecting the best representatives in 65 beauty product categories. After a rigorous and careful selection process, **USANA's Vitalizing Serum** earned the award of the **Best Vitalizing Serum**.

## RETAIL

• **Sportsman's Warehouse Holdings Inc.**, a West Jordan-based outdoor specialty retailer, has appointed **Tom Clement** as vice president of supply chain and omnichannel operations. He will lead distribution, transportation, planning/allocation and omnichannel operations for the

company. Clement has strategy, technology and operations experience with large transformations as a consultant (Kurt Salmon Associates, a division of Accenture) and supply chain leadership experience with companies including Macy's, Qurate/Cornerstone Brands, Nike and Walmart/Hayneedle.



Tom Clement

## SCHOLARSHIPS

• The **Lassonde Entrepreneur Institute** and **David Eccles School of Business** at the University of Utah have launched the **Cameron Russell Williams Legacy Scholarship** to honor Cameron Russell Williams, the late Utah technology innovator, community leader and entrepreneur. The endowed scholarship will be gifted annually to an underrepresented student at the Lassonde Entrepreneur Institute who is interested in technology and business. The scholarship was established in partnership with Williams' family, who, along with friends, donated \$35,000 to initiate the fund. Both the family and the Eccles School are actively raising additional money to increase impact and help more students. The first recipient is UofU student **Daisy Hall**, who is studying communications.

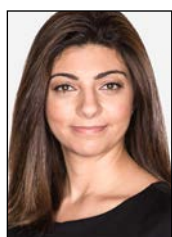
## SERVICES

• **SolutionStream**, a Lehi-based digital business consultancy, has rebranded and had an internal restructure under its new name, **Kahoa**. The company said the name is a Hawaiian word with one of its meanings indicating friendship, partnership and the joining together in a chant. It said the internal restructuring is a direct response to the post-COVID need for a blended work environment that places greater importance on the employee experience, the quality of their work, and the ability to work independently. The new structure eliminates middle management and reorganizes people across disciplines into small squads that collaborate with each other and maintain company culture, it said. Moving forward, it plans to increase its emphasis on digital strategy and business consulting.

## TECHNOLOGY/LIFE SCIENCES

• **Viderra Health**, an Orem-based company offering a video and analytics healthcare platform, has appointed **Rana el Kaliouby** to its board of directors. El

Kaliouby is an artificial intelligence (AI) scientist, technologist and entrepreneur. She is deputy CEO at Smart Eye and the co-founder and former CEO of Affectiva. Prior to Affectiva, she was a research scientist at the MIT Media Lab. El Kaliouby is also an angel investor and an executive fellow at the Harvard Business School, where she teaches on AI and startups.



Rana el Kaliouby

• **Xevant**, a Lehi-based company offering automated data analytics for pharmacy benefit organizations, has promoted **Jason (Jace) Garfield** to chief technology officer, **Laura Phillipson** to vice president of client experience, and **Greg Heaps** to chief marketing officer. Garfield has

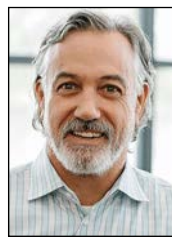


Jace Garfield



Laura Phillipson

experience in several industries, including data and information technology, foster care and mental health management. Phillipson is a client management expert with a career managing client services teams that spans nearly two decades. Her past roles include senior client services executive at



Greg Heaps

Navitus and over a decade of experience as a certified pharmacy technician. Heaps has specialized in launching and building high-growth companies. As a founding member and on the leadership team of multiple venture-backed tech startups, he has an extensive background in numerous markets, including software services, health and medicine, commercial real estate and consumer-focused products.

• **Five Star Franchising**, a Springville-based franchise platform company, has appointed **J. Andrew Mengason** as chief growth officer. Also, Bio-One Inc., one of Five Star Franchising's brands, has promoted former vice president of operations **Sandi Ellis**



Andrew Mengason



Sandi Ellis

to president of the brand. Mengason has two-and-a-half decades of experience in franchising and acquisition of brands, most notably in the restoration and home service industries. He began his career with a small textile restoration firm, then took a leadership

position with Certified Restoration Dry Cleaning Network (CRDCN) and then moved to chief operating officer with BELFOR Franchise Group. After being a Bio-One franchise owner from 2013-17, Ellis joined the Bio-One corporate team. Prior to owning a Bio-One franchise, Ellis was with Brinker International, where she held multiple finance and operational roles.

• **Aligned Data Centers** has announced the completion of the first phase of its latest build-to-scale waterless data center in West Valley City. Aligned is a technology infrastructure company offering scale data centers and build-to-scale solutions for cloud, enterprise and managed service providers. The new center is its latest multi-megawatt facility among approximately 270 megawatts of planned new development in 2022.

• **Squeeze**, a Salt Lake City-based sales experience provider, has appointed **Paul Shin** as chief marketing officer. He will be responsible for developing and executing on strategies that build



Paul Shin

the Squeeze brand and help drive growth. Shin has nearly two decades of marketing, branding, lead generation and entrepreneurial experience, most recently serving as chief revenue officer for Nivati. Prior to Nivati, Shin worked as vice president of marketing at Paladin Technologies.

## Every day is a great day . . .

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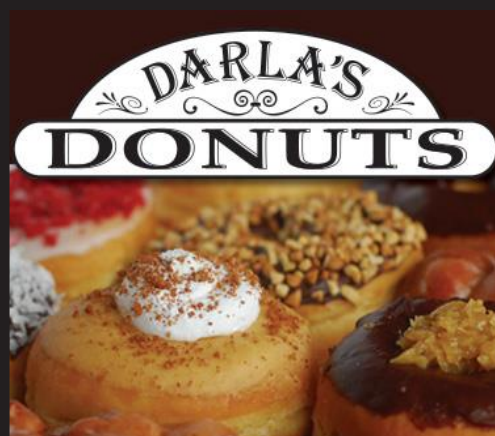
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# Calendar

Calendar listings are provided as a free service to our readers. Information about upcoming events may be sent to [brice@slenterprise.com](mailto:brice@slenterprise.com). The submission deadline is one week before publication. Because of COVID issues, events may be postponed or canceled. Contact the event organizers to determine whether events will take place.

## March 8, 9 a.m.-noon

**“Employers Workshop on Hiring and Retaining Individuals with Disabilities,”** presented by the Utah State Office of Rehabilitation. Event will feature information about recruiting, hiring, and retaining individuals with disabilities and current issues surrounding disability and employment. Event takes place online. Free, but registration is required. Details are at [Eventbrite.com](https://eventbrite.com).

## March 8, 10 a.m.-noon

**2022 International Women’s Day Celebration**, presented by the Women’s Business Center of Utah and World Trade Center of Utah. Participants also are invited to a 9 a.m. live broadcast of Lt. Gov. Deidre Henderson as she addresses the barriers women face in the state of Utah and the plans to overcome these obstacles. Location is World Trade Center Utah, 60 E. South Temple, Salt Lake City. Free. Details are at [wbcutah.org](https://wbcutah.org).

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

**“Sports, Military and Life: It’s Not Just a Man’s World Anymore,”** a ChamberWest Women in Business Professional Growth Series event. Speaker is Ashlee Byrge, a sideline reporter for the Utah Warriors and manager of the Junior Warriors youth rugby league. Location is Staybridge Suites, 3038 S. Decker Lake Drive, West Valley City. Cost is \$35. Details are at (801) 977-8755 or [chamberwest.com](https://chamberwest.com).

## March 8, noon-1:30 p.m.

**“Focused Business Conversations for Women,”** a Women’s Business Center of Utah event. Location is Sizzler, 199 N. Main St., Cedar City. Details are at [wbcutah.org](https://wbcutah.org).

## March 9-10

**Entrepreneur & Investor Life Sciences Summit 2022**, presented by BioUtah, BioHive and the PIVOT Center at the University of Utah and designed to bring investors and innovators together to showcase Utah’s entrepreneurship. Summit takes place March 9 at the Peterson Eccles Alumni House on the University of Utah campus. Ski day is March 10. Details to be announced.

## March 9, 9:55-11 a.m.

**“Drive Traffic to Your Website with SEO,”** part of Grow with Google’s Partner Digital Series presented by Grow with Google and the Women’s Business Center of Utah. Event takes place online via Zoom. Free. Details are at [wbcutah.org](https://wbcutah.org).

## March 9, 11:30 a.m.-1 p.m.

**“Let’s Do Lunch: The Future of Transportation,”** a South Valley Chamber event. Speakers are Jared Esselman, Utah state director of aeronautics; Dean Fitzpatrick, president, Larry H. Miller Dealerships; and Nick Panhwar, co-founder and director of engineering, Panhwar Jet Inc. Location is the South Valley Chamber, 9800 S. Monroe St., Sandy. Cost is \$10 for members, \$15 for nonmembers. Details are at [southvalleychamber.com](https://southvalleychamber.com).

## March 9, noon-1 p.m.

**Cache Valley Women in Business Luncheon.** Speaker Liz Butcher, owner of Butcher’s Bunches, will discuss “The Long and Winding Road.” Location is Cache County Event Center, 490 S. 500 W., Logan. Details are at <https://cachewomeninbusiness.square.site/luncheon>.

## March 9, 5-7 p.m.

**“Business After Hours: Nonprofit Night,”** an Ogden-Weber Chamber of Commerce event featuring representatives from several nonprofit organizations. Location is Catholic Community Services, 2504 F Ave., Ogden. Free for employees of chamber members and first-time guests, \$10 for nonmembers. Details are at [ogdenweberchamber.com](https://ogdenweberchamber.com).

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

**Women in Business Luncheon**, a Davis Chamber of Commerce event. Panelists Jared Smart, Elite Media; Camille Tanner, Boondocks Fun Center; and Jeremy Mehring, Know Name Media, will discuss “The Whys and Hows of Social Media.” Location is Boondocks Fun Center, 525 Deseret Drive, Kaysville. Cost is \$25 for members, \$35 for guests. Details are at [davischamberofcommerce.com](https://davischamberofcommerce.com).

## March 10, 6-8 p.m.

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

## March 11, 7:30-9:30 a.m.

**Community Town Hall**, a Murray Area Chamber of Commerce event. Speaker Sam

Beard will discuss “Reversing Poverty in America.” Location is Home 2 Suites in Murray. Details to be announced.

## March 14-16

**Utah Recreation & Parks Association Annual Conference.** Theme is “Our Comeback is Stronger than Our Setback.” Location is Dixie Convention Center, 1835 S. Convention Center Drive, St. George. Details are at <https://www.urpa.org/calendar.html>.

## March 15, 22 and 29

**“Key Business Skills: Launch Your Business” Series**, a Women’s Business Center of Utah three-part event. Part 1 is “Courage in Business” on March 15, featuring six key steps to confidently launching a business on solid ground. Part 2 is “Branding, Marketing and Online Presence” on March 22, covering the first three steps of getting a business ready to take off. Part 3 is “Finance, Systems and Collaboration” on March 29, exploring three steps of getting a business on solid ground. Presenter is Kara Laws of Launched. Events take place online via Zoom. Free. Details are at [wbcutah.org](https://wbcutah.org).

## March 15, 8:30-11 a.m.

**“Banking,”** part of the 10-week Key Bank Business Accelerator program presented by the South Valley Chamber and Suazo Business Center. Location is Salt Mine Productive Workspace, 7984 S. 1300 E., Sandy. Cost for the 10-week program is \$500 (must be a chamber member to apply). Details are at [southvalleychamber.com](https://southvalleychamber.com).

## March 15, 9 a.m.-noon

**“Culture That Attracts Talent,”** part of the nine-week “First Step to Next Step” program presented by the Women’s Business Center of Utah. Event takes place online via Zoom. Free. Details are at [wbcutah.org](https://wbcutah.org).

## March 15, 11 a.m.-1 p.m.

**“Women’s Equality in Utah: Why Utah is Ranked as the Worst State and What Can Be Done,”** a Business Women’s Forum event. Speaker Susan Madsen will discuss results of a white paper that analyzed a WalletHub report titled “2021’s Best & Worst States for Women’s Equality.” Location is Hilton Garden Inn Salt Lake City Downtown, 250 W. 600 S., Salt Lake City. Cost is \$30 for members, \$40 for nonmembers. Details are at [slchamber.com](https://slchamber.com).

## March 15, 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 \$16 for members and \$17 for nonmembers preregistered, \$20 for members and \$22 for nonmembers not preregistered. Details are at [cachechamber.com](https://cachechamber.com).

## March 15, 11:30 a.m.

**“Navigating Differences in the Workplace,”** a ChamberWest Professional Development Series event. Speaker Chris Redgrave, generational differences expert and professional speaker, will discuss generations, cultural characteristics and trends currently affecting the workplace. Location is TownePlace Marriott West Valley City, 5373 W. High Market Drive, West Valley City. Cost is \$25 for members by March 9, \$35 thereafter and for nonmembers. Details are at [chamberwest.com](https://chamberwest.com) or (801) 977-8755.

## March 15, noon-1 p.m.

**Local First Collab**, a Utah Black Chamber of Commerce event. Location is The Shop, 350 E. 400 S., Salt Lake City. Details are at [utahblackchamber.com](https://utahblackchamber.com).

## March 15, 5-6 p.m.

**Corporate Tour**, a Utah Black Chamber of Commerce event. Location is Zions Bank, 1 S. Main St., Salt Lake City. Details are at [utahblackchamber.com](https://utahblackchamber.com).

## March 16, 7:15-9 a.m.

**2022 Partners in Education Appreciation Breakfast**, hosted by the Ogden-Weber Chamber of Commerce and its Partners in Education sponsors. Location is Ogden Eccles Convention Center, 2415 Washington Blvd., Ogden. Free. Details are at [ogdenweberchamber.com](https://ogdenweberchamber.com).

## March 16, 8 a.m.-4 p.m.

**“Business Writing,”** part of the Salt Lake Community College Frontline Leader Workshop Series. Participants will consider critical writing skills to achieve clarity, organization, readability and accuracy in business messaging. Location is SLCC’s Westpointe Campus, 1060 N. Flyer Way, Salt Lake City. Cost is \$250. Details are at <http://www.slcc.edu/workforce/courses/index.aspx>.

## March 16, noon-1 p.m.

**BBSI-OSHA Workshop**, featuring information about OSHA worries and how to better prepare to avoid the OSHA radar, or how to handle the situation when they show up. Location is BBSI, 257 E. 200 S., Suite 100, Salt Lake

City. Free. Registration can be completed at [Eventbrite.com](https://eventbrite.com).

## March 16, 10 a.m.-noon

**“WBCUtah Mastermind,”** a Women’s Business Center of Utah event. Host is Jeanie Cisco-Meth. Event takes place online (available statewide). Free. Details are at [wbcutah.org](https://wbcutah.org).

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

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

## March 16, noon-1 p.m.

**“Fire Up Your Funding Traditional & Lender Panel,”** a Small Business Development Center (SBDC) event. Location is the Orem/Provo SBDC Center at Utah Valley University. Details are at <https://clients.utahsbdc.org/events.aspx>.

## March 16, 5-6 p.m.

**“Manage Risk, Protect Your Business,”** a Small Business Development Center (SBDC) event that takes place online. Details are at <https://clients.utahsbdc.org/events.aspx>.

## March 16, 5:30-6:30 p.m.

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

## March 16, 6:30-7:30 p.m.

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

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

**Chamber Luncheon**, a Davis Chamber of Commerce event. Details to be announced at [davischamberofcommerce.com](https://davischamberofcommerce.com).

## March 18, 8 a.m.-12:30 p.m.

**Box Elder Business Summit**, a Box Elder Chamber of Commerce event with the theme “Leadership in Today’s Business World.” Keynote speakers include Wendy Williams, vice president of propulsion systems for Northrop Grumman Space Systems, and Cody Vaibell, entrepreneur and investor. Panel discussions will focus on topics including workforce and diversity and inclusion. Location is USU Brigham City Regional Campus, 989 S. Main St., Brigham City. Cost is \$40.

**CALENDAR***from page 13*

Details are at [boxelderchamber.com](http://boxelderchamber.com).

**March 21, 9 a.m.**

**“Lessons Learned from COVID-19: A Global Perspective,”** part of the Utah Diplomatic Conference on International Trade Relations. Keynote speaker is Gov. Spencer Cox. Location is Sorenson Student Center at Utah Valley University. Free, but registration is required. Details are at [www.uvu.edu/global](http://www.uvu.edu/global).

**March 22, 8:30-10 a.m.**

**“Better Your Business” Employer Seminar,** presented by the Utah Department of Workforce Services Workforce Development Division and the Wasatch Front South Employer Connection Advisory Board. Speaker Ron Hetrick, senior labor economist and vice president of staffing product at Emsi Glass, will discuss “The Demographic Drought: How a Lack of People Will Change the Way We Look at Labor.” Event takes place online. Free. RSVPs can be completed by emailing [jlay@utah.gov](mailto:jlay@utah.gov).

**March 22, 9 a.m.-noon**

**“Generating Revenue/Marketing,”** part of the nine-week “First Step to Next Step” program presented by the Women’s Business Center of Utah. Event takes place online via Zoom. Free. Details are at [wbcutah.org](http://wbcutah.org).

**March 22, 11:30 a.m.-1 p.m.**

**Women in Business Luncheon,** an Ogden-Weber Chamber of Commerce event. Location is Jeremiah’s Restaurant, 1307 W. 12th St., Marriott-Slaterville. Cost is \$20 for WIB members and first-time guests, \$30 for nonmembers. Details are at [ogdenweberchamber.com](http://ogdenweberchamber.com).

**March 22, 11:30 a.m.-1 p.m.**

**Women In Business Luncheon,** a South Valley Chamber event. Speaker is Jodi Orgill Brown, an anti-fragility expert, nonprofit consultant, keynote speaker, corporate trainer and bestselling author. Location is Hilton Garden Inn, 277 W. Sego Lily Drive, Sandy. Cost is \$10 for members, \$15 for nonmembers. Details are at [southvalleychamber.com](http://southvalleychamber.com).

**March 22, 2-5 p.m.**

**Utah Valley Job Fair,** a Utah Valley Chamber event. Location is Utah Valley Convention Center, 220 W. Center St., Exhibit Hall A, Provo. Details are at [thechamber.org](http://thechamber.org).

**March 22, 6-9 p.m.**

**Birds and the Bees Spring Event,** a Utah Black Chamber of Commerce event. Location is Tracy Aviary and Johnson River Nature Center, 589 E. 1300 S., Salt Lake City. Cost is \$40. Details are at <http://business.utahblackchamber.com/events/calendar>.

**March 23-April 13**

**PMP Certification Exam Prep,** a Salt Lake Community College Employee Development Workshop taking place on Wednesdays, 8:30 a.m.-4:30 p.m. This intermediate course prepares participants to successfully pass the PMP exam by reviewing the concepts and principles of project management. Students will study project management methods in accordance with PMI requirements and a syllabus to study for the 2021 200-question PMI PMP examination. Location is SLCC’s Miller Campus, 9750 S. 300 W., Sandy. Cost is \$1,195. Details are at <http://www.slcc.edu/workforce/courses/index.aspx>.

**March 23, 9-11 a.m.**

**“Digital Marketing,”** part of the South Valley Chamber Business Academy. Speaker is Toby Eborn of Firetoss. Location is Salt Lake Community College, 9750 S. 300 W., Sandy. Free. Details are at [southvalleychamber.com](http://southvalleychamber.com).

**March 23, noon-1 p.m.**

**“Solve the Business Puzzle: Social Media Basics for Business,”** a Women’s Business Center of Utah event. Presenter is Skye Clayton, Seedling to Stars. Event takes place online via Zoom. Free. Details to be announced at [wbcutah.org](http://wbcutah.org).

**March 23, 4-8 p.m.**

**16th Annual Wasatch Front Materials Expo,** a Utah SAMPE Chapter event that is a tradeshow for the advanced materials community. Location is Salt Lake Community College’s Miller Campus, Karen G. Miller Conference Center, 9750 S. 300 W., Sandy. Registration can be completed at [Eventbrite.com](http://Eventbrite.com).

**March 24-May 19**

**“ASCM APICS-CPIM Part 1,”** a Salt Lake Community College Employee Development Workshop taking place on Thursdays, 6-9 p.m. “APICS Certified in Planning and Inventory Management” (CPIM) provides a comprehensive body of knowledge, best practices and standards to allow candidates to better respond to supply disruptions, respond to demand variations and manage supply chain risk. Location is SLCC’s Miller Campus, 9750 S. 300 W., Sandy.

Cost is \$1,800 for APICS members, \$2,000 for nonmembers. Details are at <http://www.slcc.edu/workforce/courses/index.aspx>.

**March 24, 8:30-11 a.m.**

**ConnectShare B2B Networking Event** designed for business leaders and decision-makers. Location is the Miller Conference Center, 9750 S. 300 W., Sandy. Details are at [www.connectshare.com](http://www.connectshare.com) or by contacting Randy Hunt of the ConnectShare Advisory Board at [randy@clearpath-strat.com](mailto:randy@clearpath-strat.com).

**March 24, noon-1 p.m.**

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

**March 24, 2 p.m.**

**“Bagels & Business: OKRs,”** presented by The Mill Entrepreneurship Center at Salt Lake Community College and featuring information about “Objectives and Key Results,” a framework for businesses and individuals. Details to be announced.

**March 24, 5-6 p.m.**

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

**March 24, 5-7 p.m.**

**“Business After Hours” Mixer,** a Park City Chamber/Bureau event. Location is

**HYDROGEN***from page 1*

otal time of expanding clean energy,” said New Mexico Gov. Michelle Lujan Grisham. “New Mexico brings incredible value to this partnership, which not only progresses our shared goals around climate change, but creates jobs, fosters innovation and lifts up millions of Americans. Make no mistake, New Mexico and our partner states will succeed in developing the nation’s most productive clean hydrogen hub.”

“Colorado is excited to be part of this cutting-edge regional coalition to advance hydrogen power for Colorado and among western states,” said Colorado Gov. Jared Polis.

Wyoming Gov. Mark Gordon said, “Hydrogen has tremendous potential for energizing the next generation and Wyoming is particularly well-situated to develop, export and utilize hydrogen.”

Newpark Resort, 1476 Newpark Blvd., Park City. Details are at <https://www.visitparkcity.com/members/chamber-bureau-events/rsvp/>.

**March 24, 5:30-7 p.m.**

**“In the Know: Cryptocurrency Series,”** a South Valley Chamber event. Location is Salt Lake Community College, Free Enterprise Building, 9750 S. 300 W., Sandy. Details are at [southvalleychamber.com](http://southvalleychamber.com).

**March 24, 6-7 p.m.**

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

**March 24, 6-8 p.m.**

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

**March 24, 6-8:30 p.m.**

**“Birds & Brews: Light Out Event,”** a Utah Black Chamber of Commerce event. Location is Tracy Aviary and Johnson River Nature Center, 589 E. 1300 S., Salt Lake City. Cost to be

determined. Details are at <http://business.utahblackchamber.com/events/calendar>.

**March 29, 8:30-11 a.m.**

**“Management,”** part of the 10-week Key Bank Business Accelerator program presented by the South Valley Chamber and Suazo Business Center. Location is Salt Mine Productive Workspace, 7984 S. 1300 E., Sandy. Cost for the 10-week program is \$500 (must be a chamber member to apply). Details are at [southvalleychamber.com](http://southvalleychamber.com).

**March 29, 9 a.m.-noon**

**“Keeping Customers Happy,”** part of the nine-week “First Step to Next Step” program presented by the Women’s Business Center of Utah. Event takes place online via Zoom. Free. Details are at [wbcutah.org](http://wbcutah.org).

**March 29, 5-8:30 p.m.**

**2022 Awards Gala,** a ChamberWest event. Event includes honoring Hall of Fame Award recipient Mayor Kristie Overson of Taylorsville and three finalists in five award categories. Theme is “The Wizard of Oz: There’s No Place Like ChamberWest.” Reception be-

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Drive, West Valley City. Cost is \$35. Details are at (801) 977-8755 or [chamberwest.com](http://chamberwest.com).

**“Navigating Differences in the Workplace,”** a ChamberWest Professional Development Series event, originally scheduled for Jan. 25, has been postponed until March 15, 11:30 a.m. Location is TownePlace Marriott West Valley City, 5373 W. High Market Drive, West Valley City. Cost is \$25 for members by March 9, \$35 thereafter and for nonmembers. Details are at [chamberwest.com](http://chamberwest.com) or (801) 977-8755.

**Zions Bancorporation’s 2022 Biennial Investor Conference** for institutional investors and analysts, originally scheduled for March 3, has been postponed until a date to be determined.

**2022 Awards Gala,** a ChamberWest event, originally scheduled for March 8, has been postponed until March 29, 5-8:30 p.m. Location is the Maverik Center in West Valley City. Details to be announced at [chamberwest.com](http://chamberwest.com).

**“Evening In Harlem,”** a Utah Black Chamber of Commerce event, originally

scheduled for Feb. 4, has been postponed until April 1, 6-11 p.m. Location is The Leonardo, 209 E. 500 S., Salt Lake City. Cost is \$50. Details are at [utahblackchamber.com](http://utahblackchamber.com).

**2022 Athena Leadership Award Ceremony & Luncheon,** an Ogden-Weber Chamber of Commerce event, originally scheduled for Jan. 25, has been postponed until April 26, 11:30 a.m.-1 p.m. Location is Timbermine, 1701 Park Blvd., Ogden. Award recipient is Raquel Da Silva, executive director of Family Promise of Ogden. Cost is \$30. Details are at [ogdenweberchamber.com](http://ogdenweberchamber.com).

**Utah Manufacturers Association Annual Awards Banquet** at the Little America Hotel in Salt Lake City, originally scheduled for Jan. 29, 6-9 p.m., has been postponed until a date in November to be determined.

**MISCELLANEOUS**

**Business Alliance Luncheon,** originally scheduled for March 16, had been canceled but has since been reinstated. It takes place 11:30 a.m.-1 p.m. at Boondocks Fun Center, 525 Deseret Drive, Kaysville. Luncheons are also scheduled for April 6, April 20, May 4 and May 18. Details are at [davischamberofcommerce.com](http://davischamberofcommerce.com).

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## CALENDAR

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gins at 5 p.m., with dinner and program starting at 6:30 p.m. Location is the Maverik Center, 3200 S. Decker Lake Drive, West Valley City. Details to be announced at chamberwest.com.

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

**"Walkable Wednesday: Sugarmont Apartments,"** a ULI (Urban Land Institute) Utah event. Speaker is Stan Hanks, executive vice president, Cottonwood Residential. Location is Sugarmont Apartments, 2191 S. McClelland St., Salt Lake City. Free for ULI members, \$15 for nonmembers. Details are at <https://utah.uli.org/events-2/>.

### March 31-April 1

**Spring Conference,** a Recycling Coalition of Utah (RCU) event with the theme "Greening Your Bottom Line." Organizations can learn how to use green, sustainable and ESG-related practices to impact their bottom line. Location is Spring Hill Suites, 1865 N. Highway 191, Moab. Cost is \$149 for members, \$178 for nonmembers. Registration can be completed at Eventbrite.com.

### March 31, 5-7 p.m.

**"Business After Hours,"** a Salt Lake Chamber event. Location is Flanker Kitchen & Sporting Club, 6 N. Rio Grande St., Suite 35, Salt Lake City. Free for members and \$30 for

nonmembers before March 29, \$20 for members and \$40 for nonmembers after March 29. Details are at slchamber.com.

### April 1, 8 a.m.-12:30 p.m.

**"Cryptocurrency 101,"** presented by the South Valley Chamber and Scott Paul. Panelists are Scott Paul, angel investor and crypto influencer; Charlene Brown, adjunct professional of blockchain, Utah Valley University; Kirk Quimet, founder and investor; and moderator Nick Killpack. Details to be announced at southvalleychamber.com.

### April 1, 8:30 a.m.-5 p.m.

**Tech Law Symposium,** an ACC Mountain West Chapter event for in-house attorneys and their legal teams. Themes to be covered are "The Basics of Tech Law," "Hot Topics in Tech 2022," "Cybersecurity & CISA," "Tech Contracts" and "Communication (How to Talk to Engineers and Teams)." In-person location is Grand America, 555 S. Main St., Salt Lake City. In-person cost is \$75 for ACC members, \$100 for nonmembers. Webinar cost is \$75 for ACC members in Idaho, Wyoming and Montana, \$100 for nonmembers in those states. Registration can be completed at Eventbrite.com.

### April 1, 6-11 p.m.

**"Evening In Harlem,"** a Utah Black Chamber of Commerce event. Location is The Leonardo, 209 E. 500 S., Salt Lake City. Cost is \$50. Details are at utahblackchamber.com.

### April 5, 9 a.m.-noon

**"Knowing Your Numbers,"** part of the nine-week "First Step to Next Step" program presented by the Women's Business Center of Utah. Event takes place online via Zoom. Free. Details are at wbcutah.org.

### April 5, 6:30-8 p.m.

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

### April 6, 11:30 a.m.-1 p.m.

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

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

**"Coffee Chat with the CEO,"** a Park City Chamber/Bureau event. CEO Jennifer Wesselhoff will be available for friendly, informal conversation about how the chamber can most effectively serve businesses and the community. Location is Kimball Junction Visitor Information Center, 1794 Olympic Parkway Blvd., Park City. Free. Details are at <https://www.visitparkcity.com/members/chamber-bureau-events/rsvp/>.

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

**Morning Speaker Series,** an Ogden-Weber Chamber of Commerce event. Event takes place online via Zoom. Free for chamber members and first-time guests. Details are at ogdenweberchamber.com.



## CLASSIFIED

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### April 7, 6-8 p.m.

**"Entrepreneur 101,"** a Small Business Development Center (SBDC) event. Location is the Orem/Provo SBDC Center at Utah Valley University. Details are at <https://clients.utahsbdc.org/events.aspx>.

### April 8, 5-7 p.m.

**"First Friday,"** a Utah Black Chamber of Commerce networking event. Location is 2200 S. Main St., Suite 200, South Salt Lake. Cost is \$10 for members, \$20 for nonmembers. Details are at utahblackchamber.com.

### April 12, 8:30-11 a.m.

**"Customers & Competitors,"** part of the 10-week Key Bank Business Accelerator program presented by the South Valley Chamber and Suazo Business Center. Location is Salt Mine Productive Workspace, 7984 S. 1300 E., Sandy. Cost for the 10-week program is \$500

(must be a chamber member to apply). Details are at southvalleychamber.com.

### April 12, 9 a.m.-noon

**"Managing Your Cash Flow,"** part of the nine-week "First Step to Next Step" program presented by the Women's Business Center of Utah. Event takes place online via Zoom. Free. Details are at wbcutah.org.

### April 12, 11:55 a.m.-12:55 p.m.

**Monthly Women in Business Luncheon,** a Cache Valley Chamber of Commerce event. Check website for location. Cost is \$14 for WIB members, \$16 for nonmembers. Details are at cachechamber.com.

### April 13, 4-5 p.m.

**Venture Capital Collab,** a Utah Black Chamber of Commerce event. Location is The Shop, 350 E. 400 S., Salt Lake City. Details are at utahblack-



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