

THE Enterprise

UTAH'S BUSINESS JOURNAL

www.slenterprise.com

Aug. 6-12, 2012

Volume 42, Number 1

\$1.50

THIS WEEK

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South Dakota firm to bring three new hotels to Salt Lake Valley



Artist's rendering of the Staybridge Suites hotel, which will be built within the View 20 Corporate Center in Midvale.

By Barbara Rattle
The Enterprise

South Dakota-based hotelier Utah Hospitality LLC plans to break ground in this month for a new Staybridge Suites hotel in Midvale, and hopes to begin work in early 2013 on two new hotels in downtown Salt Lake City.

The Midvale hotel, which will have 93 rooms, will be located at 747 W. Blue Vista Lane within the sprawling View 72 Corporate Center, a two million square foot

campus next to both I-15 and a TRAX light rail stop. The four-story hotel's amenities will include 1,200 square feet of meeting space and an outdoor living area with pool, spa, multiple firepits, grills and covered seating, according to Jeff Stockert, president of Utah Hospitality LLC, which is based in Aberdeen. Staybridge Suites is an extended stay hotel concept. Construction should take less than

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Janitorial supply wholesaler to expand into 100,000 square feet

By Brice Wallace
The Enterprise

Brady Industries, a Las Vegas-based regional distributor of janitorial supplies, will be moving its Salt Lake City warehouse operations this fall to a 100,000 square foot facility at 5655 W. 300 S.

The general manager of the Salt Lake operations, Mark Larsen, said the move to the \$3.9 million project will take place in late September or early October.

"We've been in Salt Lake City since 1999 when this location opened," Larsen said of the company's current operations at 1130 S. 3800 W. "Since then, we've continued to grow. Ultimately, we just grew out of the space we're in, and that facilitated the need for a new building."

The company expects to occupy 60,000 square feet initially "and grow into it as we need to," Larsen said. The building, being built by Tom Stuart Construction of North Salt Lake, will be LEED (Leadership in Energy and Environmental Design) certified. "We're excited about that. It mirrors the green image the company represents," Larsen said.

Brady Industries' current operations are at a leased, 35,000 square foot location at a strip site. Not only will the new building be much larger and be a stand-alone facility, but Brady also will own it, making it the firm's first venture in owning real estate outside of its corporate base in Las Vegas, Larsen said.

The company does not expect

see BRADY page 2

Uinta Brewing expanding by 34,000 square feet, more growth planned

By Brice Wallace
The Enterprise

Uinta Brewing has an expansion on tap that is expected to keep the beer maker's success flowing for years to come.

Land has been cleared at 1760 S. Fremont Dr., Salt Lake City, for a 34,000 square foot building that will include 5,000 square feet of office space and 29,000 square feet for production and shipping and receiving for the company. The new structure will be 40 feet away from the Uinta Brewing base at 1722 S. Fremont Dr.

When the expansion is completed in March 2013, the com-



pany will have a six-acre complex, according to president Will Hamill.

"Production is moving our bottling line from our existing facility and our kegging line down

see UINTA page 2

Idaho chain to bring its Neopolitan style pizza to Utah



Flatbread Community Oven has four locations — three in Idaho and one in Bend, Ore.

By Barbara Rattle
The Enterprise

Flatbread Community Oven, a Boise-based chain of restaurants specializing in Neopolitan style pizza, will enter the Utah market by Jan. 31 with a location at 2121 S. McClelland St. in the Sugar

House neighborhood of Salt Lake City.

The 3,500 square foot eatery will be located on the ground floor of the former Granite Furniture building, which a California company, Boulder Ventures, is

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BRADY

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to add personnel with the move. It currently has 38 employees in Salt Lake City.

"We've been successful and growing as a location since our inception in 1999. We're happy about the progress and the presence that this [new building] will help us to have going forward," Larsen said. "We have, from really about 2002 until now, really gotten traction. We've had just about double-digit revenue growth just about every year."

Larsen attributed that growth largely to his employee base, including a "terrific" sales force. "We have a great group of guys with experience and they're the spearhead of it. The company has

done a great job giving us terrific things to sell. In this business, it's all about what lines you carry. We are at the forefront of some of the best things out there, and that gives us an advantage. Operationally, we're as good as everybody that's in the game and we strive to be the best at what we do.

"Brady Industries is a dynamic, aggressive company. They expect a lot and typically get it. We have great partners we work with to sell those product lines, and we have tons of support from the manufacturers we work with. All those things kind of pool together to put us in a good position to succeed."

Larsen acknowledged that continuing to post strong percentage-gain figures gets harder as a company grows, but he believes

the local market still has room for growth. "We're looking at this as a 10- to 15-year building," he said. "Hopefully in that period of time, we've grown out of that building and will be ready to move upward and onward. ... As a company overall, we've done a great job growing nearly every location. It's fun to be part of. Each market has its own story, and we've certainly been able to succeed here in Salt Lake."

Brady Industries is a wholesale distribution company for products in the janitorial/sanitation industry, with everything from toilet paper to cleaning chemicals, from vacuum cleaners to brooms,

UINTA

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into the new plant where we will also have a brand-new, German, state-of-the-art canning line," Hamill said. "So all our filling — kegging, cans, bottles — will be done in the new facility where our cold warehousing will be and our shipping and receiving will be. The existing building is basically set up still for the brewing operations, which is the brewhouse and fermentation, which will also allow us to quadruple what we have going on here."

Uinta Brewing currently operates in 27,500 square feet on two-and-a-half acres. It acquired the adjacent property — formerly home to KTVX-TV (Channel 4) — in February. "The land is all cleared. It's ready [for construction]," Hamill said.

"What we've done is freed up space here to expand our existing facility for a new brewhouse, which will be announced in a year, at the end of 2013, which is another \$5 million. We won't retire the existing one. It will be in addition to our existing brewhouse."

The new \$12 million project will result in a bump up in employment. The company has done "significant" hiring the past two years, bringing the headcount



Artist's rendering of Brady's new facility. The company will initially occupy 60,000 square feet.

brushes and mop heads. Founded in Las Vegas in 1947, the company has more than 450,000 square feet at facilities in Salt Lake City; Las

Vegas; North Las Vegas; Reno, Nev.; Phoenix; Albuquerque and Farmington, N.M.; and Garden City, Idaho.

to about 42. A year from now, that figure is expected to rise to about 55, Hamill said.

Uinta Brewing was founded two decades ago and used a renovated mechanic's garage to distribute kegged beer in Utah. In 1996, it purchased a state-of-the-art German bottling line and over time added states to its distribution network. In 2001, it outgrew its original building and moved to its current Fremont Drive site.

The company's beer labels include Cutthroat Pale Ale, King's Peak Porter, Golden Spike Hefeweizen and Dubhe. It launched its Crooked Line beers in 2010. A Uinta hallmark is a proprietary 12-ounce bottle branded with a 360-degree compass embossed into the shoulder. In April, Uinta installed three new fermentation tanks, which boosted production capacity and allowed it to begin a 24/7 brewing schedule. And the new facility will allow it to produce beer in aluminum cans.

Despite Uinta not adding a new market during the past two years, the company's products are distributed in 19 states.

"We're a 20-year-old company, and it's been the people who work at Uinta and their continual ability to re-create themselves and our company that has allowed us to continue to be a leader and not a follower. We're constantly

evolving. We're not sitting on our laurels," Hamill said.

He also attributes the company's success to local residents who have believed in and supported local breweries like Uinta, with that support reflected in recent years' production run-up. "Last year, we had about 37 percent growth in production and this year we are at about 72 percent growth on top of that, with sales up about 80 percent," Hamill said. "It's been through lots of hard work, good planning and great beer."

The project architect is van-Zeben Architecture of Ogden. The contractor is Herm Hughes & Sons Inc. of North Salt Lake.

HOTELS

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a year. The hotel, which will sit on 1.6 acres, was designed by Richardson Design, Salt Lake City, and will be constructed by South Dakota-based Legacy Builders Inc.

Early next year, Utah Hospitality hopes to begin work on a downtown Salt Lake City project that was sidelined by the recession. Plans call for a 100-room Staybridge Suites and a 184-room Holiday Inn with conference center and parking structure to replace Utah Hospitality's existing Royal Garden Inn, a 190-room property on 3.5 acres at 154 W. 600 S.

"Our planned development has been approved by Salt Lake City; now we need to submit building plans and put all the rest of the details to bed and move on," Stockert said. The two hotels likely will take about 18 months to complete.

In addition to the Royal Garden Inn and nearby Comfort Inn in downtown Salt Lake City, Utah Hospitality also owns and operates a Holiday Inn Express & Suites in Orem, a Holiday Inn Express & Suites in West Valley City, and a Staybridge Suites in West Valley City. In April the firm sold a Holiday Inn property near Salt Lake City's International Center.

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Published weekly by Enterprise
Newspaper Group Inc.
825 N. 300 W., Suite C309,
Salt Lake City, UT 84103
Telephone: (801) 533-0556
Fax: (801) 533-0684
Website: www.senterprise.com.

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newsroom, e-mail barbara@senterprise.com.
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Social media marketing firm for outdoor brands to open Salt Lake City office

By Brice Wallace

The Enterprise

WELD, a West Virginia-based social media marketing company for outdoor brands, will venture outside of its home base when it opens a Salt Lake City office in mid-August.

The company will occupy 2,000 square feet in Suite 550 of the Boston Building, 9 E. Exchange Place, with the new office serving as a western base.

“Salt Lake City is a hub for the outdoor industry, exemplified by the biannual Outdoor Retailer show that takes place at the Salt Palace,” said Brandon Holmes, managing partner. “It is close to a number of prospective clients, easily reachable from Portland, Seattle, San Francisco, Las Vegas and other important hubs for commerce. And it allows us to expand into the ski industry, mainly ski resorts and ski and snowboard equipment manufacturers.”

Founded in October 2007, WELD is based in Oak Hill, W.Va., near the whitewater rafting heaven of the New River. Its team of roughly a dozen people develop and execute social media strategies, content strategies and communication strategies and implement the marketing technology required to reach new markets through social media, Holmes said.

Among the firm’s more prominent clients are Yakima, O.A.R.S. and the Boy Scouts of America.

The company’s website says WELD believes that “adventure, adrenaline and wild places enrich lives and change people for the better” and describes its team members — shown in outdoor

settings — as “light, fast, slightly geeky” and with “bright minds, disciplined personalities, and bodies that have seen a fair share of bruising.”

“We’re carving a niche as a social media specialist in an industry laden with full-service, digital agencies,” Holmes said. “We feel our competitive advantage we have is our ability to lend an authentic voice to the outdoor consumer for the brand that we work for. We’re carving a niche in the outdoor markets where there is a high threshold for authentic content and conversation.”

When the Salt Lake City office is ready, WELD will divide its staff between the Salt Lake and Oak Hill offices. The local staff will include social strategists, community managers and account directors responsible for providing services to clients based in the western U.S. The company plans to hire three community managers — responsible for managing the publication of content across community sites such as Facebook, Twitter, Pinterest and Instagram — and one account director.

WELD’s revenue grew 25 percent from 2011 to 2012, mostly through expanding its current accounts and acquiring new ones, and revenues should double in 2013, Holmes said.

Holmes said the move into Salt Lake City has been about two years in the making but could be the springboard for further expansion. “I think it’s likely that our company will expand to the West Coast to support our current and future clients — in Portland, for example,” he said.

203 apartment units to be added in Sandy

By Barbara Rattle

The Enterprise

A local developer plans to break ground this fall or early next spring for 148 units of market-rate apartments in Sandy that will join 55 units currently being developed at the site.

Hills at Sandy Station LLC secured the 4.8-acre property at 132 E. Sege Lily Dr. through foreclosure. Formerly known as Belmont Station, the project contains one building that was nearly finished before the former developer lost the property when the housing market soured. Units in the existing building, designed as condos by the former developer, are now being finished as 55 large market-rate apartments; they should be available for rent within about 60 days.

Hills at Sandy Station partner Mark Mabey said the 55 units will have washer/dryers, nine-foot ceilings, secure underground parking, granite countertops and stainless steel appliances. There will be one, two and three-bedroom



Artist's conception of Hills at Sandy Station, which will consist of four buildings.

floor plans. A rent structure has not yet been established. All 55 units should be complete by late summer.

In the fall or next spring, Hills at Sandy Station plans to break ground on three additional apartment structures on the site. They will contain 148 more units and be situated next to a light rail line. While these units will be funded by the U.S. Department of Housing and Urban Development, they will be market rate dwellings rather than those aimed at low to moderate income individuals. Mabey said financing hasn’t closed yet, but commitments from HUD are in hand. All four buildings, designed by ASWN, will have a similar appearance.

General contractor on the 55-

unit building is PMI Construction LLC. General contractor on the other three buildings will be a joint venture between PMI and R&O Construction.

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FLATBREAD

from page 1

converting into retail and office space.

Robert Lumsden, who with wife Lisa opened the first Flatbread in 2006, said the Salt Lake location will have inside seating for about 140 in addition to a 400 square foot patio. The firm is certified by Verace Pizza Napoletana, formed in Naples, Italy, to certify, protect and preserve Neopolitan style pizza, which is cooked in wood-burning ovens and must adhere to strict standards. For example, Flatbread imports all its flour and tomatoes from Italy.

Flatbread's pizzas are 12 to 13 inches in size with a supple crust the thickness of a credit card, Lumsden said. They are meant to be either folded or eaten with a knife and fork and typically come to the table uncut.

The company also offers 12 to 15 more American style pizzas (from sun-dried tomato to fiery chicken sausage) in addition to appetizers (from wood-fired prosciutto-wrapped prawns to Sicilian meatballs), flatbreads (from chili-glazed shrimp and chorizo to portobello, sausage and fontina) and desserts such as rustic fruit crostata and skillet buns (maple-spiced bacon and candied walnuts served with vanilla bean gelato). There is also a kid's menu and takeout is offered. Lumsden said Flatbread has secured a full liquor license and will have a "community cocktail" menu in addition to eight or 10 craft brews on tap and a small, eclectic wine list. The average dinner ticket is under \$15; lunch runs around \$10.

Flatbread will be open seven days a week, and Lumsden said he would like to open multiple locations in the Salt Lake market, which has been on the firm's radar for about five years.

Currently, there are four Flatbreads in operation — three in Idaho and one in Bend, Ore.

Momentum to launch new glass recycling facility

Momentum Recycling, Salt Lake City, has received a second loan from the Salt Lake City Revolving Loan Fund to help finance a new glass recycling operation at 658 S. 4050 W.

Equipment is currently being installed at the facility, which represents a significant expansion for the company, according to John Lair, who owns the business in partnership with his brother in law and sister in law, Jeff and Kate Whitbeck.

Momentum was founded in 2008 and provides recycling services from Farmington to Draper. The firm has contracts with local and national companies and public entities, including Harmons

Grocery Stores, Whole Foods Market, Nordstrom, Marriott Hotels, Hilton Hotels and several federal agencies.

In May, the firm inked a contract with Salt Lake City to collect and process residential glass from curb-side receptacles. Residents outside Salt Lake City can privately contract with the company to collect their glass. Momentum also collects glass from about 20 large drop-off containers at various locations in Salt Lake City. Since last October the firm has been stockpiling the glass — of which there is now about 1,200 tons — in anticipation of the new glass recycling plant opening.

The new facility will process

the glass into products such as materials needed for fiberglass manufacturing, abrasives for blasting, playground sand, landscaping materials, decorative construction materials and materials needed for producing new bottles. Laird said the largest buyer of Momentum's recycled glass will be Owens Corning, which operates a fiberglass plant in Nephi.

Three additional employees have already been hired and four more should be on board by the end of August, Laird said. Within the first calendar year, the new facility should have a staff of between 10 and 12.

Chicago-based frozen yogurt firm eyes Utah market

Chicago-based Yumz Gourmet Frozen Yogurt, founded less than two years ago by former attendees of Brigham Young University and the University of Utah, is seeking franchisees to help it enter the greater Salt Lake City market.

The firm currently has two corporate stores open, five franchised locations slated to launch in the next 30 days and another 30-plus stores on the docket for next year, said John Barnes, co-

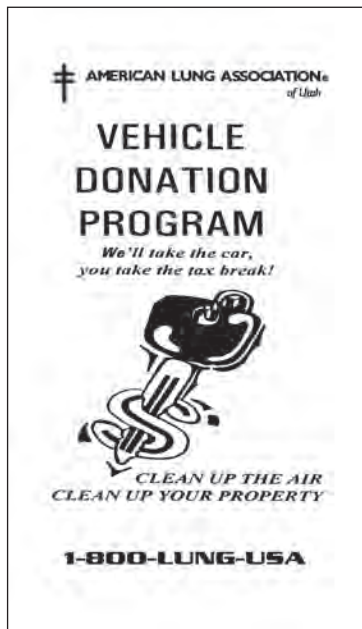
founder and chief marketing officer. Barnes, who attended BYU, is partners in the venture with Matt Thelander, who formerly attended the U of U. Both are frequent visitors to Utah and have family here.

Yumz' yogurt is available in four forms — tart, regular (which Barnes said tastes just like ice cream), no sugar added, and sorbet for those with dairy product issues. All are fat-free and range between 85 and 100 calories per

serving. More than 40 flavors rotate and there are more than 75 toppings on a regular basis.

The company is targeting multi-unit franchisees and believes the metro area could accommodate as many as a dozen locations, Barnes said. Yumz yogurt is self-serve and sold by the ounce.

The average size of a Yumz is between 1,500 and 1,700 square feet and costs between \$250,000 and \$275,000 to open, Barnes said.



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• Industry Briefs •

BANKING

• **GE Capital Bank** has awarded the **YMCA of Northern Utah** a \$30,000 grant to support programming that combines fun with skill building and teaches families about financial literacy. The “In the Community/For the Community” initiative grant will cover costs for the financial literacy programs offered in the YMCA’s out-of-school program, Money Camp and child care for adults who participate in the financial literacy workshops.

COMPUTERS/ SOFTWARE

• Refuting the myth that IT departments are overly casual, 66 percent of CIOs polled described the **dress code among their IT staff** as “somewhat formal,” meaning most people wear dress slacks or a skirt and a button-down shirt. In addition, when asked whether the work culture is more formal or casual than the rest of the organization, 85 percent of CIOs said the work culture in their IT department is the same. That’s according to a new survey by Robert Half Technology Inc.

• Sandy-based **uGenius Technology**, a provider of comprehensive multi-channel video banking solutions to financial institutions, has hired **John Boyd** as vice president of sales. With more than 15 years of experience, Boyd has served as a sales management executive for several industry-leading technology firms, including iLumin, emWare, Venafi and Omniture. Boyd also wrote *The Illustrated Guide to Selling You*, which was endorsed by Steven Covey, Brian Tracy and Denis Waitley.

CONSTRUCTION

• The U.S. Environmental Protection Agency’s (EPA) **Energy Star program** launched the **2012 National Building Competition: Battle of the Buildings** with a record 3,200 buildings across the

country going head to head to improve energy efficiency, lower utility costs and protect health and the environment. **Eighteen buildings in Utah** will participate in the competition. They are the Davis 2 building at Weber State University in Layton, the J.V. Hansen Federal Building Courthouse in Ogden, the F.E. Moss U.S. Courthouse in Salt Lake City, the Dee Events Center at Weber State University in Ogden, the Lakeview Medical Office 520 in Bountiful, the Bountiful Lake View Medical Arts Building in Bountiful, Wasatch Peak in Layton, Old Mill II in Salt Lake City, the Ogden Forest Service Building in Ogden, the J.W. Robinson Federal Building in Provo, the W.F. Bennett Federal Building in Salt Lake City, the Williams Building at the University of Utah in Salt Lake City, a St. George Federal Building in St. George, Sunrise Holiday Senior Living in Holladay, Sunrise of Sandy in Sandy, a Facilities Management structure at Weber State University in Ogden, and a Receiving and Distribution building at Weber State University in Ogden. A list of competitors, social media updates (#ESNBC), interactive map of buildings and photos of the competition are at <http://www.energystar.gov/BattleOfTheBuildings>.

• An office interior that has been built to **LEED Silver** certification has been completed by **R&O Construction**, Ogden, and is awaiting certification. The project was the 17th floor and 12,000 square feet of an office building located at 222 S. Main in Salt Lake City. Much of the construction was completed at night to avoid any noise disruption. Phillips Edison, a retail real estate company, is the tenant. The architect on the project is GSBS Architects.

EDUCATION/TRAINING

• **Weber State University’s** Master of Business Administration (MBA) program graduates recently scored in the 98th percentile

overall in the **Major Field Test for MBA**, a standardized national test. The highest score possible is the 99th percentile. During the past five testing periods, WSU’s MBA students have scored between the 94th and 98th percentiles. This year, the students scored in the

92nd percentile in marketing, the 98th percentile in management, the 99th percentile in finance, the 99th percentile in managerial accounting and the 98th percentile in strategic integration. Administered by Educational Testing Service to approximately 225 schools nation-

wide, the test assesses graduating MBA students’ mastery of concepts, principles and knowledge. The test consists of 124 multiple-choice questions as well as short case-study scenarios, diagrams, graphs and statistical data.

continued on next page

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FINANCE

• The **Utah Association of Certified Public Accountants (UACPA)** is celebrating **CPA week Aug. 21-24** with a variety of events for its 4,065 professional and student members. Gregory J. Anton, chairman of the board for the AICPA (American Institute of Certified Public Accountants), will be a featured guest speaker and honored guest in attendance of the state society's events throughout the week. For more information call (801) 466-8022 or visit www.uacpa.org.

GOVERNMENT

• The **Utah State Advisory Council on Science and Technology** is accepting nominations for the 2012 annual **Governor's Medal for Science and Technology Awards**. The program recognizes individuals who have provided distinguished service to the state of Utah in science and technology. The council is responsible for administering the award and for recommending nominees to Gov. Gary Herbert. Nominations may be initiated via a one-page form available at <http://business.utah.gov/governors-medals>. Nominees selected from the first round of applications may be asked to submit a more complete application package that would include letters of recommendation.

Nominations can be made in one of five categories: Academic, Science Education, Industry-Individual (independent inventors and entrepreneurs), Industry-Company (for- and non-profit company) and Government. Any Utah resident or organization may submit nominations. The nomination deadline is Sept. 17 at 5 p.m. Nominations should be sent to Tami Goetz, State Science Advisor, Governor's Office of Economic Development, 60 E South Temple, Third Floor, Salt Lake City, UT 84111.

HEALTH CARE

• Construction has begun on **Legacy at Spanish Fork**, an approximately \$6.1 million, 96-bed assisted living facility at 1449 E. 150 S., Spanish Fork. Rockworth Development is the development partner with Western States Lodging on the project. Western States Lodging operates a number of assisted living facilities in Utah that bear the Legacy name. Completion of the Spanish Fork facility is slated for next year.

HUMAN RESOURCES

• **More employers are offering benefits that encourage employees to improve their health** in 2012, according to a survey released by the Society for Human Resource Management (SHRM) at its 2012 Annual Conference and Exposition in

Atlanta. Over the last five years, benefits that reward employees for improving their health have jumped. For example, the percentage of employers offering health and lifestyle coaching jumped from 33 percent in 2008 to 45 percent in 2012, and rewards or bonuses for completing a health and wellness program increased from 23 percent in 2008 to 35 percent in 2012. SHRM's 2012 Employee Benefits Survey found that, while most employee benefits stabilized this year, 73 percent of HR professionals reported that the economic downturn negatively impacted employee benefit offerings (11 percent to a large extent and 62 percent to some extent). This is more or less the same as in 2011, when 77 percent said the economy negatively affected benefits to some or a large extent. Because of the economy and recent employment-related legislation, many employers have shifted to benefits that place primary responsibility and control to employees. For example, more employers offer defined contribution retirement-savings plans (92 percent) than defined benefit pension plans (21 percent) in 2012, putting the impetus on employees to manage their own retirement savings instead of relying on employer-provided pensions. The five most common benefits in 2012 are: paid holidays

(97 percent); prescription drug program coverage (97 percent); dental insurance (96 percent); defined contribution retirement savings plans (92 percent); and mail-order prescription programs (91 percent).

LAW

• **Prince, Yeates & Geldzahler** attorney **James W. McConkie III** has been selected as the chairman of the leadership committee for the local charitable organization **And Justice for All**. The group works with judges, law firms and other community partners to help ensure that Utahns across the state have access to the legal system, regardless of income level, disability, age or minority status. McConkie's practice is focused in general civil and commercial litigation, with special emphasis in contract or business disputes, employment, trademark and unfair business practices matters. He is also a founder and board member of the Wallace Toronto Foundation, a nonprofit engaged in humanitarian and literacy projects in the Czech and Slovak Republics.

• **Brad Cahoon**, a partner in the Salt Lake office of **Snell & Wilmer**, has been appointed chairman of the **American Lung Association of the Southwest**. Cahoon previously served as secretary/treasurer of the Southwest

board for the past two years. He has volunteered his time and talents in serving the American Lung Association for the past 10 years, including a stint as chairman of the Board of the American Lung Association in Utah for one year. Cahoon is an environmental lawyer.

MANUFACTURING

• The board of directors of **Utah Medical Products Inc.**, based in Salt Lake City, has approved a **quarterly cash dividend** of 24 cents per common stock share. The dividend is payable Oct. 4 to shareholders of record at the close of business Sept. 14. The company develops, manufactures, assembles and markets specialty medical devices.

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MINING

• The **Utah Mining Association** is accepting nominations for its **annual safety awards program**. The program includes all UMA member companies, including service-related firms working within the industry. UMA will honor companies in the coal, hard rock and industrial mining categories as well as service-related firms. Application forms can be found at www.utahmining.org.

REAL ESTATE

• **PropertyPond.com**, a Sandy-based website that helps renters find apartments and homes, will donate a rubber ducky to **Make-a-Wish Utah's Rubber Ducky Derby** for each property listed on the site between Aug. 1 and Aug. 15. The Rubber Ducky Derby is an annual fund-raising event for Make-a-Wish Utah. Duckies "race" around a lazy river in heats, and the sponsor of the winning ducky wins a 2013 Dutchman Travel Trailer donated by Sierra RV. The event will be held at the Lindon Aquatics Center on Aug. 25. PropertyPond will donate up to 166 duckies for this year's event. PropertyPond.com is owned and operated by UtahRealEstate.com.

• Both **office and industrial properties demonstrated continued improvement** during the first half of 2012, according to the **CBRE Q2 MarketView Report**. Leasing activity of industrial space in Salt Lake County increased 21 percent in the second quarter, as more than 1.9 million square feet of industrial space was leased compared to 1.6 million square feet in the second quarter of 2011. Combined, industrial sales and leasing activity increased 11 percent in the second quarter compared to same quarter in 2011 (based on square feet leased). What's more, in the past 18 months, more than 1.5 million square feet of industrial space has

been preleased by major companies including On Trac, a regional overnight package delivery service company; Sun Products, a manufacturer of household products; and International Paper. In another positive sign, the office market reported several favorable trends: net absorption was positive, vacancy decreased and lease rates essentially held steady. The vacancy rate for office space fell to 15.4 percent in the second quarter, down from 16.4 percent at the same time last year.

RESTAURANTS

• The Sandy City Planning Commission has granted preliminary approval to **One Fourteen LLC** to construct the second phase of the One 14 retail center at 11376 S. State St. Plans call for two national restaurant chains to locate there — **Buffalo Wild Wings** in 6,000 square feet and **Longhorn Steakhouse** in 6,270 square feet.

• **Darden Restaurants** has presented the **Joe R. Lee Diamond Club Award**, named after the firm's retired chairman and CEO, to **Chris Vines**, general manager of the Red Lobster in Salt Lake City; **Michael Fiorello**, general manager of the Red Lobster in Murray; **Paul Schmitt**, general manager of the Olive Garden in West Valley City; and **Amy Crane**, general manager of the Olive Garden in Riverdale.

RETAIL

• **Cali's Natural Foods** has reopened at 389 W. 1700 E., Suite C, Salt Lake City, and will be open seven days a week. The store was opened in 2009 by chef and proprietor Ian Brandt of Sage's Cafe, Vertical Diner and Cafe SuperNatural. The firm carries local, organic produce and was named by *City Weekly* as having Salt Lake's best bulk foods. Cali's stocks nearly 2,000 specialty items.

SPORTS

• **Red Ledges**, a four-season mountain recreation community near the Heber Valley, has been selected as one of eight sites in the world to host the **Million Dollar Invitational golf event** on CBS Sports in 2013. The Million Dollar Invitational at Red Ledges will tee off on the 18-hole Jack Nicklaus Signature Golf Course the week of June 2, 2013, with a field of 144 amateur golfers competing for a total purse of \$1.6 million. The winner will receive \$1 million of the total purse. CBS Sports will televise the Million Dollar Invitational at Red Ledges nationally.

TRANSPORTATION

• **Ken Garff Nissan of Orem** has been named the **No. 1 Nissan Titan dealer in the country** for the second consecutive year. This distinction is given each year to the dealer with the best selling record for a particular model. This is the second year in a row the dealership has received the honor.

• The **Larry H. Miller Automotive Group** has broken ground at 5686 S. State St., Murray for a **new state-of-the-art Lexus dealership**. It will replace an existing but smaller Lexus dealership located across the street. The new dealership will offer more service bays, a larger service write-up area, larger showroom and more display space. FFKR Architects designed the dealership, which is being built by Big-D Construction.

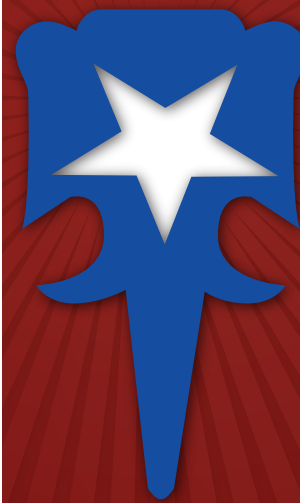
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• Calendar •

• Aug. 7, 8:15-10 a.m.: **“Doing Business in Arab Communities,”** presented by the World Trade Center Utah. Speaker will be Fadoul Mazzawi, president of Mazzawi Advertising, Nazareth, Israel. He is also president of the Central Office for Art, Advertising and PR European Economic Chamber EEIG, Brussels, and a director in the Israeli Advertising Agencies Association in Tel Aviv. Mazzawi Advertising is one of the top five advertising agencies in the Arab Sector in Israel. His clients include the Strauss Group, Japan Auto, Mercantile Bank and Materna, all leading Israeli companies. Location is the World Trade Center Utah, Canyonlands Conference Room, 60 E. South Temple, Suite 300, Salt Lake City. Free, but RSVP is required. Register at www.wtcutah.com/events.

• Aug. 7, 8:30 a.m.-1 p.m.: **International business roundtable, expansion open house and cultural celebration,** presented by language translation company MultiLing. Location is the Zions Bank Financial Center, 180 N. University Ave., eighth floor, Provo. Activities begin

with light breakfast at 8:30 a.m. Roundtable at 9 a.m. features Jeff Allen, director of product marketing for Adobe; Alan Melby, professor at Brigham Young University and a member of the board of directors of the American Translation Association; Quinn Sutton, general manager over Latin America and the Caribbean for Certiport; Franz Kolb, regional director for the Governor’s Office of Economic Development; and Brick Power, shareholder and intellectual property attorney at Durham Jones & Pinegar. Ribbon-cutting ceremony takes place on the sixth floor at 10:30 a.m. featuring Michael Sneddon, president and chief executive officer of MultiLing, and members of the Utah Valley Chamber of Commerce. Tours of the new offices will be available after the ceremony. A free multicultural lunch and celebration takes place from 11 a.m. to 1 p.m. MultiLing moved its headquarters to the building and will occupy two floors after being at the Wells Fargo building a block away. Founded in 1988, MultiLing specializes in translating for the patent, information technology, chemical, medical technology,

biotechnology and automotive industries.

• Aug. 8, 3:30-5:30 p.m.: **“How to Raise Money,”** presented by the Wayne Brown Institute. Speakers will include Brad Bertoch of the SLC Angels, Barry Hobbs of Magellan Investments and Mary Cardon of the University of Utah. They will answer the question, “Is there light at the end of the tunnel or is it a train?” A Q&A session will follow. Location is Holland & Hart, 222 S. Main St., Suite 2200, Salt Lake City. Free. Register at www.venturecapital.org.

• Aug. 21, 3-5 p.m.: **“Landing Page and Lead Gen Conversion,”** presented by the Utah Technology Council. The forum will focus on improving conversion on sales leads, subscriptions, visits and other activities and will feature participants going through their marketing materials and making improvements on the spot. It will be moderated by Mark Fredrickson, general manager of e-commerce at TechMediaNetwork. The forum is reserved for senior people responsible for marketing at a UTC technology company. Location will be determined. Details are at www.utahtech.org

or (801) 568-3500.

• Aug. 22, 3-5 p.m.: **“Global and Remote Sales Management,”** a Utah Technology Council sales exec P2P forum. Mike Maxwell, national director of U.S., state and local government and education sales at Symantec, will lead the discussion about building a strong sales culture with remote sales; effective territory, account and opportunity planning with remote sales; customer face-to-face; and sales training and coaching for remote sales. The forum is reserved for senior sales executives from UTC member companies. Location is UTC offices at 2755 E. Cottonwood Parkway, Suite 500, Salt Lake City. Details are at www.utahtech.org or (801) 568-3500.

• Aug. 23, 11:30 a.m.-1:15 p.m.: **Joint luncheon of the Utah Technology Council, Mountain West Capital Network, Utah Valley Entrepreneurial Forum and the Wayne Brown Institute.** Keynote speaker will be Timothy R. Clark, founder and chairman of TRClark LLC, which guides organizations in strategy, large-scale change and transformation, executive development and

employee engagement. Clark will discuss “Does Your Company Need Managers — or Leaders?” Location is the Thanksgiving Point Institute, 3003 N. Thanksgiving Way, Garden Room, Lehi. Cost is \$40. Details are at utahtech.org or (801) 568-3500.

• Aug. 25, 9 a.m.-4 p.m.: **“Nail it Then Scale it,”** a workshop for startup (and would-be startup) businesses, hosted by the Miller Business Resource Center at Salt Lake Community College, in partnership with Utah Valley University. Participants will learn the key elements of the Nail It Then Scale It (NISI) business model, including how to identify and address customer problems that have a monetizable solution, strategies to understand the buying process of potential buyers, methods to tailor a marketing strategy that will meet a buyers needs, how to identify the right opportunities to effectively scale business efforts, and other strategies used by today’s successful entrepreneurs. Location is the Miller Free Enterprise Center, 9750 S. 300 W., Sandy. Cost is \$99. Register at www.mbreslcc.com/nailitthenscaleit.

Golf's Grand Design

Fri. Aug. 3 9PM

Examine the history and role of American golf course architecture and explore the unique relationship between the people who play the game and the places where they play. **Golf's Grand Design** focuses on golf course architecture from the 1880s through present day and highlights some of America's best known and most influential courses, including the creative individuals who helped fashion them. The program also explores various eras and trends that have affected course design and the game.



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Think the 'write' way

Relax!

You've heard that word since the first time you got angry or upset. Or maybe it's a word in your head that beacons reality. Pent up frustration, worry or concern about the present or the future — or both — and nervousness about what's about to happen in the world, at work, at home or in your personal life.

Relax = easy to say, hard to do.

Here are my secrets for maintaining inner peace and fulfillment in a world filled with distractions, diversions and distortions:

1. Write down all the crap clogging your brain.

Get rid of your mental clutter. As soon as you write the details, you no longer have to dwell on them or remember them, and your mind is free to think. Try it. It's amazing and mentally relaxing (almost a relief). The bonus of an uncluttered mind is that ideas and resolutions to your issues and challenges will begin to manifest themselves daily.

2. Write down your present situation. What's going on in your life right now? What's the status of all things work, family, friends, life and self? More amazing than unclogging, writing your present situation actually creates answers to situations that have been bugging you. Oh, and it also helps relax you.

3. Write down your dreams and thoughts. Every one has thoughts of "one day I'll ...," or "someday I'll..." but those words are usually just spoken. Reality: Those thoughts are just pipedreams until they're written down, formalized and crystallized. Writing your dreams will help you see a more clear and focused picture of them.

4. Find a quiet park or a garden where you can sit and think, read or write for an hour. Invest quality time with yourself daily. This is the most relaxing of all outlets *if* you have done the first three things I've recommended.

5. Read something positive, and write down the most inspiring quotes. Create a mailing list of important people to share them with. Make sure you acknowledge the author.

6. Mentally go to all the positive places where you've been before. Those thoughts will lead you to stories and lessons — write them down right away. Then blog them.

7. Blog your thoughts, ideas, and experiences. Blogging not only creates a public avenue for you to publish and express yourself, it also positions you and your views to the world. Your

ideas may matter to some people in the world, and the feeling of accomplishment will give you a feeling of personal pride and fulfillment. I have decided that 2013 will be my "year of the blog," consisting of an intensive, daily effort for me to talk about and video about sales, business and life. You can see my blog history at www.salesblog.com. Got blog? Air your thoughts to the world!

There are other things you can do beyond writing to relax ...

- Play with a kid. It's an amazing elixir for relaxing and having fun.

- Go shopping for yourself. It makes you feel good to do things for you.

- Make a list of 10 people from high school or college you want to reconnect with. Call them, don't just Facebook them. These are people you knew in your responsibility-free days.

- Take a walk someplace you've never been before. Look around as you walk. Marvel at things. Take a few pictures. Write a few notes. Sit down and soak it in.

- Book a weekend trip. Make a list of the places you'll go and the things you'll do. Often just the action of writing and planning the getaway will change your mood and your thinking, and that can calm you.

Gotta get away? Need a vacation? That's because you're not relaxing every day. When the "need to get away" is a dominant thought, it's a symptom, not a problem or a goal. The reality is you're not relaxing on a daily basis.

It's likely you'll need to make some personal changes if true relaxation is to permeate your life. Avoid negative events, negative things, negative news and, especially, negative people.

"Jeffrey, I can't eliminate these things!" you exclaim.

Relax, dude, just relax.

Jeffrey Gitomer is the author of *The Sales Bible*, *Customer Satisfaction is Worthless*, *Customer Loyalty is Priceless*, *The Little Red Book of Selling*, *The Little Red Book of Sales Answers*, *The Little Black Book of Connections*, *The Little Gold Book of YES! Attitude*, *The Little Green Book of Getting Your Way*, *The Little Platinum Book of Cha-Ching*, *The Little Teal Book of Trust*, *The Little Book of Leadership*, and *Social BOOM!* His website, www.gitomer.com, will lead you to more information about training and seminars, or e-mail him personally at salesman@gitomer.com.

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Jeffrey Gitomer

Utah leads the way in pension reform

How to learn from Utah's successes to better prepare for your own retirement

The nation's public pension programs are in turmoil coast to coast and extreme measures are being taken to make pension plans more solvent. Many states have been forced to undergo pension reform initiatives that include reducing benefits or increasing member contributions. The alternative is to raise taxes, which was recently proposed in California in order to cover a shortfall in its teachers' pension. If California raises its state income tax rate from 10.3 to 13.3 percent, it would be the highest state income tax rate in the nation. On the other coast, New Jersey has elected to reduce cost of living allowances (COLA) on state pension programs until the program is stable, likely year 2040. Another option is to switch from defined benefit plans to a hybrid pension plan that requires employees to contribute to and invest their retirement savings. This is the road Utah took, and its management of its pension deficit is being hailed as an example to follow.

History

Pensions began as a way to entice workers to work for a company or entity, even if wages were low. Workers were promised future financial security if they remained committed to the organization. Over the years, the liability for these benefits has grown substantially. In the 1980s private companies began the transition from defined benefit programs to defined contribution programs by way of 401(k)s, but governments continued using pensions.

Now, the collective gap between states' assets and their liabilities is more than \$1.38 trillion. Between the bursting of the stock market bubble in 2000 and the housing bubble in 2008, the financial status of state and local government pension funds has been seriously impacted. After the 2008 market meltdown, Utah's public pension programs went from nearly 100 percent funded to just around 70 percent in 2009. Utah's pension debt hit \$6.5 billion and, like most other states that are underfunded, it became concerned and unsure how its pension recipients would be impacted. That's when a new retirement benefit plan was proposed and implemented by Utah state leaders; it's reform credited to Senator Liljenquist — the switch from defined benefit to a hybrid, 401(k)-like defined contribution program. This switch is what is credited for giving Utah the model for others to follow.

What does this mean for our retirement accounts? Utah handled its huge pension deficit quickly and completely, but it is one of the few states that has done so. Hundreds of public pensions across the country are up in the air, and even private companies with pension programs are making changes. It is clear that you can't always rely on your employer to provide a secure retirement. Utah recognized the risk in leaving the fate of its pensions in the hands of a pension manager and took concrete steps to fix the problem. Its hybrid solution creates accountability, participation and ownership, three things the traditional defined benefit plan did not offer. The model is one other states are following, but is also one that any worker, whether from a public or private organization, can learn from and implement in order to make positive changes to their own personal retirement savings plan. While not everyone can be guaranteed an income in retirement through a pension, we can all work to create our own income source in retirement by building a "personal pension plan."

Here is how Utah's changes can be a lesson for you, too.

You have to know where you're going in order

to know when you get there.

Under the old plan, Utah had to pay a worker X amount of dollars per month when they retired, whether or not it had the money. Now, it knows that it will contribute a maximum of 10 percent of an eligible workers salary per year (12 percent for fire and safety workers). This makes the state's liabilities predictable and gives it better information to plan ahead and to be accountable for. The lesson: In order to save enough for retirement, it's important to know how much you need to live your desired quality of life. Divide that number by the number of years left to your desired retirement age, and commit to saving that amount annually.

Protect your assets.

Those workers who are enrolled in a defined contribution plan have options: they're no longer subjected to a pension fund manager making financial decisions for them. The Utah pension system lost more than 20 percent of its total worth in 2008-2009. Yet, plan participants had no say in how their monies were being managed. It's safe to say that those who were quickly approaching retirement would have probably preferred their money to be invested more conservatively. The lesson: Be sure your investment choices match your financial goals, risk tolerance and timeline to retirement. Don't count on someone else to manage your savings effectively. It's your responsibility to make sure that any assets that you will soon need for their designated purpose and protected and invested according to your risk tolerance.

It's your money. Treat it that way.

Traditional defined benefit plans required employees to work 20+ years for the same entity in order to receive full benefits. It also allowed government to unjustly raid the funds in order to balance budgets. Through the defined contribution plan, employees can now watch their accounts grow and do so with confidence that the money invested is theirs to keep. Sometimes that's all the motivation a person needs to take their retirement future a little more seriously. The lesson: Retirement dollars should only be used for retirement purposes. Don't borrow against your retirement savings. It's intended to fund your future. If you work hard to save now, you will have more to live from later.

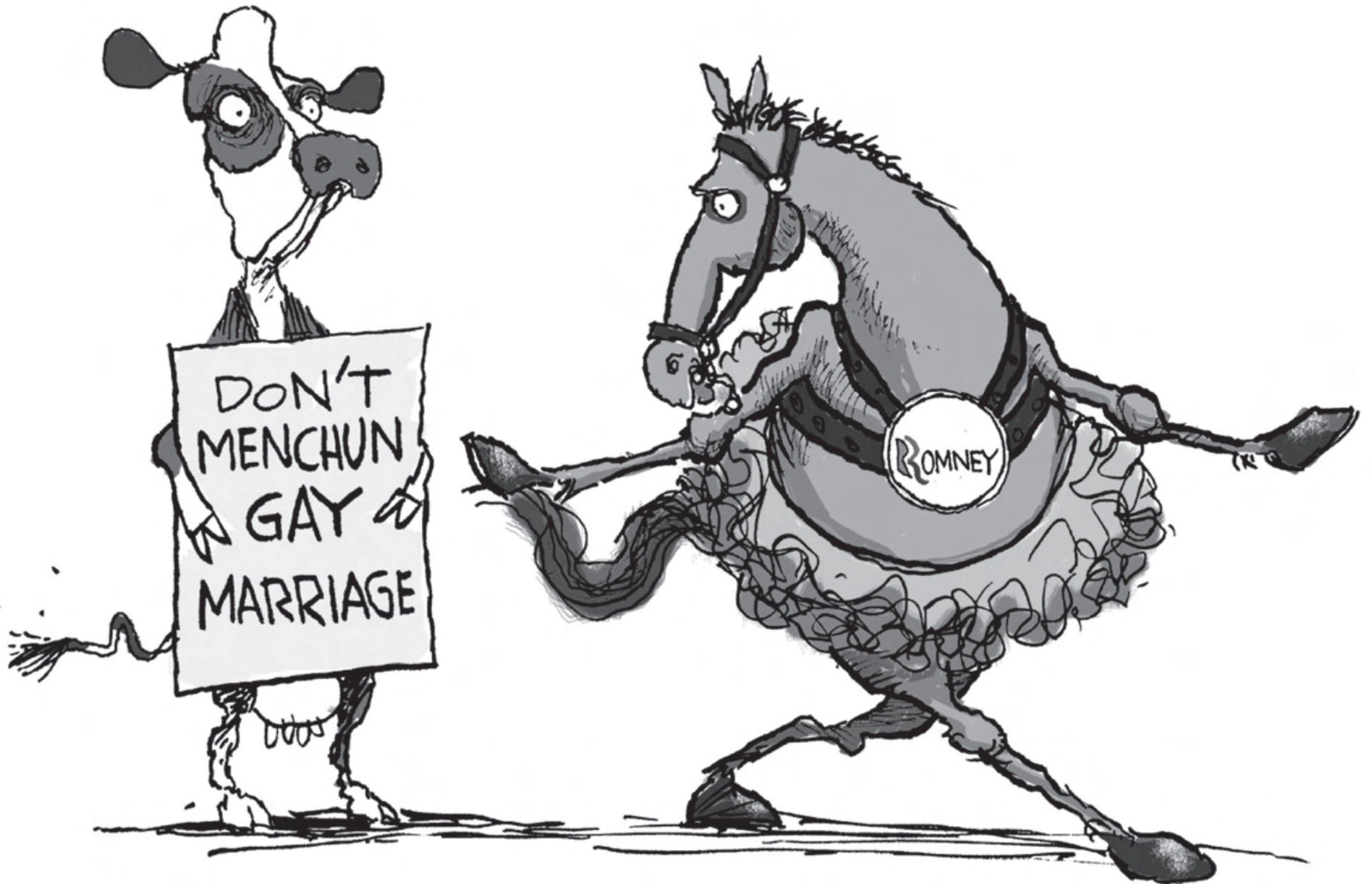
Everyone's goal is to create a reliable income in retirement, no matter who their employer is. Utah is better prepared than most states to help retired state employees have a secure income source in retirement, but that should just be one piece to the income planning puzzle. All Utahns need to put a real plan in place that will help them to personally save, invest, protect and distribute their assets for retirement. Be accountable for your retirement success, participate in how your money is invested and take ownership in the fact that your retirement savings are intended only for that purpose. Retirement is too important to just leave to chance.

Sean P. Lee, president and founder of SPL Financial Inc., specializes in financial planning and assisting individuals with creating retirement income plans for the golden years. Lee is a community educator who has helped Salt Lake City residents for the past decade with financial strategies involving retirement savings, investment planning, asset protection, retirement account rollovers, tax planning, long term care planning, life insurance, charitable giving, estate planning and more. He holds a master of science in financial services from the Institute of Business & Finance and a bachelor of science in finance from Westminster College. For more information visit www.SeanPLee.com.



Sean Lee

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Wounded and pregnant, an Aurora family without health coverage

In the wake of yet another well-armed madman killing and maiming innocent Americans, we are again rediscovering the malign influence of the NRA (correctly described by Alan Berlow as the criminals' lobby). But the political salience of the Aurora tragedy extends beyond the usually sterile argument over gun control.

Among the casualties there happens to be a young family whose plight illustrates another hotly debated national disgrace: the absence of universal health coverage.

In the audience that night sat Caleb Medley and his very pregnant wife, Katie, who had come out for the first showing of "The Dark Knight Rises" in Aurora. Like many expecting couples, they were enjoying a last small

fling, bracing for the months to come when date nights at the movies would no longer be possible. Caleb is an aspiring comedian who has worked at Walmart and Target, while Katie is studying to become a veterinary technician. Within a few days, the high-school sweethearts anticipated the birth of a boy, already named Hugo.



Joe Conason

When the shooting began, Katie and her unborn son escaped, but a round hit Caleb in the head; he lost an eye and suffered some brain damage. Currently in a medically induced coma, he will remain in intensive care for at least two weeks — and in hospital for much longer. If he recovers, his hospital expenses could come to as much as \$2

million, according to CBS News, which broke their story.

Added to that will be the costs of his wife's pregnancy — unexpected but welcomed by Caleb and Katie as "a blessing" — and the delivery of their baby. [Editor's note: since this writing, Katie has given birth.]

A low-wage retail employee and a student at a technical school, young and working-class. Of course, they have no health insurance. They are the people that Obamacare was designed to help, the people whose troubles are ignored daily in the national media unless they happen to draw attention in a spectacular disaster — and now they are collateral damage in a system that has denied coverage to millions of people in one of the world's wealthiest countries, while other nations routinely protect all of

their citizens.

The president's health care reforms will be realized too late to help the Medley family, whose future is likely to be ruined, even if Caleb recovers, by the enormous costs they will now incur. Their distress recalls the awful and revealing moment during the Republican primary debate in Tampa, Fla., last September, when members of the "conservative" tea party audience cried "let him die" about a hypothetical young man who falls catastrophically ill without health insurance.

Above the catcalls of the crowd, Ron Paul tried to sugarcoat this bestiality by saying the best way to care for such individuals is through private charity — which as he knows very well has neither the scale nor the organization to assist the millions of uninsured in America today. Until we establish

a fully civilized health care system, however, charity is ironically the only way to help a family like the Medleys — which is why their friends have set up a website to collect donations on their behalf.

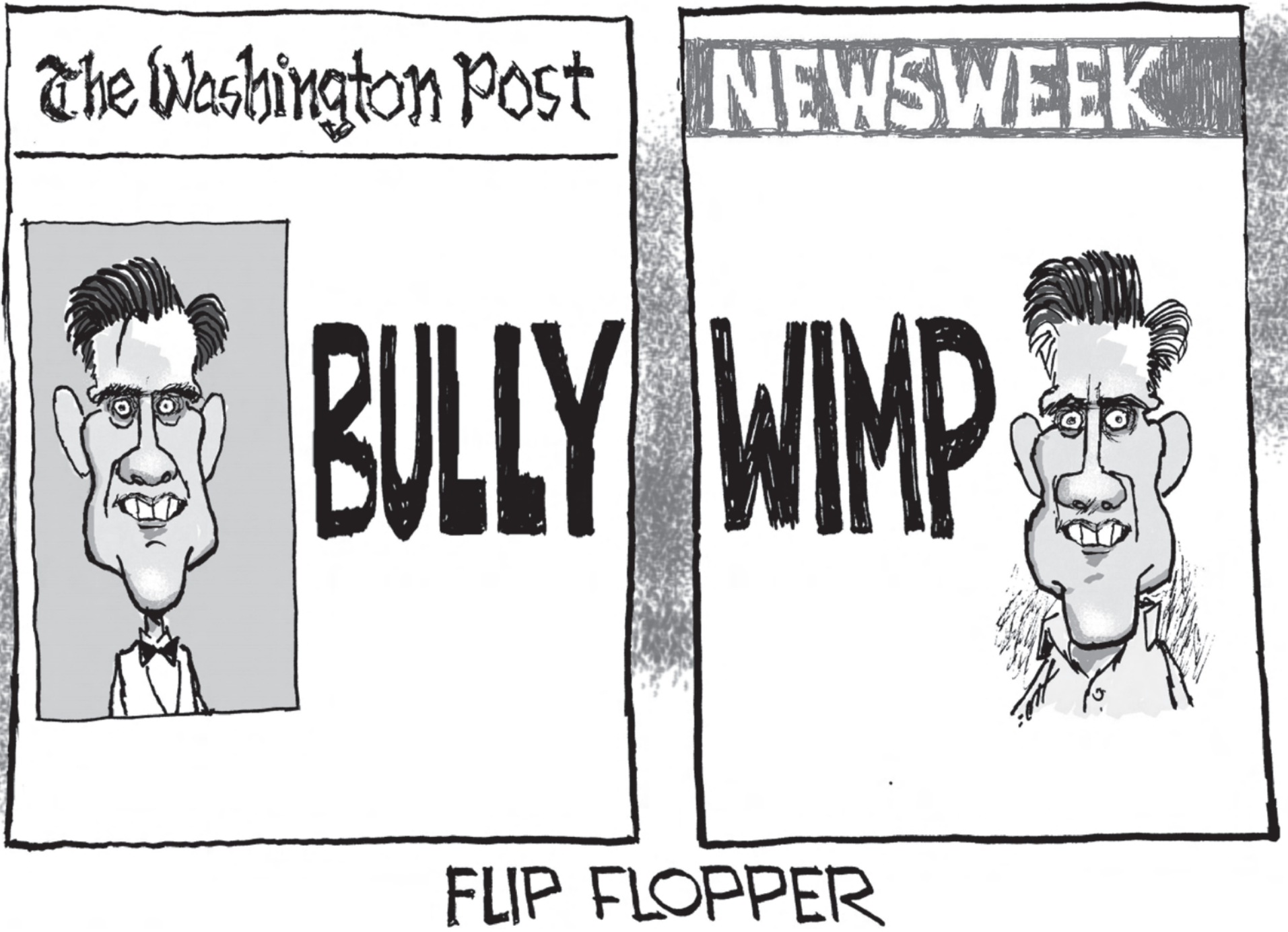
They have raised about \$15,000 so far. I hope they raise \$2 million or more. Let every donation serve as a fitting rebuke to the tea party mentality that would let a young father like Caleb Medley — and any other innocent victim unlucky enough to lack health insurance — simply suffer the consequences alone. And let every donation demonstrate what "family values" should truly mean in a decent country, where no family is left undefended against cruel circumstance.

Joe Conason is the editor in chief of NationalMemo.com.

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Big lies in politics

It was either Adolf Hitler or his propaganda minister, Joseph Goebbels, who said that the people will believe any lie, if it is big enough and told often enough, loud enough. Although the Nazis were defeated in World War II, this part of their philosophy survives triumphantly to this day among politicians, and nowhere more so than during election years.

Perhaps the biggest lie of this election year, and the one likely to be repeated the most often, is that the income of “the rich” is going up, while other people’s incomes are going down. If you listen to Barack Obama, you are bound to hear this lie repeatedly.

But the government’s own Congressional Budget Office has just published a report whose statistics flatly contradict this claim. The CBO report shows that, while the average household income fell 12 percent between 2007 and 2009, the average for the lower

four-fifths fell by 5 percent or less, while the average income for households in the top fifth fell 18 percent. For households in the “top 1 percent” that seems to fascinate so many people, income fell by 36 percent in those same years.

Why are these data so different from other data that are widely cited, showing the top brackets improving their positions more so than anyone else?

The answer is that the data cited by the Congressional Budget Office are based on Internal Revenue Service statistics for specific individuals and specific households over time. The IRS can follow individuals and households because it can identify the same people over time from their Social Security numbers.

Most other data, including census data, are based on compiling statistics in a succession of time periods, without the ability

to tell if the actual people in each income bracket are the same from one time period to the next. The turnover of people is substantial in all brackets — and is huge in the top 1 percent. Most people in that bracket are there for only one year in a decade.

All sorts of statements are made in politics and in the media as if that “top 1 percent” is an enduring class of people, rather than an ever-changing collection of individuals who have a spike in their income in a particular year, for one reason or another. Turnover in other income brackets is also substantial.

There is nothing mysterious about this. Most people start out at the bottom, in entry-level jobs, and their incomes rise over time as they acquire more skills and experience.

Politicians and media talking heads love to refer to people who are in the bottom 20 percent in income in a given year as “the poor.” But, following the same individuals for 10 or 15 years

usually shows the great majority of those individuals moving into higher income brackets.

The number who reach all the way to the top 20 percent greatly exceeds the number still stuck in the bottom 20 percent over the years. But such mundane facts cannot compete for attention with the moral melodramas conjured up in politics and the media when they discuss “the rich” and “the poor.”

There are people who are genuinely rich and genuinely poor, in the sense of having very high or very low incomes for most, if not all, of their lives. But “the rich” and “the poor” in this sense are unlikely to add up to even ten percent of the population.

Ironically, those who make the most noise about income disparities or poverty contribute greatly to policies that promote both. The welfare state enables millions of people to meet their needs with little or no income-earning work on their part.

Most of the economic resourc-

es used by people in the bottom 20 percent come from sources other than their own incomes. There are veritable armies of middle-class people who make their livings transferring resources, in a variety of ways, from those who created those resources to those who live off them.

These transferrers are in both government and private social welfare institutions. They have every incentive to promote dependency, from which they benefit both professionally and psychologically, and to imagine that they are creating social benefits.

For different reasons, both politicians and the media have incentives to spread misconceptions with statistics. So long as we keep buying it, they will keep selling it.

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