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OF NOTE



Now we're talking real money

Some Utahns raise a stink when the state hands out tax credits to help companies grow their businesses in the state. How about what the federal government is doing for a Chinese company? The U.S. government will give Taiwan Semiconductor Manufacturing up to \$6.6 billion in subsidies and another \$5 billion in loans to help build its chip factory complex currently under construction in Phoenix. The money comes from the CHIPS Act passed by Congress in 2022.

BOX ELDER BUSINESS SUMMIT

Gochmour: Box Elder is growing in 'prosperous valley'

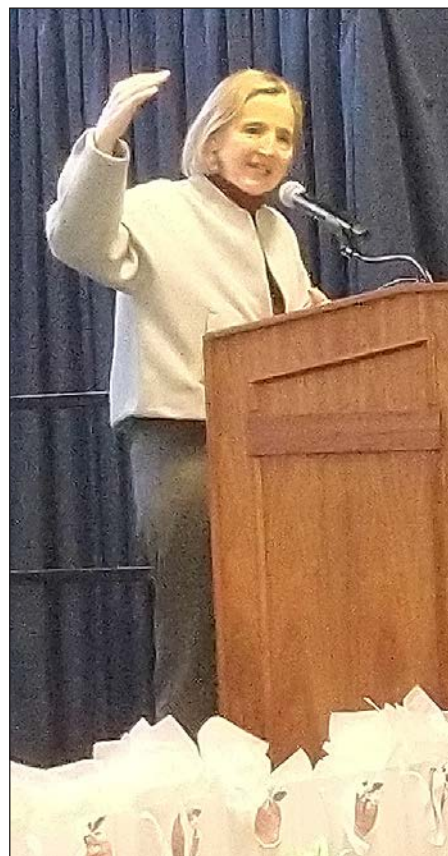
Brice Wallace
Utah Business Journal

The Box Elder County area is part of “a prosperous valley” and has lots of possibilities for its economic future, according to a prominent economist.

Natalie Gochmour, director of the University of Utah’s Kem C. Gardner Policy Institute, an associate dean in the university’s David Eccles School of Business and chief economist for the Salt Lake Chamber, recently told a crowd in Brigham City that Box Elder County is part of the Greater Salt Lake region, the state’s dominant economic engine.

“Being part of the Northern Utah region gives you all sorts of possibilities,” Gochmour said at the Box Elder Business Summit, presented by the Box Elder Chamber of Commerce. “People want to live in your region, your valley, for life quality reasons. They’ll still have economic opportunities and there’s just a lot that you can do with it. ... You have a lot of things in your basket you can work with.”

Like the rest of Utah, Box Elder County can expect to see continued growth and change, additional in-migration and other characteristics common in



Natalie Gochmour, director of the University of Utah’s Kem C. Gardner Policy Institute, makes a point during the recent Box Elder Business Summit, a Box Elder Chamber of Commerce event in Brigham City.

the state, she said. However, Box Elder also has an additional tool in its economic arsenal: manufacturing. Of its approximately 23,000 employees, nearly 7,300 are in manufacturing.

“It just pops off the page,” Gochmour said of the county’s manufacturing statistics. “So, you have a specialization in manufacturing. You build things, you create things, and you’re a goods-producing economy, and I think that’s really positive. A lot of counties would love to have that. It’s a part of your mix.”

However, the region is underrepresented when it comes to the technology sector. “And I might think about,” she said, “how do I bolster in an environment where the Information Age is taking hold, where could I strengthen tech traction in this community?”

Still, Gochmour foresees Box Elder County becoming more economically diverse and more populous. It has a population of about 62,000 but projections are for about 90,000 by the year 2060. “That’s a lot of housing. That’s a lot of traffic. That’s a lot of commerce,” she said.

see BOX ELDER page 15

Strike One: Oakland A's choose Sacramento for interim home

Brice Wallace
Utah Business Journal

Utah has whiffed at trying to land a Major League Baseball team but hopes to succeed in a later at-bat.

The Oakland Athletics have opted to play in West Sacramento for a few years as the team awaits construction of a permanent home in Las Vegas, leaving Salt Lake City at least temporarily empty-handed in its attempt to become an MLB city.

Utah officials had hoped to secure the A’s during that interim period — and perhaps auditioned to keep the A’s had the team run into trouble with its Las Vegas plans — but now must hope to someday get an expansion MLB team. Salt Lake

City is viewed by experts as a frontrunner to land a team, along with Nashville.

The A’s would have played at a new Triple A, 7,500-seat stadium being built in the Downtown Daybreak development in South Jordan. The Salt Lake Bees will move to that stadium next spring. The Bees would have continued to play at Smith’s Ballpark in Salt Lake City had the A’s moved to a temporary home in South Jordan.

After the A’s announced their move to temporary digs in the Sacramento area starting in the 2025 season, the Larry H. Miller Co., developer of Downtown Daybreak, issued a statement expressing grati-

see ATHLETICS page 14

FIRST TIME EVER: UTAH CONSUMER SENTIMENT WORSE THAN NATION

For the first time since the Kem C. Gardner Policy Institute’s Survey of Utah Consumer Sentiment was established in 2020, the indicator of how Utahns are feeling about the economy performed worse than the nation as a whole. The index dropped 2.9 percent — from 80.3 to 78.

A similar survey by the University of Michigan found that sentiment increased by 3.1 percent among Americans overall during the same time (from 76.9 to 79.4). Both figures are within the margin of error of their respective surveys.

“We never like to see a Utah economic indicator performing worse than the na-

see SENTIMENT page 14

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News

Co-Diagnostics appoints Abbott new president, fills other leadership positions

Co-Diagnostics Inc., a Salt Lake City-based molecular diagnostics company, has announced that its board of directors has appointed Richard Abbott as president, David Nielsen as chief operations officer (COO), Christopher Thurston as chief technology officer and Seth Egan as chief commercialization officer.

Prior to his new role at the company, Abbott was president of Advanced

Conceptions Inc., a wholly owned subsidiary of Co-Diagnostics since December 2021, and has been instrumental in establishing the company's teams and technology for its Co-Dx PCR platform. His experience includes over 25 years in senior leadership positions of in-vitro diagnostics companies, including as vice president of engineering at BioFire Diagnostics.

Abbott holds an MS degree from Brigham Young University and an MBA from the Wharton Business School. The company said Abbott will now play a key role in the development and commercialization of the Co-Dx PCR platform and associated tests.

Nielsen previously held the role of COO for Idaho Molecular, also acquired by Co-Dx in 2021, and has worked in concert with Advanced Conceptions and Co-Dx to help guide the development of the company's new platform since that time. Nielsen has over 25 years of R&D technical and leadership experience, primarily at BioFire and BioFire Defense. He holds both an MS and MBA from the University of Utah.

Thurston's career has included decades of experience serving as senior developer and architect of software platforms for companies including Ernst and

Young, BioFire Defense and BioMerieux. He co-invented the Co-Dx PCR platform at Idaho Molecular and will continue work in the advancement of Co-Dx's platform and tests.

Egan has been with Co-Dx since its inception, leading the company's sales, marketing and product commercialization efforts from the beginning, including managing the sales team as it sold approximately 35 million Logix Smart tests to centralized laboratories in more than 50 countries since the beginning of the pandemic. He holds a BS in business communications from Utah Valley University.

Co-Diagnostics develops, manufactures and markets state-of-the-art diagnostics technologies. The company's technologies are utilized for tests that are designed using the detection and/or analysis of nucleic acid molecules (DNA or RNA).

Albany Industries to build SLC plant

Albany Industries, a manufacturer and marketer of upholstered furniture since 1995, is building a 354,000-square-foot manufacturing and distribution facility in Salt Lake City. The new plant will support Albany's continued market expansion through the western U.S., providing expanded furniture lines, improved lead times and enhanced service for retail customers throughout the area, the company said.

"Albany has enjoyed tremendous growth in recent years by offering unique home furnishings products with exceptional value to the U.S. marketplace through utilizing our extensive global supply chain and operating facilities," said CEO Mark Gosnell. "Currently, our operations in three countries and four states enable us to provide exceptional service and value to U.S. retailers. The western U.S. represents approximately a

quarter of the total U.S. upholstered furniture market. The addition of our Salt Lake City operation will facilitate our increased presence in the western U.S. and provide exceptional support for our retail partners in that region. Additionally, it positions us to serve over 1,200 national and regional retail locations across 11 states, as well as hundreds of independent retailer locations."

"A key growth strategy for us at Albany is focused on getting close to our customers to better respond to their needs and shorten lead times," said Craig Zielinski, Albany's chief operating officer. "Albany has long been a very operationally driven company, which allows us to scale in a way that will be seamless to our expanding customer base. We are very excited for this expansion as Salt Lake City is a centrally located spot for this next growth initiative."

PC Chamber opens tourism grant program

The Park City Chamber of Commerce & Visitors Bureau has released the details for its second annual Sustainable Tourism Grant, a grant developed to fund programs, initiatives, promotions and events that help support the objectives outlined in the organization's Sustainable Tourism Plan. The program allows applicants to request an award of up to \$30,000 to partially or fully fund eligible sustainable tourism projects.

Applications are now open and will close on April 24.

The chamber will appoint a committee to review applications and score the submissions based on a standardized rubric, a release said. Grant funds will be distributed as early as July.

The full text of Sustainable Tourism Plan and grant application forms are available at visitparkcity.com.

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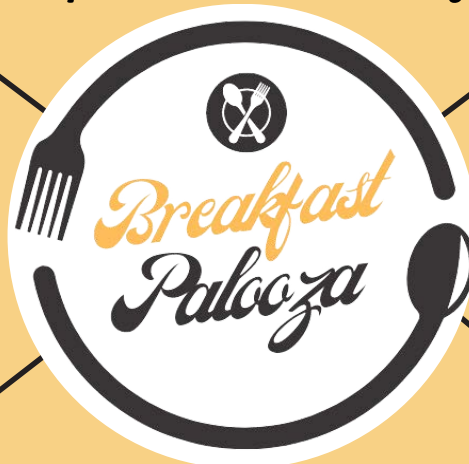
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MidFirst Bank expands in SLC

MidFirst Bank, one of the largest privately held banks in the nation, has announced the expansion of its commercial and industrial (C&I) and private banking divisions in Salt Lake City. This growth aligns with Oklahoma City-based MidFirst's expansion strategy in the western U.S., which includes the recent expansion of the bank's C&I division in Colorado as well as a new commercial and private bank office in Las Vegas, according to a MidFirst release.

A group of experienced bankers have joined the MidFirst Salt Lake City team who will focus on partnering with privately owned companies with revenue up to \$100 million.

"We're excited to grow our C&I and private banking divisions throughout the western U.S. and look forward to partnering with even more Utah companies to achieve their business goals," said Chris Tillack, newly named Utah market president at MidFirst Bank. "Utah and the Salt Lake City area have experienced rapid growth over the past several years, and our team looks forward to drawing on our extensive experience in the region to deliver unparalleled banking services and solutions to the community."

Tillack has more than 30 years of banking experience with a focus on advising and managing commercial banking relationships in lending, deposit and treasury needs. He manages commercial banking, small-business banking and the private banking lines of business serving a variety of industries that include manufacturing, healthcare, professional services, technology and commercial real estate.

With \$36.7 billion in assets, MidFirst Bank provides commercial lending, wealth management, private banking and mortgage servicing nationally. The bank has locations in Arizona, California, Colorado, Nevada, Oklahoma, Texas and Utah. MidFirst serves California through 1st Century Bank, a division of MidFirst Bank.

Job Industrial names Wendel president/CEO

Job Industrial Services, a national engineering, procurement and construction company headquartered in Salt Lake City, has named Steve Wendel president and CEO.

Wendel has been the company's chief operating officer for 10 years prior to his recent promotion. He took on the additional role of president in 2021.

After earning his bachelor's degree in mechanical engineering from the University of Utah, Wendel worked for Brahma Group, Geneva Steel and Nalco Energy Services before beginning his career with Job Industrial Services. "I have no hesitation in promoting (Wendel) to his new role," said Jason

Job, the company's founder and former CEO. "Steve will be focused on expanding the company, driving profitability and managing the overall success of our company. I am convinced this shift will be extremely beneficial to the growth of the company and its personnel."

Job will continue to serve as Job Industrial Services' chairman of the board.

"I'm honored for the opportunity to further serve Job Industrial Services," Wendel said. "I look forward to utilizing our resources and talent to capitalize on new opportunities, optimize operations and, most importantly, continue delivering exceptional services for our clients."

Myers tabbed new CEO at eLuma

Lehi-based eLuma, a provider of online special education and mental health services to school districts, schools and their students, has announced the appointment of Andy Myers as CEO.

Most recently, Myers was president and CEO of Waterford, a learning and mentoring technology nonprofit company. Prior to that, he was the chief strategy officer of Renaissance Learning. He also held leadership roles at Scientific Learning and Pearson.

Founded in 2011, eLuma is a portfolio company of New York City-based private equity firm Leeds Equity Partners.

"We are thrilled to welcome Andy to eLuma to help us expand our business both organically and inorganically, commit-

ted as always to our mission of providing school districts and students with easy access to affordable, high-quality therapy and multi-tiered system of support solutions," said Jeremy Glauser, eLuma's founder and chairman of the board.

"I'm honored to lead eLuma and build on its rich history of offering its partner school districts mission-critical solutions that not only streamline inefficient mental health management workflows, but also provide students with effective means of navigating their increasingly complex mental health needs," said Myers. "I look forward to partnering closely with Jeremy, the eLuma team and Leeds Equity Partners as we seek to meet the essential needs of school districts and students across the country."

Maverik giving Kum & Go stores makeover

Salt Lake City convenience store chain Maverik has begun the rebranding of the Kum & Go stores in Utah and Colorado that it purchased from the Des Moines, Iowa-based company in August, the company announced.

In addition to 30 rebranded stores, Maverik said it also opened two stores Kum & Go had been building in Idaho under the Maverik brand.

The rebranding is in keeping with Maverik CEO Chuck Maggelet's statement after the purchase that the company would rebrand Kum & Go stores in states where both chains operated. That also will include stores in Wyoming, the announcement said.

Rebranding began in January, accord-

ing to the release. Each store now features Maverik's trademark panoramic photos of western mountain scenes, maps of outdoor destinations in the store's state and videos related to the chain's adventure theme. As many as 86 stores in western states ultimately may undergo rebranding, the release said.

Maverik's Kum & Go division remains headquartered in Des Moines, and for now, other existing Kum & Go stores are keeping their branding though in January, veteran marketing industry analyst Mitch Morrison, citing no named sources, wrote on convenience store trade news website CSP that Maverik would rebrand all Kum & Go stores "by 2025," according to a report in the *Des Moines Register*.

Air Force renews Boeing HAFB contract

The U.S. Air Force has awarded Boeing a contract worth up to \$559 million over five years to operate, maintain and perform testing at the Little Mountain Test Facility at Hill Air Force Base. The site is designed to test functionality of the nation's current and future intercontinental ballistic missile force, nuclear modernization programs and other critical defense and deterrence capabilities in the most extreme environments.

Boeing has operated and maintained the Little Mountain Test Facility and site operations — including radiation effects, electromagnetic effects, shock and vibration and other environmental testing — for 50 years.


"From strategic deterrents to other priority defense and aerospace systems, it's imperative that we rigorously test and verify their ability to carry out their missions, no matter the circumstances," said Ted Kerzie, acting vice president of Boeing Strategic Missile & Defense Systems. "Our world-class Boeing test engineers are the very best at what they do, and we're honored to continue to support the nation in this capacity."

Since 1974, Boeing has conducted test operations and provided technical support on nuclear and non-nuclear platforms at the Utah site for the U.S. Department of Defense and U.S. Department of Energy.



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News

Savage's railroad line connecting Lakeview Business Park to UP gets approval

Salt Lake City-based supply chain infrastructure and services firm Savage Cos. has received approval from the Surface Transportation Board to build and operate approximately 11 miles of rail line in Tooele County, including the rehabilitation of existing track.

The Surface Transportation Board is

an independent federal agency charged with the regulation of various modes of surface transportation, primarily freight rail operations.

The Savage Tooele Railroad Co. (STR) will operate as a subsidiary of Savage Cos. and its new rail line will connect tenants of the Lakeview Business

Park in Grantsville to the Union Pacific Railroad, linking supply chains and providing an alternative to current truck-only transportation with a more environmentally friendly option. STR is one of the only new railroads approved in the U.S. this year and one of the first railroads owned and operated by a Utah-headquartered company in the state's history, Savage said.


"I want to congratulate Savage Tooele Railroad on the approval of their Tooele Valley rail project by the Surface Transportation Board," said Utah Governor Spencer J. Cox. "The historic nature of this project, including its positive economic and environmental impacts, will be a tremendous advantage for Utahns and our businesses for generations to come."

"We're pleased that federal regulators recognize the transportation and environmental benefits the STR rail line offers for Utah businesses and communities," said Kirk Aubry, Savage president and CEO. "As a Utah-headquartered company, we appreciate the many state and local leaders, and other stake-

holders, who supported this project and look forward to safely and responsibly building and operating this new Utah-based railroad."


Approval by the STB follows a robust environmental assessment conducted by its Office of Environmental Analysis, and is subject to certain environmental mitigations, which STR will incorporate in its design and operations. The STB decision states "there has been a thorough environmental and historic review in this case" and concludes that "the line will facilitate the diversion of traffic from truck to rail, thereby increasing overall energy efficiency and reducing emissions from trucks." The decision notes the rail line would provide "greater mode optionality for business park tenants, lower total emissions due to fewer truck movements, reduced overall truck traffic and improved road longevity due to less wear and tear from trucks."

Established in 1946, Savage has more than 4,000 employees across the United States, Canada, Mexico and Saudi Arabia.




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PCF Insurance acquires Alabama firm

Lehi-based PCF Insurance Services, a nationwide insurance brokerage with operations in 40 states, has acquired MK Insurance Group, a third-generation, 60-year-old family-owned commercial and personal insurance agency in Hoover, Alabama.

"We are excited to welcome the MK Insurance team to our organization," said Brooke DeWyze, chief development officer of PCF Insurance. "PCF is focused on intentional, strategic growth with businesses like MK that complement our deep bench strength, expand our subject matter expertise on industry verticals and have a solid track record that will enhance our leading position within the industry."

MK Insurance Group, known for its specialization in high-net-worth personal lines and many years of offering solutions to the construction and commercial real estate sectors, along with niche expertise in the signage industry, represents PCF

Insurance's first physical location in Alabama.

"At MK Insurance, we have been honored to serve our community with best-in-class insurance and risk management solutions since 1967," said Greg Mikos, principal at MK Insurance. "We are eager to leverage the deep experience of the PCF team to accelerate our business growth and provide our clients with better coverage solutions, more competitive pricing, and increased market access."

Through its recent active acquisitional growth strategy, PCF Insurance seeks to join forces with businesses that have a desire to expand capacity by utilizing a deep bench of collective experience, the company said. PCF offers a broad variety of commercial and personal lines, life and health, employee benefits and workers' compensation solutions. The firm has more than 3,500 employees across the U.S.

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Swedish private equity firm to acquire Lehi software company Avetta

Lehi-based supply chain risk management software company Avetta will be acquired by Swedish investment firm EQT Private Equity. EQT and current owner Welsh, Carson, Anderson & Stowe of New York City will complete the sale in the coming months.

The 20-year-old Avetta's SaaS platform enables clients to manage supply chain risks across health, safety and sustainability, among other risks. With 12 offices around the globe and more than 750 employees, Avetta's global network spans over 130 countries, serving more than 130,000 contractors.

EQT said that by leveraging its global footprint, purpose-driven approach and digital and sustainability expertise, it will support Avetta's ongoing growth through the development of new prod-

ucts and technologies, adoption of AI and automation and global expansion.

"Avetta's leadership position, world-class SaaS platform and commitment to ESG represent a highly thematic investment opportunity for EQT," said Arvinth Kumar, partner and co-head of technology within EQT's Private Equity Advisory Team. "As one of the most active technology investors worldwide, EQT has deep software expertise and a broad network of advisors in the space. We look forward to partnering with Avetta and the management team on its next phase of growth and are excited to address some of the most pressing challenges in the supply chain sector."

"Our partnership with EQT propels Avetta into a new era of innovation and growth, reinforcing our dedication to fos-

tering safer, more sustainable workplaces across our global clients and suppliers," said Arshad Matin, CEO of Avetta. "This transition is not just a significant milestone for Avetta but for the supply chain risk management industry at large. With the support of EQT, we are poised to enhance our product suite and operational reach further, as demonstrated by 'Ask Ava,' our pioneering generative AI

risk assistant. As we embrace this exciting phase of expansion, we extend our deepest gratitude to WCAS for their unwavering support and partnership over the past six years."

The transaction is subject to customary conditions and approvals and slated for closing later this year. Financial terms of the transaction were not disclosed.

MountainStar names Ray division president

MountainStar Healthcare has announced the appointment of Evan Ray as the new president of the Utah-based healthcare network. Effective March 18, Ray began presiding over HCA Healthcare's Mountain Division, which encompasses the eight MountainStar hospitals from Logan to Payson, as well as sister facilities in Alaska and Idaho.

In all, the HCA's Mountain Division includes over 100 sites that serve roughly 1.5 million annual patient interactions in the three states.

"It's an exciting time to continue my career in beautiful Utah and to serve some of the fastest-growing communities in our nation," Ray said. "I look forward to working with our 9,000 Mountain Division colleagues to bring the quality of our care to more Utahns, Idahoans and Alaskans."

Ray most recently served as the executive vice president and chief ad-

ministrative officer of HCA Healthcare's Gulf Coast Division. In that role, he was responsible for multiple hospitals in Houston and South Texas as well as a number of outpatient care sites and service lines. During Ray's five years there, the Gulf Coast Division experienced substantial growth by advancing capabilities and improving access. Prior to his time in the Gulf Coast Division, Ray served as a healthcare executive in Alabama, Iowa and South Carolina.

Ray received a Master of Science in Healthcare Administration and a Master of Business Administration from the University of Alabama at Birmingham after completing his undergraduate degree at Mississippi State University. He and his wife of 18 years, Christine, have two daughters.

Ray succeeds Greg Angle, who announced his retirement earlier this year after serving as Mountain Division president for the past 10 years.

Powder Mountain adding skiable terrain

Ogden Valley ski resort Powder Mountain is expanding both its public and private skiing acres with two separate additions of terrain. This expansion will include two new areas with expert and advanced terrain on the west side of the mountain and provide access to vast expert and advanced terrain for homeowners on the east side.

"We're fortunate in Utah to have enough land to expand our skiable terrain and keep the ski experience uncrowded," said Powder Mountain CEO Reed Hastings. "These acquisitions, alongside our

decisions to not accept Mega Passes and limit day ticket sales, help to fulfill our promise of keeping Powder Mountain uncrowded, independent and a truly special place for generations to come."

The newly announced expansion plans are in addition to the three public lifts planned, which were previously announced for the 2024-25 season.

Powder Mountain said surveying and planning will begin this summer, with the announcement of construction timelines and exact routing of lift infrastructure to follow.



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Harvest Village is strategically situated at the closest traffic signal to Deer Valley's East Village (currently in development), just a brief five minute drive along Highway 40.

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NEWS

Rocky Mountain Power announces new life for two Utah coal plants

Alixel Cabrera
Utah News Dispatch

Two major coal plants in Utah will continue to operate four to 10 years longer. At the same time, Rocky Mountain Power plans to cut back on renewables in the coming decades.

That's according to an update to Rocky Mountain Power's recently released Integrated Resource Plan. The new plan shows coal-fired units in the Hunter Power Plant, located in Emery County, are scheduled to remain operative until 2042, delayed from the 2032 date established in an earlier version of the plan first released in May 2023. Additionally, the utility extended the life of generators in

the Huntington plant, also located in Emery County, from 2032 to 2036.

The plants have been a hot topic of conversation since they are fueled by coal, a resource that many utilities across the country are planning on phasing out in the coming decades. However, the Utah Legislature is betting on the reliability of fossil fuels, passing a package of bills that would allow the state to take action to stop the "premature" closure of coal generators.

PacifiCorp, Rocky Mountain Power's parent company, highlighted in the updated document that some key changes are due to the Environmental Protection Agency's approval of Wyoming's Ozone Transport Rule and an order from a U.S. district court that would prevent

the enforcement of a more strict federal air quality rule in Utah while a lawsuit is still pending.

"While the expected operational lives of Huntington and Hunter is a change from the last edition of the Integrated Resource Plan (May 2023)," David Eskelsen, a PacifiCorp spokesperson, said in an email, "the nature of our resource planning has always emphasized flexibility as change occurs in regulatory requirements, customer needs and technological opportunities."

Legislation passed in the states that PacifiCorp serves did not have a major influence on the update, Eskelsen said. It's part of the company's regular programming to have a "quite mature" modeling analysis by the end of 2023, before the session started.

"Of course, new legislation passed this year will be fully evaluated in our next edition, the 2025 (plan)," Eskelsen said. "Work on that began in January, with public input meetings that will continue this year and into 2025. The target date for the 2025 IRP to be submitted to utility commissions is March 31, 2025."

The update also shows that PacifiCorp is expecting to dramatically decrease its solar and wind portfolio. The initial plan called for a portfolio with new solar capacity of about 8,000 megawatts from 2034 to 2042. That changed to a starting point of over 2,000 megawatts in 2034, with progressive increases to reach 4,000 megawatts in 2042.

The new wind capacity decreased slightly in the 2042 projections. And new storage capacity also dropped from 8,000 megawatts to 4,000 megawatts.

Utah climate advocates expressed

disappointment with the coal closure delays, calling it a "setback for our clean energy future and our economy."

"Utah has the opportunity to lead the way on renewable energy," HEAL Utah said in a statement. "But, in order to realize that potential, the state should reduce its reliance on fossil fuels and accelerate investments on solar, wind and energy storage. The time to do this is now, when we have historical opportunities to benefit from federal programs to invest in workers, in energy communities, and in cleaner generation."

Those decisions, the advocates said, risk leaving communities and workers behind who could be benefiting from clean energy investments, "while placing a greater cost burden on ratepayers."

The Sierra Club called the update "a significant regression for customers and the climate, unnecessarily extending reliance on expensive and dirty energy sources." The club criticized the company's decision, describing it as a move to double down on fossil fuels rather than lean into cleaner sources.

"PacifiCorp's 2023 IRP update irresponsibly assumes that the Hunter and Huntington coal plants in Utah can operate without any pollution controls moving forward, a major oversight given EPA's impending regulations to limit pollution in national parks, ozone crossing state lines, and greenhouse gas emissions, all of which will impact Hunter and Huntington," Rose Monahan, Sierra Club's staff attorney, said in a statement.

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Insurance Dept. warns of fake shipping insurance

The Utah Insurance Department has issued a warning to consumers of unlicensed companies and individuals that offer coverage for packages that are damaged in shipping or stolen from porches. Some companies will use technicalities and fine print to avoid paying consumers. Others may not have the necessary cash on hand to pay claims, the department said.

"When shopping online, pay close attention to your shipping protection options and who is offering the coverage," said Insurance Commissioner Jon Pike. "Legitimate shipping coverage providers will be licensed as insurance companies or insurance agents with the Utah Insurance Department. These companies are

vetted to ensure they operate according to the law and can pay claims when they arise."

Unauthorized insurance sales are illegal and happen outside the department's purview, Pike said. If these providers refuse to pay legitimate consumer claims, the department may not be able to intervene.

Consumers can check if a company is licensed to sell insurance in Utah by going to <https://licenseesearch.uid.utah.gov>. Additionally, homeowners' policies might help cover the theft of an online purchase left on your porch, the department said. This is best for high-value items worth more than a policy deductible.

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Work Daze

Undressing for success

The toes knows. That's what I have to say about the biggest threat facing your career today. Toes.

Or, to be specific, toe cleavage. As I'm sure you'll agree, how you manage your toes is critically important to how you are perceived in the workplace. This is not a problem in winter, when your toes are locked away in the solitary confinement of clunky shoes and heavy boots, but with spring on the horizon, it is only natural that your fancy lightly turns to thoughts of letting your toes fly free.

Stylish sandals, strappy slingbacks or crunchy Birkenstocks: They're kicky and comfy, yes, but are they appropriate for business wear? Will showing toe cleavage wreck your career? These are the questions at hand, or should I say, at foot.

If you think the issue of toe cleavage is not worthy of serious discussion in a much-loved business humor column — I'm sure there must be one somewhere — think again.

"Toes Out in the Work Place? You Might Want to Tread Carefully" is the title of Vanessa Friedman's recent Ask Vanessa column in *The New York Times*. If you ask Bob, it's a subject that de-

mands serious analysis. And while I certainly don't want to step on any toes, I'm just the fashionista who can do it.

Of course, connecting the polka dots between what you wear and what you earn is not limited to your pedal extremities, nor are evolving workplace wardrobe issues limited to these United States.



BOB GOLDMAN

In another *Times* article, Claire Fu and Daisuke Wakabayashi report on a what-to-wear-to-work issue that is inflaming businesses all across China. The headline says it all: "Furry Slippers and

Sweatpants: Young Chinese Embrace 'Gross Outfits' at work."

For the Chinese, a "gross outfit" consists of messy hair, fluffy pajamas, fuzzy sweatshirts, clumpy sweatpants and furry slippers. These items are sometimes worn separately, but usually, they are all worn at once, creating a layered, "just-rolled-out-of-bed look shockingly casual for most Chinese workplaces."

And for most American workplaces, too, don't you think?

There's no question that when it comes to work, how you look makes a difference in how you do. But there are many more options than a toe-flasher

or a gross-dresser could imagine. If you are still stuck with debating whether Lulu or Banana offers the right blend of ath and leisure for your workplace, your look needs a new look. Step over to the mirror and let's discuss options.

No. 1: Go formal.

With all your co-workers going gross, stand out from the crowd by going formal. A tuxedo makes everyone look better — and don't forget to forget the shirt. Going full Timothee Chalamet makes any schlub a star.

Wearing a ballgown to the next staff meeting is another statement that will make you stand out from the hoi polloi. No need to explain what requires you to dress like a Hapsburg princess at the king's coronation, but a deep curtsy to C-suiters when they enter the room demonstrates a fealty that most managers find very attractive.

No. 2: Sporty Spice.

In today's competitive environment, it pays to show you have the strength and the stamina to go the distance. A helmet will prove you are prepared for the inevitable brain damage that comes with your job. Wearing open-finger gloves and a mouth guard demonstrates that you are ready to fight like an MMA superstar when it comes giving your competitors a beat-down.

Not sure what message you want to

send? Full scuba gear says that when it comes to company initiatives, you are prepared to go deep. (Be sure to take off your flippers when go home at night. You don't want to scare the dog.)

No. 3: Cosplay Time.

Every boss wants a superhero on their team. Show your ability to think out of the box by coming to work as Harley Quinn. Demonstrate your flexibility by wearing a Spiderman outfit or set yourself up for a cushy position in HR by going full Riddler.

Do pay close attention to the costumes worn by the management team. If anyone in the C-suite comes to work dressed as the Grim Reaper, it's time to dust off your resume.

No. 4: Naked is the best disguise.

Coming to work naked says you don't want to waste valuable time thinking about what to wear. It also says you have nothing to hide, not even your goosebumps.

Still worried about showing too much toe cleavage? Go naked, but keep your socks on. You don't want people to think you're weird.

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

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

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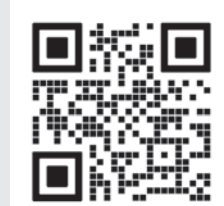

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AGRICULTURE

• The **Utah Department of Agriculture and Food** is seeking comment via an online survey through April 15 to help determine priorities for a \$1 million **Utah Food Security Processing grant**. The purpose of the UFSPG is to increase in-state processing and storage capacity for locally produced agricultural products to strengthen local supply chain resiliency. The survey can be found at <https://tinyurl.com/UtahFoodSecurity>. During the program's first two years, \$2 million in grant funding ranging from \$1,900 to \$150,000 was awarded to 38 businesses across the state. This program has benefited local farms and ranches, processing businesses and consumers while reducing food waste and transportation costs.

BANKING



Jordan Pearce



Bette Taylor



Shane Giddings

• **Brighton Bank** has appointed **Jordan Pearce** as vice president, branch manager and commercial loan officer at its South Salt Lake office, **Bette Taylor** as business development officer, and **Shane Giddings** as vice president and branch manager of the South Towne office. Pearce has extensive experience in community, commercial, real estate and private banking since 2008. In the industry since 1999, Taylor has over two decades of experience in community and commercial banking. Giddings has been with the bank since 2023 and has experience in community, commercial and real estate banking since 2002.

CONSTRUCTION

• **Harrison Regent**, a Holiday by Atria independent living community in Ogden, has kicked off a new renovation project for capital upgrades in design and

amenities. The million-dollar upgrades are designed to transform the community's appearance and function, all geared toward fostering the social connections that help older adults live life to the fullest. The upgrades are expected to be completed this summer. The project includes an expanded fitness room and renovations to the game lounge, living room with library, atrium, dining room and salon. Other improvements include added A/V capabilities in all common areas, exterior enhancements, and energy-efficient lighting.

• **Entrada at Snow Canyon Country Club**, St. George, has begun a \$2.8 million clubhouse renovation project that will include a complete renovation of the main kitchen, the creation of a new bar and grille, the remodeling of existing dining space, and enhancement of the club's private dining space. The project is expected to be completed this fall. **RealFood Hospitality, Strategy & Design**, a Troon company and a hospitality strategy and design firm based in Massachusetts, redesigned the club's kitchen. **Z Design Group** served as the architect for the project, with interior design by **Clay Pryor Interiors** of Henderson, Nevada, and **Zwick Construction** of Murray working as the project's general contractor.

CONTESTS

• The **Utah Jump\$tart Coalition**, **Utah Treasurer Marlo M. Oaks**, and the **Utah State Board of Education** have launched the **Utah Financial Education Hall of Fame**, which recognizes Utah educators and administrators who exemplify excellence in empowering Utah's youth with financial knowledge and skills. The nomination period for the five award categories closes on April 30. Four educators and one administrator will be recognized at a Utah Jump\$tart Coalition event on June 10. Nominations will be accepted at treasurer.utah.gov/halloffame/. The community-nominated educator awards include the Utah Personal Finance Educator of the Year, the Lifetime Achievement Award and the Student Empowerment Award. The self-nominated educator awards are the Innovative Personal Finance Curriculum Award and the Financial Education Champion Award.

ECONOMIC INDICATORS

• **Utah** is ranked No. 2 on a list of "**Best States for Working from Home**," compiled by personal finance website **WalletHub**. It compared the 50 states and

the District of Columbia across 12 key metrics, including the share of workers working from home, Internet cost and cybersecurity. Utah was ranked No. 1 for average home square footage (an average of 2,800 square feet), second for average retail price of electricity, No. 8 for share of population working from home, No. 11 for household Internet access, and No. 13 for Internet cost. It also is No. 6 for highest share of households with broadband Internet. The study found that about 14 percent of Utah's workforce works from home but over 95 percent could do their jobs from home in the future. The top-ranked state is New Jersey. The bottom-ranked state is Alaska. Details are at <https://wallethub.com/edu/best-states-for-working-from-home/72801>.

• **Provo-Orem** is ranked No. 5, **St. George** is No. 7 and **Salt Lake City** is No. 22 on a list of the "**most dynamic metropolitans**" (MDM), a list compiled by **Heartland Forward**. The annual ranking shows growth areas in the country using key indicators of where Americans are thriving and highlighting communities where education, business and government are working well together. The MDM ranks 382 metros by 10 metrics. The top metro on the list is The Villages, Florida. Ten metros have appeared on the list all five years that Heartland Forward has been compiling this data. That list includes Provo-Orem and St. George.

• **Airbnb** has reported that its activities in Utah in 2023 accounted for a \$1.23 billion in economic contribution, 15,700 jobs supported and \$360 million in tax revenue. Nationally, activity supported about 1 million jobs, with guests generating more than \$85 billion in visitor spending, and guest spending generating more than \$24 billion in taxes. Details are at <https://news.airbnb.com/travel-on-airbnb-generated-85b-in-economic-activity-in-the-us/>.

• **Call center representatives** are Utah's "**most unmotivated**" workers, according to a study by **Online-Solitaire.com**. It surveyed employees to gauge the mood of the workforce and determine how motivated they are in their current roles. Following call center reps are, in order, artists and creative professionals, administrative assistants, bookkeepers, claims adjusters and processors, bank tellers and finance customer service reps, telemarketers, language translators, fast food and service industry workers, and data entry clerks. Nationally, the least motivated jobs are call center reps, bookkeepers, and claims adjusters and proces-

sors. Details are at <https://online-solitaire.com/blog/americas-most-unmotivated-workers/>.

• **Utahns** most envy **labor laws in Denmark**, according to a survey by personal injury law firm **Bisnar Chase**. It surveyed people about which international labor law they would like adopted in their own state. In Utah, Denmark was followed by France, Germany, Luxembourg and the Netherlands. Details are at <https://www.bestattorney.com/labor-liberation-case-study/>.

• **Utahns** hit "**peak optimism**" on April 15 this year, according to a survey by photo book company **Mixbook**. The date nationally is April 4. The earliest day is Jan. 13, in Wyoming. The latest is June 25, in Rhode Island. This year's survey found a marked increase in optimism in Utah, with 37 percent of participants feeling hopeful, a significant rise from previous years: 17 percent in 2023, 13 percent in 2022 and 2021, and 20 percent in 2020. Details are at <https://www.mixbook.com/inspiration/the-season-of-hope-unveiling-the-most-optimistic-time-of-year-for-americans>.

FOOD

• Former restaurant owners **Tyler and Valerie Kukahiko** have launched **Peachie**, designed to offer solutions for food enthusiasts and home cooks. One key feature is a central platform for easy recipe storing, organizing and sharing. Users can upload their favorite recipes, categorize them, and easily share with others, eliminating the search through multiple online platforms for saved recipes and fragmented communication methods between friends and family to track down recipes. Peachie also can quickly, easily and automatically transform any recipe into designed and formatted digital versions. The Kukahinkos have experience in food blogging and other business ventures. Their first venture was Crust Club, an at-home business that advanced to become a brand offering fresh, ready-to-take-home meals. It was sold to Crumbl Cookies.

GOVERNMENT

• **Salt Lake City's** Department of Economic Development has announced **Atim A. Enyenihi** as the department's new technology and innovation strategic advisor. She will support the implementation

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from previous page

of Mayor Erin Mendenhall's Healthcare Innovation Blueprint, a collaborative, partner-driven document outlining pathways



Atim Enyenihi

for a thriving biotech hub in Salt Lake City. She will also broaden the umbrella of industries served by Tech Lake City, the concept guiding the Healthcare Innovation initiative, and enhance the branding potential for the concept. Enyenihi has

18 years of experience as a chemist developing and validating analytical methods for a variety of purposes, including discovery and development of therapeutics, clinical laboratory testing, and newborn screening for rare diseases. Her career has traversed academia, clinical diagnostics, biotechnology and tech bio. It includes serving as a scientist at ARUP Laboratories and in senior scientist positions at Utah Public Health Laboratory and Recursion.

HEALTHCARE

• **ARUP Laboratories**, Salt Lake City, has appointed **Dr. Dan Albertson** as president of the newly formed University Business Unit. ARUP, which grew out of the University of Utah Hospital laboratories, has provided laboratory testing for the U Hospital, Huntsman Cancer Institute, and U Health clinics since its inception 40 years ago.



Dan Albertson

The new unit aims to provide laboratory and transfusion medicine to the patients of U Health. ARUP Blood Services, the sole provider of blood products to U Health and the Huntsman Cancer Institute, will be part of the University Business Unit. In his new role, Albertson will also become a member of ARUP's executive committee. He will remain the division chief of Anatomic Pathology and Solid Tumor Molecular Pathology. Albertson joined the U's Division of Anatomic Pathology in 2012 as a fellow in surgical pathology.

HOSPITALITY

• **LivAway Suites**, a Salt Lake City-based extended-stay hotel brand, has hired **Paul Duncan** for its **West77** development team as chief development officer. West77 is the development engine for the seven current LivAway Suites properties. Duncan has experience in real estate and construction in underwriting, site selection and design. He has more than 16 years of experience in the



Paul Duncan

development and construction industry, including at Concord Hospitality, Aspire Construction and Ashland Construction Co. LivAway Suites has over 25 locations in various phases of pre-development across the U.S.

INSURANCE

• **The Buckner Co.**, a Salt Lake City-based insurance brokerage, has appointed **Jenny Hatch** as director of private client services. She will assume leadership of Buckner's Personal Lines Department. Hatch has over 22 years of experience in the insurance industry, with a specialized focus on personal assets for 18 years. Her experience encompasses roles with



Jenny Hatch

both exclusive and independent agencies, as well as four years in the commercial space.

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INVESTMENTS

• **Torus Inc.**, a South Salt Lake-based company that designs, engineers and manufactures energy storage and management products for the residential, commercial and large-scale utility sectors, has completed a \$67 million fundraising round. It included new equity, conversion of outstanding notes and a loan facility. It was led by **Origin Ventures** and included contributions from institutional investors including **Epic Ventures**, **Cumming Capital**, the **Larry H. Miller Co.**, **Zions Bank**, **Pelion** and **ICONIQ**. Torus said it plans to use the funds



David Bywater



Brent Hill

to deepen its energy solutions portfolio in the commercial and large-scale utility sectors and add talent to the Torus team. Torus also announced it has added **David Bywater** and **Brent Hill** to its board of directors. Bywater is a former chief operating officer and later CEO of Vivint Smart Home and Vivint Solar. Before that, he was CEO of Vivint Solar. He also worked Affiliated Computer Services, as an executive vice president and corporate officer at Xerox, and as a senior manager at Bain & Co. Hill is managing director at Origin Ventures.

• **Aligned Marketplace**, based in Park City, has raised \$8 million in a seed funding round led by **A* Capital** and **Maverick Ventures**, with participation from **Box Group**, **Epic Ventures**, **Liquid2 Ventures**, **SV Angel** and other angel operators. Founded in 2023, Aligned Marketplace offers employers personalized primary care through a network of independent, advanced primary care providers across the U.S. The network of in-person and virtual advanced primary care options includes over 3,000 advanced primary care clinics nationwide.

MANUFACTURING

• **IFIT Health & Fitness**, a Logan-based company that produces connected fitness hardware, software and subscription content, has appointed **Mark Phillips** as chief marketing officer and **Bart Muller** as chief international officer. Phillips has over 20 years of marketing experience, previously serving as a senior advisor at McKinsey & Co. As CMO at IFIT, he oversees all aspects of the brand's portfolio of products, including IFIT, NordicTrack, ProForm and Freemotion. Muller's experience includes serving as CEO of First National Glassware in Jakarta, as well as the chief operating officer of Sound United.



Mark Phillips



Bart Muller

NONPROFITS

• **Visit Salt Lake**, a private, nonprofit corporation that promotes Salt Lake as a convention and travel destination, has hired **Brayden O'Brien** as senior financial analyst. O'Brien will analyze VSL's internal performance and its external impact to ensure VSL is prudently administering resources to efficiently grow Salt Lake's visitor economy. Prior to joining VSL, O'Brien served as financial controller at Particl. He began his career at KPMG in the



Brayden O'Brien

Bay Area of California. He earned a B.S. degree in finance and accounting at Utah State University.

PARTNERSHIPS

• **Aqua-Yield**, based in Sandy, has announced a partnership with **WestLink Ag Group** to distribute Aqua-Yield's nanoparticle-based products for farmers through the WestLink's 42 retail outlets. WestLink is a member-driven ag buying group. In its 10th year, Aqua-Yield's line of nano-based products have proven to improve crop protection performance, nutrient uptake and overall crop yield, according to the company.

• **MotivHealth**, an Alpine-based health insurance company, has announced a partnership with **AZOVA Health**, a company focused on digital health technology. Birth Doula support memberships will be available directly to Motiv members. The program offers expectant mothers continuous support from highly qualified doulas, fostering positive birth experiences and unlocking health benefits.

PHILANTHROPY

• Employees at **Ken Garff West Valley Ford** and **West Valley Chrysler Dodge Jeep Ram Fiat** recently did a sensory room lobby makeover for **Raise the Future** in Midvale. Raise the Future supports youngsters in foster care. Ken Garff employees wanted to create a welcoming healing space for kids and families that will use the space for various activities and dressed up the space with new paint, furniture, sensory items, signage, pillows, rugs and more. The project was part of Ken Garff's "We're 'Hear' for You" initiative.

REAL ESTATE

• **Mountain West Commercial Real Estate**, a Salt Lake City-based commercial real estate brokerage, has hired **Travis Dunn** to lead the company's expansion into the Boise, Idaho, market. The office in Eagle, Idaho, will be the company's second office in the state. Dunn has over two decades of experience in commercial real estate.



Travis Dunn

TECHNOLOGY

• **Inside Real Estate**, a Murray-based real estate software company, has hired **Stacey Soleil** as senior vice president of community and engagement and **Ryan Hartman** as vice president of social and product engagement. Soleil will lead a cross-functional team, serving as the voice of the community for the company's leadership team, and share her deep industry knowledge to

see BRIEFS page 15

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Work, wellness and wealth: A look at financial mobility in America

Between rumors of a recession, interest rate hikes, inflation and economic uncertainty, Americans are frequently faced with a choice to prioritize their financial freedom or preferred lifestyle. Americans' mindsets are focused on their happiness and personal lives to help them feel fulfilled, while still anticipating they will face economic challenges that impact their saving and spending.

The KeyBank 2024 Financial Mobility Survey polled Americans about the state of their financial lives and attitudes and found that money isn't buying happiness in America, but the share of Americans who are spending more and saving less has nearly doubled since 2021.

A resounding 66 percent of Americans would rather work a job they love with a lower-paying salary than work a job they hate with a higher-paying salary (34 percent). Additionally, in 2023, 25 percent of Americans said they're spending more and saving less compared to 2022 (15 percent) and 2021 (13 percent). The spending is not toward dining out or vacations, but rather the everyday cost of living. In fact, 59 percent of Americans are cutting back on non-essential items due to the increasing cost of living in America.

Other findings include:

A Shift in Lifestyle Priorities

Amid a tighter economic landscape and labor market, Americans continue to prioritize balance and well-being in their professional, personal and financial lives. This year's survey revealed that Americans are in favor of a soft-life culture that defines success based on happiness, contentment and fulfillment versus hustle cul-

ture, which defines success based on wealth, status and achievement.

- Nearly three in four (72 percent) Americans would rather define success based on a soft-life culture focused on happiness, contentment and fulfillment, with equal shares of males and females (37 percent each) agreeing that it promotes a healthier and happier lifestyle.

- More than half of Americans (54 percent) say a hustle culture that defines success based on wealth, status and achievement can lead to burnout and negatively impact well-being.

Nevertheless, one-third of males (33 percent) and one-quarter of females (26 percent) identify with hustle culture.

Cost of Living in America

The rising cost of living is becoming an increasing concern across the U.S., with Americans fighting off rising inflation and higher prices on goods and services. As a result, consumers from every generation are cutting back on spending and even dipping into their savings. With no sign of costs leveling out, Americans will need to learn how to balance an affordable lifestyle while maintaining basic, everyday needs.

- Increased Costs, Increased Stress. Nearly one-third (30 percent) of all Americans say they feel daily financial stress related to the cost of living in America. However, women (35 percent) are more likely than men (24 percent) to feel financial stress on a daily basis related to the cost of living in America.

- Every generation is feeling the strain of the cost of living. This begs the question, what will an affordable lifestyle look like in the next five years? More than three in four (77 per-

cent) Americans across all generations believe the cost of living in America has gotten worse in the past five years.

Homeownership Attainability

Of those who recently purchased a home or are currently in the market, 40 percent said that inflation is the top purchasing influence. Of those people (20 percent) who are not currently in the market to purchase a home and haven't purchased one in the past year, 69 percent believe the dream of owning a home is not very attainable.

At a time when home ownership feels unattainable to many, some younger Americans are choosing to make financial changes in order to achieve the dream, putting money aside, creating budgets and reducing spending to buy a home and to feel more confident in their financial approach.

- As younger generations start to hit life milestones, it is possible societal pressures are pushing their interest towards homebuying. The average age of Americans in the market for a home is 36, and to help with the dream of owning a home, they are spending less and saving more (45 percent).

- Financial Confidence: Almost three fourths (71 percent) of new homeowners within the last 12 months believe they could come up with \$2,000 within a month if needed and are very/somewhat confident in the ability to grow their finances (86 percent).

- Homeownership also comes with an added expense, as half of new homeowners (51 percent) expect to use more of their savings next year as compared to those in the market for a home (45 percent) or who don't own a house (35 percent).

Tips for Prioritizing Financial and Personal Wellness

Consumers looking to the year

ahead may be wondering whether they can truly have it all. Here are some tips for maintaining healthy financial habits and building financial resiliency in the new year — without sacrificing personal and professional goals and ultimate happiness.

- Take an honest look at your 2023 financial habits to set a roadmap for 2024. The survey found that more Americans would rather share their recent Google search history (57 percent) than their monthly credit card statement (43 percent). If you're similarly reluctant to review your financial decisions from the past year, now is as good a time as any to do so.

- Connect with a financial professional early and often. Faced with the rising cost of living, Americans may find it more challenging to pursue a desired lifestyle while meeting everyday financial needs. In addition to maintaining monthly budgets and day-to-day expenses, talk to your financial professional about staying on track with longer term goals — such as purchasing a home or planning for retirement.

- Meet with a mortgage loan officer to unlock the keys to homeownership. The homebuying process can seem intimidating, especially in a challenging economic environment. If purchasing a home is one of your goals in 2024, consult with your financial professional or mortgage loan officer to determine the programs and pathways to homeownership that make the most sense for your goals and your budget.

Drew Yergensen is the market president and commercial banking leader with KeyBank in Utah.

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DREW YERGENSEN



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Calendar

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

April 15, 10-11 a.m.

“Ask Ashly,” a Women’s Business Center of Utah event featuring Ashly Kulland, WBCUtah’s digital media specialist. Event takes place online. Free. Details are at wcutah.org.

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

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

April 16, 5-7 p.m.

Women’s Business Forum Spring Mixer. Location is Pierpont Place, 163 Pierpont Ave., Salt Lake City. Cost is \$35 for members, \$50 for nonmembers. Details are at slchamber.com.

April 17-18

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

April 17, 8:30 a.m.-2 p.m.

“SBIR Seminar: Navigating Funding and Innovation in Biotech,” presented by Altitude Lab, the National Cancer Institute and the University of Utah. Event features information about seed funding for small-business startup companies through the NCI. Speakers are Won-Yong Lee (host), SBIR/STTR grant development associate, University of Utah; William Bozza, SBIR/STTR program director, NCI; Jonathan Franca-Koh, SBIR/STTR program director, NCI; Abigail Pulsipher, assistant professor, University of Utah; and Vasiliki Karahalios, adjunct professor/grant specialist, University of Utah. Location is Altitude Lab, 48 S. Rio Grande St., Salt Lake City. Details are at <https://www.altitudelab.org/events/sbir-seminar-navigating-funding-and-innovation-in-biotech>.

April 17, 9 a.m.-noon

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

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

“Coffee Chat with the CEO,” a Park City Chamber of Commerce & Visitors Bureau event in which CEO Jennifer Wesselhoff is available for an informal conversation. Location is Park City Chamber/Bureau, 1850 Sidwinder Drive, Suite 320, Park City. Free and open to

the public, but registration is required. Details are at <https://www.visitparkcity.com/members/chamber-bureau-events/>.

April 17, 11 a.m.-1 p.m.

“Business Boot Camp,” a South Valley Chamber of Commerce event. Speaker Brian Epperson, CEO of Target River, will discuss “Your Marketing Journey: Learning What is Right for Your Business.” Location is Salt Mine Productive Workspace, 7984 S. 1300 E., Sandy. Cost is \$35 for members, \$55 for nonmembers. Details are at southvalleychamber.com.

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

“Power Lunch,” a Utah Tech Leads event. Speaker Darrell Moon, CEO of Aspirational Healthcare, will discuss “How to Structure Healthcare Coverage for Your Company.” Location is The Shop SLC, 350 E. 400 S., Salt Lake City. Details are at <https://www.ubmeevents.com/event/df09548e-8732-4501-89bf-728e63a7d649>.

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

Business Alliance Networking Luncheon. Location is Boondocks Fun Center, 525 Deseret Drive, Kaysville. Free, with lunch available for purchase. No RSVP needed. Details are at davischamberofcommerce.com.

April 17, 4:30-5:30 p.m.

“Business Unwind Networking,” a Point of the Mountain Chamber of Commerce event. Location is Strap Tank Brewery, 3661 Outlet Parkway, Lehi. Details are at thepointchamber.com.

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

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

April 17, 6-8 p.m.

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

April 18-20

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

April 18, 10-11 a.m.

“Brand Kit Creation,” a Women’s Business Center of Utah online class. Free. Details are at wcutah.org.

April 18, 10 a.m.-5:30 p.m.

Altitude Lab Demo Day, showcasing the achievements of its resident com-

panies. Startups are therapeutic, diagnostic, biopharma services and digital health companies located and operating in Utah. Event includes demos, panel discussions and a vendor showcase. Location is Ken Garff Scholarship Club at Rice-Eccles Stadium, Salt Lake City. Cost is \$35. Details are at https://www.altitudelab.org/demo-2024?inf_contact_key=44f1a8f23c8f88911165444c6c33c7d3.

April 18, 11 a.m.-noon

“How to Have a Successful Market Experience,” a Women’s Business Center of Utah event that takes place online. Free. Details are at wcutah.org.

April 18, 11 a.m.-1 p.m.

“AI Mastery for Small Businesses.” Presenter Jessie Warner will discuss how small businesses can harness AI for efficiency and innovation, transforming operations and driving growth in the digital age. Location is Kiln, 2701 N. Thanksgiving Way, No. 100, Lehi. Free. Registration can be completed at Eventbrite.com.

April 18, 11:30 a.m.

“Critical Materials,” a Utah Advanced Materials & Manufacturing Initiative “Monthly Information Session” event. Location is UAMMI, 225 S. Fairgrounds Road, Price. Free. Registration can be completed at Eventbrite.com.

April 18, 2-6 p.m.

2024 Business Expo, a Davis Chamber of Commerce event. Location is Davis Conference Center, 1651 N. 700 W., Layton. Details to be announced at davischamberofcommerce.com.

April 18, 6-8 p.m.

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

April 18, 6 p.m.

“The Philippines: Unlocking a Market of Opportunity,” co-sponsored by The Mill Entrepreneurship Center at Salt Lake Community College. Speakers are Luis Chavit Singson, president emeritus, governor of Ilocos Sur; Celyne Layug, trade commissioner, Philippines Trade and Investment Center; Jenny Fatima Macatiag, owner, PRfect Minilla Public Relations; Joseph Brubacker, attorney and chair, Utah District Export Council; and Marlene Gonzalez, legal advisor, National Federation of Filipino-American Association. Event takes place online. Details are at https://epay.slcc.edu/C20011_ustores/web/store_main.jsp?STO Reid=142&SINGLESTORE=true.

April 19, 8:30-10 a.m.

“Friday Connections,” a multi-chamber networking event. Location is Utah Trucking Association, 4181 W. 2100 S., West Valley City. Cost is \$5 for members, \$10 for nonmembers. Details are at chamberwest.com.

April 19, 5:30-9 p.m.

Box Elder Chamber of Commerce Awards Annual Banquet, including a silent and live auction. Location is Box

Elder County Fairgrounds, Fine Arts Building, 320 N. 1000 W., Tremonton. Cost is \$50. Details are at boxelderchamber.com.

April 23, 8-9:30 a.m.

“How to Maximize Your Equity-Based Compensation Plan,” an ACG (Association for Corporate Growth) Utah “Spring CFO Roundtable” event. Panelists are Reyes Florez (moderator), founder and CEO, Platform Accounting Group; Sam Maheshwari, CFO, Varex Imaging Corp.; Dave Oldham, CEO, Awsms; and Jonathan Spira, CFO, JPhineas Business Advisory. Location is Tanner, 36 S. State St., Salt Lake City. Details are at <https://www.acg.org/utah/events>.

April 23, 9 a.m.-12:30 p.m.

Advanced Manufacturing & Materials Symposium for Defense, a Utah Advanced Materials & Manufacturing Initiative event hosted by a Utah Defense Manufacturing Community grant from the U.S. Department of Defense. Event takes place online via Zoom. Free. Registration can be completed at Eventbrite.com.

April 23, 9 a.m.-12:30 p.m.

WTC Innovation Summit, a Women Tech Council event featuring discussions about disruptive trends, what they mean for women in tech, and how to chart a career amid the changing circumstances. Event also will include a recognition and celebration of companies on the 2024 “Shatter List” and their active programming to shatter the glass ceiling for women in tech. Location is Zions Bancorporation Technology Center, 7860 Bingham Junction Blvd., Midvale. Cost is \$35. Registration can be completed at Eventbrite.com.

April 23, 9-10:30 a.m.

“Better Your Business” Breakfast Seminar. Speaker Spencer Phillips, employer and lawyer, will provide an employment law update. Location is Business Resource Center at Utah Valley University, 815 W. 1250 S., Orem. Details are at thepointchamber.com.

April 23, 10 a.m.-1 p.m.

“Useful AI Workshop: Leverage AI, ML and Digital Transformation Today,” a 10K Alumni event. Location is Silicon Slopes, 2600 W. Executive Parkway, No. 140, Lehi. Cost is \$15 through April 18, \$20 thereafter. Registration can be completed at Eventbrite.com.

April 23, 10-11 a.m.

“Get Your Local Business on Google Search and Maps,” presented by the Women’s Business Center of Utah and Grow With Google. Event takes place online. Free. Details are at wcutah.org.

April 23, 11:30 a.m.-1 p.m.

Junior Women in Business Graduation and WIB Young Female Entrepreneur Panel Discussion, a South Valley Chamber of Commerce Women in Business event featuring the 2024 graduating class of the Junior Women in

CALENDAR

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Business program and keynote remarks by a panel of young female entrepreneurs. Panelists are Sarah Davies, founder and co-owner, The Piano Place; Alma Lopez & Diana Lopez, co-owners, Cakes by Edith; and Sadie Bowler, co-founder and CEO, SadieB. Location is JATC South, 12723 Park Ave., Riverton. Cost is \$20 for members, \$30 for nonmembers. Details are at southvalleychamber.com.

April 23, 11:30 a.m.-1 p.m.

Women in Business, an Ogden-Weber Chamber of Commerce event. Location is Jeremiah's Lodge & Garden, 1329 W. 12th St., Marriott-Slaterville. Cost is \$25 for WIB members and first-time guests, \$35 for nonmembers. Registration deadline is April 16 at noon. Details to be announced at ogdenweberchamber.com.

April 23, 3-4:30 p.m.

"Starting Your Business 101," a Small Business Development Center event that takes place online. Details are at <https://clients.utahsbdc.org/events.aspx>.

April 24-25, 8 a.m.-4 p.m.

Utah Worksite Wellness Conference, a Utah Worksite Wellness Council event. Keynote speaker Stella Grizont, author, executive coach and speaker, will discuss "Transforming Vision into Reality." Awards luncheon takes place April 25. Location is Viridian Event Center, 8030 S. 1825 W., West Jordan. Cost is \$450. Details are at www.utahworksitewellness.org/events.

April 24, 7 a.m.-8 p.m.

"Investors' Choice," a Kinect Capital event featuring a pitch event, workshops, networking and more for investors, mentors and founders. Location is EventStack Center, 669 S. West Temple, Salt Lake City. Cost is \$299. Registration can be completed at Eventbrite.com.

April 24, 8 a.m.-noon

"Becoming an Effective Leader," a Small Business Development Center event. Location is Kaysville SBDC at the Davis Applied Technology Center. Cost is \$100. Details are at <https://clients.utahsbdc.org/events.aspx>.

April 24, 8 a.m.-3 p.m.

Greater Cache Valley Economic and Business Summit, with the theme "Leading and Succeeding." Location is

The Riverwoods Conference Center, 615 Riverwoods Parkway, Logan. Cost is \$100. Details are at cachechamber.com.

April 24, 11:30 a.m.-1:30 p.m.

"Lunch & Learn: HOA Management & Governance," a Utah Chapter of Community Associations Institute event, in partnership with Roof Maxx of Heber and the Park City Chamber/Bureau. Location is the Blair Education Conference Center, Park City. Free, but registration is required. Details are at <https://www.visitparkcity.com/members/chamber-bureau-events/>.

April 24, 11:30 a.m.-1 p.m.

"Business Success Series," a ChamberWest event. Location is TownePlace Marriott, 5473 W. High Market Drive, West Valley City. Cost is \$25 per session. Details are at chamberwest.com.

April 24, noon-1 p.m.

"Solve the Business Puzzle: How to Handle Stress," a Women's Business Center of Utah event. Presenter is Christiane Turner. Event takes place online. Free. Details are at wbcutah.org.

April 24, noon-1 p.m.

"Walkable Wednesday: Slate & Sloane," a ULI (Urban Land Institute) Utah event. Slate and Sloane are two new Class A apartment buildings developed by a joint venture between Urban Alandre and Gardner Batt. Location is Slate Apartments, 915 S. Washington St., Salt Lake City. Free for members, \$20 for nonmembers. Details are at <https://utah.uli.org/events-2>.

April 24, noon-1 p.m.

"Money Monarch," a Women's Business Center of Utah event. Presenter Sherilyn Gamble will discuss key steps in achieving personal and business financial goals. Location is 1104 Country Hills Drive, Ogden. Free. Details are at wbcutah.org.

April 24, noon-2 p.m.

Mental Health Town Hall, presented by Silicon Slopes and Promise2Live. Speakers are Dr. Dave Morgan, licensed psychologist and director of mental health awareness for Silicon Slopes; Brandy Vega, founder of Promise2Live; Cameron McBride, CEO of Blomquist Hale Solutions; and Becky Kemp, speaker, coach, and author of *The Word Effect*. Location is Silicon Slopes, 2600 W. Executive Parkway, Suite 140, Lehi. Details are at <https://app.siliconslopes.com/events/>.

April 24, 6-7 p.m.

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

April 25, 7:30-9 a.m.

Partners in Education Appreciation Breakfast, an Ogden-Weber Chamber of Commerce event. Location is Ogden-Weber Technical College, Event Center, 200 N. Washington Blvd., Ogden. Free. Details are at ogdenweberchamber.com.

April 25, 8:30 p.m.-4 p.m.

Cyber Summit, a Webcheck Security event focused on the latest trends, strategies and tools to protect against online threats. Keynote speaker is Adam Marrè, CISO of Arctic Wolf. Location is Megaplex Theatres at Jordan Commons, 9335 State St., Sandy. Cost is \$45. Registration can be completed at Eventbrite.com.

April 25, 11:45 a.m.-1 p.m.

"Lunch & Learn," a Point of the Mountain Chamber of Commerce event. Speaker is Tricia Drake. Location is Fat Cats Saratoga Springs, 212 Pioneer Crossing, Saratoga Springs. Details are at thepointchamber.com.

April 25, noon-1 p.m.

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

April 25, noon-1:30 p.m.

Women's Professional Network Lunch, an ACG (Association for Corporate Growth) Utah event. Location is Forvis, 250 E. 200 S., Salt Lake City. Details are at <https://www.acg.org/utah/events>.

April 25, 3:30-6:30 p.m.

"Unveiling Utah City," a ULI (Urban Land Institute) Utah event featuring a panel discussion about Utah City. Location is Topgolf, 484 N. Entertainment Way, Vineyard. Costs range from \$45 to \$55 for members, \$65 to \$75 for nonmembers. Details are at <https://utah.uli.org/events-2>.

April 25, 5-6 p.m.

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

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ATHLETICS

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tude to MLB and the A's for approaching the company about possibly hosting the A's temporarily in South Jordan.

"From the beginning, there were economic reasons tied to an existing television contract that favored the Athletics staying in Northern California," the company said. "We wish the Athletics much success in their home state during this exciting time in their team history."

The company said its ownership group and the Big League Utah coalition "is fully committed to bringing an MLB expansion team to the Power District on Salt Lake City's west side. We are grateful and encouraged that Utah was viewed as a potential host and solution for the Athletics, and we will continue to demonstrate that we are the ideal MLB expansion market."

The team has played at the Oakland Coliseum since 1968 but its lease there expires after the current season and an extension did not materialize. The new stadium in Las Vegas is not expected to be ready until at least 2028. Starting next year, the team will play at Sutter Health Park, a 14,000-capacity stadium that currently is home to the Sacramento River Cats, a San Francisco Giants farm team. The Athletics' agreement with the city of West Sacramento is for the 2025-27 seasons, with an option for 2028. The River Cats will continue to play at the stadium.

Meanwhile, a futuristic stadium will emerge in Las Vegas, complete with overlapping roof panels and a cable-net glass window offering a view of The Strip. The Tropicana hotel has closed and will be demolished to make way for the \$1.5 billion, 33,000-seat stadium.

In an informal poll during spring training, several Athletics players had expressed a preference to stay at the Oakland Coliseum until the Las Vegas stadium is ready, the thinking being that they wanted to remain in a Major League Baseball stadium rather than a minor-league facility. Others said they did not care, as long as they were on a big-league team. Since the announcement about the West Sacramento move, some players have expressed

hope that team clubhouses and other amenities at Sutter Health Park can be brought up to MLB standards.

Downtown Daybreak will occupy nearly 200 acres of the 4,100-acre Daybreak master-planned community and include an entertainment district, offices, residences, restaurants, a performance venue, a Megaplex cinema-entertainment center and the minor-league ballpark.

The future use of the Smith's Ballpark site has yet to be determined.

The Utah Legislature passed a pair of bills this year establishing a framework for a new MLB stadium and a new arena for Salt Lake City. They call for the creation of a new Utah Fairpark Area Investment Restoration District to help advance the redevelopment planned for the Fairpark neighborhood and pending Power District. It also provides up to \$900 million in state money for a possible MLB stadium. One bill creates a so-called Capital City Revitalization Zone that could someday be home to the Utah Jazz and a potential National Hockey League team, perhaps in the same arena.

SENTIMENT

from page 1

tion, especially for the first time," said Natalie Gochnour, director of the Kem C. Gardner Policy Institute. "Is it concerning? Yes, but with a caveat. It's only one month of data. The prudent course is to keep a steady eye on consumer behavior and see if a trend develops."

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

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

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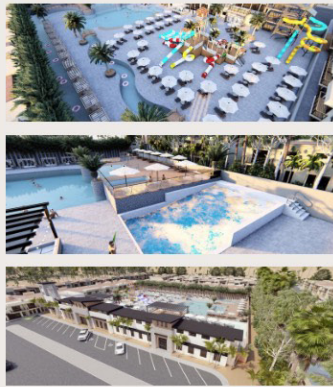
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BOX ELDER

from page 1

But the high end of projections puts the number at about 103,000. “So, from 60 to 100 [thousand], that’s a big, big jump. That changes the nature and character of the valley,” she said.

Between 2010 and 2020, the county saw strong growth but it was dispersed, with nearly every community growing during that time. Job growth from January 2023 to a year later was 1.8 percent in the county, nearly matching the state’s 1.9 percent rate. The unemployment rate was 2.6 percent in December, close to the state’s 2.8 percent level.

But any future growth could lead to delays on packed Utah roads and a con-

tinued rise in “outrageously expensive” housing, she warned.

That’s where the county can have an influence in what it becomes, she said. A very prosperous county will become more of a magnet for outsiders, while a stagnant economy will result in smaller growth, she said. County leaders need to be intentional and purposeful to make their vision a reality.

“It’s in the county’s interest to lead change,” Gochnour said. “And if you’re getting out in front of it, you’re actually guiding it to what you want. If you’re going to have all this growth, are you investing enough in the infrastructure? If you’re going to have all this growth, what are you doing to take care of the housing issues? If you don’t want a lot of this growth, what do you do to change it?”



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CALENDAR

from previous page

April 25, 6-9 p.m.

“Giant in Our City 2024,” a Salt Lake Chamber event honoring Clark D. Ivory, CEO of Ivory Homes. Reception begins at 6 p.m., followed by dinner at 7 p.m. and awards program at 7:45 p.m. Location is Grand America, 555 S. Main St., Salt Lake City. Cost is \$250. Details are at slchamber.com.

April 25, 6-7 p.m.

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

April 27, 9 a.m.-4:30 p.m.

“Elevate Your Brand.” Location is Miller Conference Center, 9750 S. 300 W., Sandy. Cost is \$30. Details are at tinyurl.com/VBRCEvents.

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

“AI for Marketing: Demystified,” a Small Business Development Center event that takes place online. Details are at <https://clients.utahsbdc.org/events.aspx>.

April 30, 2-6 p.m.

Job Fair, a ChamberWest event. Location is Hunter High School, 4200 S. 5600 W., West Valley City. Details are at chamberwest.com.

May 1, 11:15 a.m.-1 p.m.

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

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

Business Alliance Networking Luncheon. Location is Boondocks Fun Center, 525 Deseret Drive, Kaysville. Free, with lunch available for purchase. No RSVP needed. Details are at davis-chamberofcommerce.com.

May 1, 3-5 p.m.

Lassonde Demo Day, featuring a student-startup showcase. Location is Lassonde Studios at the University of Utah. Details to be announced.

May 2, noon-2 p.m.

“Ms. Biz,” a Women’s Business Center of Utah event taking place weekly over four weeks and designed for aspiring entrepreneurs or those in the beginning stages of running their business. Event takes place online via Zoom. Free. Details are at wbcutah.org.

May 5, 6-9 p.m.

Executive Leadership Retreat, a Utah Valley Chamber event designed for executives and those who are being groomed for leadership roles. Location is Zermatt Utah Resort & Space, 784 W. Resort Drive, Suite 220, Midway. Details to be announced at thechamber.org.

May 7, 9-11 a.m.

“Pay the IRS Less Without Going to Jail,” a Small Business Development Center event that takes place online. Cost is \$18. Details are at <https://clients.utahsbdc.org/events.aspx>.

May 7, 2-3:30 p.m.

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

BRIEFS

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drive value and enhance customer experiences and success. She has over two decades of real estate industry experience. Hartman will focus on the cross-section of product and communities, sharing how-to tips, best practices and straightforward product guides to help customers take advantage of the full suite of tools and solutions to drive higher productivity. He has more than 20 years of real estate industry experience.

• **TriTel Networks**, a Murray-based managed technology services provider, is now offering SD-WAN-as-a-Service to its small to mid-sized business customers. SD-WAN is an acronym for software-defined networking in a wide area network. It aims to simplify the management and operation of a WAN by separating the networking hardware from its control mechanism. TriTel Networks is a member of Technology Assurance Group, an organization of managed technology services operating in 136 cities and serving over 400,000 customers.



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