

OF NOTE



They'll talk your ears off

The Preply business blog recently surveyed over 1,000 American workers and found 95 percent of them say they have or have had a coworker who talks too much and 62 percent say they don't like it. Company gossip was the most annoying topic, closely trailed by politics, kids, partners and dating. Survey respondents said that on average, chatty coworkers spend 90 minutes of the workday talking.

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Gardner study finds Utah life sciences job growth tops U.S.

Brice Wallace
The Enterprise

Utah's life science industry job growth led all states during the nine-year period between 2012 and 2021, according to a recently released research brief from the University of Utah's Kem C. Gardner Policy Institute.

Utah's average job growth rate of 5.7 percent during that time topped the average of 3.2 percent for all other states. The No. 2 state for industry average job growth was Massachusetts, at 5.2 percent, followed by Arizona, at 5.1 percent. Those three were the only states with a job growth rate in life

sciences topping 5 percent.

The findings are part of an update looking at Utah's life sciences industry, scheduled for release this fall. The institute in 2018 found that Utah had the fastest-growing life sciences community in the U.S. between 2012 and 2017.

The research brief also shows that in 2021 Utah had 2.9 percent of its total job is life sciences. That put it No. 2 among states, behind Massachusetts' 3.7 percent concentration.

Twenty states accounted for 84.2 percent of U.S. life sciences jobs in 2021.

see STUDY page 14



This rendering from Commerce Crossroads shows an 820-acre industrial park and transportation hub in Cedar City, part of the 899-acre Iron Springs Inland Port approved recently by the Utah Inland Port Authority board. It is the first rural port project approved by UIPA.

UIPA approves Utah's first rural inland port on 899 Iron Co. acres

Brice Wallace
The Enterprise

Looking to emphasize the "Utah" part of its name, the Utah Inland Port Authority has approved the creation of a first-ever inland port in a rural part of the state.

During a meeting in Kanarrville, the UIPA board OK'd plans for the Iron Springs Inland Port on 899 acres of undeveloped land in Cedar City. It includes 825 acres owned by Commerce Crossroads Logistics

Park and 74 acres owned by Savage Railroad-Southern Utah.

When fully developed, the industrial park and transportation hub are expected to help companies move goods in and out of the area, create high-paying jobs and generally boost economic opportunities throughout Southern Utah.

"Primarily, so far our efforts have been focused up in Salt Lake City, and now we

see RURAL PORT page 14

Utah consumers' confidence better than nationwide

Utah consumers maintained the status quo in March, with consumer sentiment essentially unchanged from February.

The Kem C. Gardner Policy Institute's Survey of Utah Consumer Sentiment, released last week, was 70.2 in March, down slightly from February's 70.4. A similar survey by the University of Michigan found sentiment nationwide fell from February (67) to March (62).

"The relatively unchanged index from February to March reflects continued uncertainty among Utahns about the economy as they face mixed economic signals," said Phil Dean, the institute's chief economist. "Negative economic signals include higher interest rates and the banking crisis that began with the collapse of Silicon Valley Bank in March.

"Positive economic signals Utahns may notice include a strong local labor market and improvements in inflation. Overall, the positive and negative signals don't appear to have influenced the sentiment of Utahns."

The Utah survey uses key questions from the University of Michigan's Surveys of Consumers. Those 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.

Among the questions on the Utah survey, more people said they are better off financially than a year ago. The February amount was 33 percent, but it rose to 35 percent in March.

Optimism also rose when it came to whether people believed they would be better off financially a year from now. The "favorable" amount was 29 percent in February and 32 percent in March.

Regarding business conditions as a whole, respondents believing the next 12

see SENTIMENT page 14



New name, same commitment to You



It's cheaper to build a new home in Utah than to buy an existing one

Weighing whether to buy a house or build one? A new report indicates building would generally be the less-expensive option in Utah.

A study by StorageCafe shows that building a house in Utah is nearly 15 percent cheaper than buying one. That puts Utah fourth among states for cost-effective homebuilding.

The study looked at land prices per median lot size nationwide and the 8 percent inflation-adjusted regional costs of making a contract with homebuilders, then added 10 percent for administrative costs to those combined factors. The figures were compared to median prices for single-family homes.

The national median price to build a home is \$421,000, while buying is \$415,000, a difference of \$6,000. In Utah, the median is \$538,000 to build a home, while the median listing price for an existing home is \$635,000. That is a difference of \$97,000.

The \$538,000 building price includes a national-high median of \$234,000 for land per acre, a median lot size of 0.21 acre, making the total price of a median land lot of \$49,000. The

regional median price of a construction contract is \$440,000.

"Utah has been a rapidly up-and-coming state in recent years, with a booming tech sector and real estate prices to match," the report states.

The largest build/buy difference was \$494,000 in Hawaii. Building costs \$551,000, while the median home listings price is nearly twice that, at over \$1 million. Buying makes the most sense in Pennsylvania, where buying costs \$345,000 while building costs \$528,000, a difference of \$183,000.

Buying makes more sense than building in Salt Lake County. The median price of an existing home is \$636,400, while building would cost \$711,500, making buying \$75,100 cheaper. Salt Lake County has the state's smallest median lot size at 0.16 acres but also the highest land prices at \$1.3 million per acre.

Utah features wide extremes, depending on where a person lives. In Summit and Wasatch counties, for example, building is much more cost-effective than buying. In Summit County, the building median is \$677,193, while the price median is over \$2.4 million, making

the difference a whopping \$1.75 million.

Other building-is-cheaper counties are Rich and Washington.

At the other end of the spectrum, Cache, Box Elder and Salt Lake counties are the best counties for buying a pre-existing home. In Cache County, building costs a median of \$643,474, compared with a median purchase of \$498,000, a difference

of \$145,474. Other better-to-buy counties are Davis, Sanpete, Iron, Utah, Weber and Kane counties, with differences ranging from \$14,000 to \$73,000.

In the U.S., building costs less in 18 states as opposed to 28 states where buying costs less. High listing prices of ready-made houses can make constructing one from scratch a more cost-effective option, especially in popular coastal locations, the report

indicates.

The states of Utah, Colorado, Montana and Idaho are all in the top 10 for saving money when building a home. The Southwest states of Nevada, Arizona and New Mexico tend to have lower home prices, making homebuilding there look less profitable.

The report is available at <https://www.storagecafe.com/blog/is-it-cheaper-to-build-or-buy-a-house-in-the-us/>.

TruGolf merges with acquisition company

Deep Medicine Acquisition Corp. (DMAC), a publicly traded special purpose acquisition company based in New York, and TruGolf, Inc., a golf simulator manufacturer and distributor with headquarters in Salt Lake City, have announced a merger agreement.

Under the agreement, TruGolf will absorb a wholly owned subsidiary of DMAC and TruGolf will become a wholly owned subsidiary of DMAC. The combined public company will be renamed "TruGolf Inc." TruGolf stockholders will receive consideration in the form of newly issued

shares of common stock DMAC, valued on an aggregate enterprise value of TruGolf of \$125 million, including up to approximately \$45 million of contingent consideration, subject to customary adjustments for TruGolf's closing working capital, cash and debt and any unpaid transaction expenses.

Christopher Jones, CEO and chairman of TruGolf, and the existing management team will lead the merged company.

TruGolf manufactures and sells a full line of golf simulator equipment, including software and hardware, and is cur-

rently developing a new line of next-generation golf simulator products that aims to revolutionize the virtual golf experience. The company expects to use the transaction proceeds to fund the development and production of its software and hardware business, with sales expected to increase as its new generation software and hardware is launched. The company also plans to use a portion of the proceeds to expand its manufacturing capabilities in Salt Lake City.

see TRUGOLF next page



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National home price growth continues slide, while Utah prices are lower

While average U.S. home prices continue to rise, the climb is slowing dramatically and Utah prices lost ground, according to the CoreLogic Home Price Index, released recently. CoreLogic is a global property information, analytics and data-enabled solutions provider based in Irvine, California. The firm also released its HPI Forecast report.

While annual U.S. home price growth rose for the 133rd straight month in February, the 4.4 percent increase was the lowest recorded since 2019. Eight states, including Utah, and Washington, D.C., recorded annual home price losses, with much of the depreciation seen in the relatively expensive Western U.S., including California, Idaho, Oregon, Wash-

ington and Utah. Utah home prices dropped 1.6 percent, the report said.

Tech company layoffs have likely affected housing demand on the West Coast. However, as noted in the latest CoreLogic S&P Case-Shiller Index, home prices gains are holding steady in some large East Coast metros, as workers return to offices and buyer de-

mand renews in areas that saw relatively less appreciation during the pandemic. Areas in the Southern U.S. are also holding up well given current market conditions.

"The divergence in home price changes across the U.S. reflects a tale of two housing markets," said Selma Hepp, chief economist at CoreLogic. "Declines in the West are due to the tech industry slowdown and a severe lack of affordability after decades of undersupply. The consistent gains in the Southeast and South reflect strong job markets, in-migration patterns and relative affordability due to new home construction."

"But while housing market challenges remain, particularly in light of mortgage rate volatility and the ongoing banking turmoil," Hepp continued, "pent-up homebuyer demand is responding favorably to lower rates in many markets. This trend holds true even in the West, leading to a solid monthly gain in home prices in February. U.S. home prices rose by 0.8 percent in February, double the month-over-month increase historically seen and indicating that prices in most markets have already bottomed out."

Top findings of the report are:

- U.S. home prices (including distressed sales) increased by 4.4 percent year over year in February 2023 compared to February 2022. On a month-over-month basis, home prices increased by 0.8 percent compared with January 2023.

- In February, the annual appreciation of attached properties (5.4 percent) was 1.4 percentage points higher than that of detached properties (4 percent).

- CoreLogic forecasts show annual U.S. home price gains slowing to 3.7 percent by February 2024.

- Miami posted the highest year-over-year home price increase of the country's 20 tracked metro areas in February, at 15.6 percent, while Tampa, Florida, continued to rank second at 9.3 percent.

- Florida and Maine recorded the highest annual home price gains, 11.3 percent and 10.3 percent, respectively. South Carolina posted the third-highest growth, with a 9.2 percent year-over-year increase. Eight states and districts recorded annual losses: Washington (-4.9 percent), Montana (-3.1 percent), Nevada (-1.7 percent), Idaho (-1.6 percent), Utah (-1.6 percent), California (-1.5 percent), Washington, D.C. (-1.2 percent) and Oregon (-0.7 percent).

Woodbury family named to CCIM Hall of Fame

The Utah Chapter of CCIM has named five third-generation Woodburys — Rick, Randy, Jeff, Lynn and Guy — as its Excellence Awards Hall of Fame award recipients for 2023. Held annually, the awards honor professionals within Utah's commercial real estate industry "who exemplify the highest degree of business excellence," the organization said. CCIM will honor the Woodburys and announce its other Excellence Awards winners at an event held at the Grand America Hotel in Salt Lake City on May 6.

CCIM Excellence Awards recognize individuals spanning 12 different categories within the commercial real estate industry, the pinnacle award being the Hall of Fame, which highlights an institution or individual that has had a dramatic and valuable impact on the Utah commercial real estate market, according to a CCIM release.

The CCIM designation, or Certified Commercial Investment Member, is a commercial real estate certification that requires more than 100 hours of training and considerable investment, the release said.

Founded by F. Orin Woodbury in 1919, Woodbury Corp. is a Utah-based, fourth-generation family-run business that manages and develops real estate projects throughout the Intermountain West. F. Orin Woodbury's two sons, Orin and Wallace, joined the business after getting their university educations. Orin and Wallace's sons now serve as the third generation of principals for the company and are this year's Hall of Fame award recipients. Under the leadership of Rick, Randy, Jeff, Lynn and Guy Woodbury, privately held Woodbury Corp. manages \$4 billion in assets with a portfolio that includes retail, office, hotel and residential projects across 16 states.

"The Woodbury family name is synonymous with 'real estate' in the state of Utah, which is a direct result of the impact the organization has had within the community," said Katie Wilking Clinard, Utah CCIM chapter president. "Though the company has been involved in hundreds of real estate projects throughout the United States, local developments such as University Place in Orem, Falcon Hill in Layton and

The Meadows in American Fork have left a lasting mark along the Wasatch Front. In fact, the inaugural CCIM Hall of Fame award was given posthumously to Orin Woodbury in 2012 and received on his behalf by his son Orin and grandson Randy.

In 2019, Woodbury Corp. celebrated its 100-year anniversary. Though real estate remains the company's core competency, the business has also diversified in recent years to include Woodbury Capital Funds, a private equity organization, and TopAd Media, a full-service outdoor advertising company.

The CCIM Utah Excellence Awards chair is Mary Street of Mountain West Commercial Real Estate. Big-D Construction is this year's marquee event sponsor and Banterra Bank is the diamond event sponsor. Several scholarships, funded by Price Real Estate, will also be awarded to University of Utah students at the event.

TRUGOLF

from previous page

"We are very grateful to the team at DMAC for not only grasping our long-term vision and stepping in with significant resources to position the company for continued growth, but also leveraging an impressive global network to help with expansion on a global scale," said Jones. "We have been building this industry with some great partners for so long that we couldn't be happier to see the adoption of exclusive indoor rounds of golf now exceeding the exclusive outdoor rounds of golf. The future of golf is indoors and we are uniquely positioned to convert this industry-wide momentum into a movement that will capture the hearts and minds of new and experienced golfers around the world."

"We are delighted to have entered into a definitive agreement with TruGolf and its impressive management team," said Humphrey Polanen, CEO of DMAC. "While there are an estimated 40 million golf players in the U.S., not everyone has the time or financial resources to be able to play golf regularly. In addition to the high cost of playing, difficulty of the courses and an incompatibility with a modern lifestyle are also factors that keep golf players from regularly enjoying the game. TruGolf's suite of products offers a solution to all of these challenges and delivers an absolutely amazing virtual golf experience."

The boards of directors of DMAC and TruGolf both unanimously approved the proposed transaction. The closing of the transaction is currently anticipated by the end of the third quarter of 2023.

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FROM THE SBA REGIONAL OFFICE

Simple steps to creating a disaster recovery plan

History has shown that 25 percent of businesses that close because of a disaster never reopen. Following the COVID-19 pandemic, tens of thousands of small businesses nationwide never recovered and simply closed their doors forever.

Many of us have seen the devastation wildfires, floods and tornadoes can have on a business community and the years of recovery which ensued. The Golden Rule for disaster preparedness is to increase awareness, develop action plans and practice them regularly. Now is the time to create a useful disaster recovery plan and the U.S. Small Business Administration (SBA) can help.

Natural and man-made disasters can have devastating impacts on a community. One of this region's most destructive disasters unfolded the night of Sept. 9, 2013, when over 10 inches of rain fell in a 24-hour period, devastating Boulder, Colorado, and several surrounding areas. Flash floods killed eight people and inflicted damage on nearly 20,000 homes and hundreds of small businesses. Unfortunately, Utah is prone to a variety of natural disasters, including flash floods, tornadoes, severe storms and even earthquakes.

Establishing a disaster recovery plan makes good business sense. Being prepared for any kind of emergency means you'll rebound sooner with less impact to your financial capabilities. Creating a recovery plan can provide you and your employees peace of mind in knowing what to do in case a disaster strikes.

The following are four critical steps a small-business owner can take to prepare for a possible disaster:

1. Review your business insurance to determine what is encompassed in the policy and is it sufficient to cover possible losses. Understand that most business policies do not cover flood damage. Check into business interruption insurance, which covers operating expenses if you're forced to temporarily close. Re-

view if your policy covers business shutdowns caused by events like pandemics and other health emergencies.

2. Develop professional relationships with alternate vendors just in case your primary supplier isn't available.

Place occasional orders with them so they'll regard you as an active customer. Create a contact list for important business contractors and vendors you plan to use in an emergency. Keep this list with other documents in an easily accessible place at a protected off-site location.

3. Create a crisis communications plan to communicate with your staff, customers, vendors and contractors following a disaster. Secure primary and secondary email addresses for your contacts and make sure this list is updated regularly. Utilize social media channels to provide real-time updates to your customers and community about the status of your business.

4. If you sell goods, art, innovative technology or manufactured products, your inventory may be your most valuable asset. Have a plan to relocate your most valuable inventory during an emergency. Finally, your inventory can also be your data. Ensure your business data is secured in the cloud and backed up on a removable storage device that is "grab and go."

Following a declared disaster, the SBA helps rebuild communities by providing affordable, timely, direct loans to businesses of all sizes, nonprofits, homeowners and renters to cover uninsured losses. Developing a workable disaster recovery plan is critical for all entrepreneurs and homeowners.

For more information on SBA's disaster assistance programs, visit www.sba.gov/disaster and remember to follow us on Twitter @SBARockymtn.

Marla Trollan is the SBA's Utah district director. Aikta Marcoulier is the SBA's regional administrator in Denver. She oversees the agency's programs and services in Colorado, Montana, Utah, North Dakota, South Dakota and Wyoming.



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Succeeding in Your Business

Determining if your side hustle is a business or hobby

Doing something fun and making a little money at it? Maybe you sell stuff on eBay, Amazon or Etsy just to clean out your basement and you are (pleasantly) surprised that people in Brazil actually want this stuff and are willing to pay good money for it. Maybe you have a backyard full of chickens and have started selling eggs to folks who can't find them in their supermarkets. Maybe you love playing golf and are thinking about setting up a golf camp in your backyard to teach the game to lo-



CLIFF ENNICO

cal kids. Maybe you're a retired executive and want to do a little consulting to keep your brain cells from turning into porridge.

Maybe this is the year to turn a cherished hobby into something more closely resembling a "real" business, to take advantage of the tax-deductible expenses that self-employed people enjoy. But whenever I make this suggestion, a number of readers send emails saying, in effect, "But wait a minute, Cliff, I thought the IRS won't allow you to take deductions for a hobby!"

So, some clarification is in order.

If you are making money at whatever you do, the IRS really doesn't care if it's a hobby or a business. They want your tax money. Gross income, as the IRS defines it, includes income "from whatever source derived." Let's say you collect rare coins or inherited a coin collection from your parents. If you sold two coins on eBay last year just to get them out of your collection — you don't intend to become a coin dealer — and you made a \$100 profit doing so, you should report the \$100 as income on your tax return this year. Technically, you should pay state and local sales

taxes as well if the buyer lives in your state, but that's a column for another day.

The "business vs. hobby" distinction comes into play when you *lose* money. So, in my example above, if you lost \$100 when you sold the two coins on eBay (you sold them for less than what you and your parents paid for them), the IRS won't let you deduct the \$100 against your income from other sources (such as your day job). You can only deduct hobby losses against gains from the same or another hobby. So if this year you sell five coins on eBay, making a \$200 profit on two of the coins and a \$200 loss on the other three, you can net the loss against the profit and report zero income from the hobby.

A professional coin dealer doesn't have to worry about this because he or she is clearly engaged in a business. How do you tell the difference, especially when the business is buying and selling stuff that many people do as a hobby — such as selling coins or antiques on eBay; breeding cats, dogs or other animals; making arts and crafts for sale at craft shows; publishing a newsletter; participating in various kinds of home party selling where your main objective is to get discounts on the products; and other activities where your primary objective is personal satisfaction rather than economic gain?

Under a long-standing IRS rule, you are considered a business if you made a profit in three of the last five years, including the current year. What if you are just starting out, though, and are likely to lose money this year?

Don't lose hope. You may still be considered a business for tax purposes if you can prove to the IRS that you are taking your activities seriously and are treating them as a "business" with the

primary goal of making a profit — eventually.

So, what sorts of things do you need to do? At a minimum, you should have a name for your business, some stationery, invoices, a separate bank account, separate books and records, a place in your home that is used only for this business activity and some records to show that you are spending some time working on this activity on a regular basis. For example, if you are a coin collector turned coin dealer, you should keep thorough accounts and records, advertise in hobby publications, attend coin shows regularly in your area, register to pay state and local sales taxes and consider forming a corporation or LLC to run the business.

You should also consider preparing a formal business plan showing your projected income and expenses over a five- or 10-year period — with some profit at the end of the period. It would also help you to be able to show that you are actively studying and learning how to be financially successful in your business. Attending seminars, subscribing to trade magazines or newsletters, buying (and reading) books about the business and consultation with various professionals will also help.

Oh, and try not to look as if you're having too much fun. If the IRS audits your business, and the walls of your "home office" are covered with rock concert posters, you're toast. Unless, of course, you're dealing in vintage rock posters.

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

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EVject, an electric vehicle (EV) accessory company in American Fork, has introduced its signature product, the **Breakaway EV Charging Adapter**.

The company said it has identified a major safety threat in the EV charging industry that has been overlooked by many EV and charging station manufacturers. While charging, electric vehicles cannot be driven away from the charging station without the driver leaving the vehicle to disconnect the cable from the charging port. This poses a significant safety risk, especially in emergency situations such as electric fires, burglaries, wildlife altercations and more.

“As more and more drivers switch to electric vehicles, it is critical we address the safety issues that come with this transition,” said **Jeremy Carter**, spokesperson for EVject. “The White House’s recent release regarding EV charging standards focused on convenience and reliability. But shouldn’t we primarily be concerned with safety and security when it comes to EV standards?”

EV manufacturers implemented a locking mechanism inside the charging port to avoid involuntary unplugging and promote electrical safety while an EV is charging. The EV software logic immobilizes the car by blocking its ability to shift out of park while charging, EVject said.

EVject warns that this problem is not specific to a single EV brand, and thus urges all EV and charging-station manufacturers to take immediate action to resolve these critical safety issues. The company said its device, which disconnects under pressure while allowing the car to start, is a step in the right direction for EV charging safety.

Aumni, a Salt Lake City investment data and analysis company, has released its first edition of the **Aumni Venture Beacon**, an annual retrospective report on the venture capital industry. The information in the report contains legal and financial terms buried

in deal documents, the company said. “Aumni is in a unique position to anonymize, aggregate and query that information to provide benchmarking and trend analysis,” said **Sebastian Quintero**, Aumni’s data science director. “It is a privilege we do not take lightly, and we’re delighted to support the ecosystem with a rare, aggregated view of the inner workings of venture capital.” “As a founder, I know first-hand

how helpful the insights from our data were as we navigated the venture capital market,” said **Kelsey Chase**, Aumni’s co-founder and business development officer.

Salt Lake City-based **Beanstalk LLC**, a company that focuses on life enrichment and higher satisfaction from social media, has introduced its **Life Experience Platform**, a product designed to



help clients attain higher levels of enrichment from social media activities, while retaining full control of the content received and personal information shared. Beanstalk said its paradigm is the return of personal choice and personal information’s power to the individual. Because of the glut of information that is difficult to navigate and can easily misuse online participants’ time and attention for marketing, manipulation of thinking or even improper use of personal data, “this new [product] and the technology that supports it is advancing in beta implementations as the company formalizes key partnerships in preparation to expand its scale during 2023,” the company’s announcement said.

Blendtec, a manufacturer of blenders and kitchen appliances based in Orem, has launched its new immersion blender. Designed to provide versatility and convenience, the new **Blendtec Immersion Blender** will enhance blending, mixing and pureeing for the home cook, the company said. The blender comes with several attachments, including a blending wand, a whisk and a chopper, making it an all-in-one tool for the home cook. The interchangeable attachments are easy to swap out and are dishwasher-safe. “We’re thrilled to bring the Blendtec Immersion Blender to market,” said **Keith Titus**, CEO of Blendtec. “We wanted to create a multi-functional tool that simplifies the blending process and enhances the overall cooking experience for our customers. With this new product, we’re confident that users will be able to bring their culinary favorites to life with ease.”



Qualtrics, a Provo-based experience management platform, has unveiled a set of new applications designed for the frontline — the intersection between a customer and a company, whether digital or physical. The company said the **Qualtrics X4** puts the power of experience management in the hands

of the people who have the greatest impact on the customer and employee experience — contact center agents, digital teams and all of the people managers in an organization — enabling them to act with empathy in real time. “The days of having to survey customers whenever we want to know about their experience are over,” said Qualtrics CEO **Zig Serafin**. “Qualtrics is innovating to empower every organization to



understand what’s going on at every stage of the journey, at every frontline touchpoint, without ever having to ask.”

SocialClimb, a healthcare marketing platform based in Lehi, has launched a **new postcard solution** aimed at helping healthcare organizations reach prospective patients in a more targeted and cost-effective manner. Traditionally, healthcare organizations have used postcards to contact potential patients residing in entire ZIP codes. The new solution provides detailed data on potential patients that allows customers to create, customize, track and send postcard campaigns to individuals who are most likely to require the care provided

by local physicians. “By identifying individuals who are most likely to need a specific treatment, healthcare organizations can increase the effectiveness of their campaigns while minimizing costs,” said **Ty Allen**, CEO of SocialClimb. “Our customers can customize their postcard campaigns based on specific patients to increase growth for a service line, procedure or an individual physician.”



West Bountiful-based medical cannabis supplier **WholesomeCo** has introduced two new products, a line of **Cannabis Vape Cartridges** along with an **Indica Gummy Edible**. The new products are available through the pharmacy’s delivery service. The vape cartridges come in a choice of five flavors and the edible gummy comes in a Berry Gummy flavor in a pack of 10, specially formulated for nighttime use with the sleep-promoting cannabinoid CBN. “We are pleased to roll out our very own WholesomeCo

vape and gummy products and to offer a greater variety of trusted cannabis solutions to our loyal and future customers across Utah,” said **Taylor Heyland**, senior vice president of supply. “With 56 percent of our patients selecting edibles as their top choice for nighttime use, it was only fitting that we produce our own.”



Pain Relief Technologies LLC of Sandy has released the latest version of its Kailo Pain Patch, the **Kailo Flex**. The company said that the original design of its pain-relieving patch lacked flexibility. The new drug-free product is a combination of conducting and semi-conducting materials that form a uniquely arranged sheet of tiny capacitors. These capacitors are uniquely suited to interact with the body’s electrical signals in the nervous system. The conducting materials in the Kailo technology are common elements that are non-toxic and natural. Kailo products are backed by crowd funding campaigns. Back in 2019, the firm launched an Indiegogo campaign for its first pain patch. With over 13,000 backers, Kailo raised over \$2 million. In April 2022, the company raised over \$231,000 with 3,100 backers to develop the flexible patch.



Industry Briefs

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

BANKING

• **J.P. Morgan Private Bank** has announced **Danni Wright** as head of Utah and Idaho. Wright oversees \$4 billion in client assets and leads a team of 20 bankers, investment specialists, trust and estate attorneys, wealth advisors and client service professionals supporting high and ultra-high-net-worth clients. Wright's career spans nearly 15 years in the Private Bank in Denver, Dallas and New York. She most recently served on the U.S. Private Bank Operating Committee as head of business management and a partner to David Frame, the U.S. Private Bank's CEO. In addition to her private banking role, Wright serves as co-chair of the JP.Morgan Chase Utah Leadership Team, where she is responsible for leading firm's community impact. Wright's education includes a B.S. from Brigham Young University, where she studied finance and strategy. Wright replaces **Kristin Schaefer**, who left the firm to pursue other opportunities. J.P. Morgan Private Bank has more than 23 retail bank branches in the Greater Salt Lake City region, serving more than 209,000 consumer and 22,000 small-business customers.



Danni Wright

COMMUNICATIONS

• The **Utah Broadband Center**, part of the Governor's Office of Economic Opportunity, has announced the recipients of two new broadband planning grants. A total of \$942,738 in grant funds was awarded to 28 organizations to facilitate local planning efforts to identify areas

of the state needing increased investment in high-speed Internet infrastructure, digital skills training, and access to online devices. The efforts will facilitate Utah communities' access to online resources such as telemedicine, remote work and educational opportunities. Recipients of a **Local Broadband Planning Grant** are Alpine City, Beaver County, Bear River Association of Governments, Davis School District, Five County Association of Governments, Morgan County, Ogden City, San Juan County, Six County Association of Governments, Southeastern Utah Association of Local Governments, Summit County, Town of Brighton, Utah Department of Transportation, Utah Education Network and Wallsburg Town. Recipients of a **Local Digital Access Planning Grant** are the Center for Economic Opportunity and Belonging, Centro Hispano, Club Ability LLC, Guadalupe School, Navajo Nation, Ogden City, Salt Lake Community College, Salt Lake County, Shivwits Band Of Paiutes, United Way of Utah County, Utah Commission on Aging, Utah Nonprofit Housing Corp. and Vernal City.

CORPORATE

• The **Larry H. Miller Co.**, based in Sandy, has named **Kelsey Berg** as vice president of government relations. Berg is responsible for building and maintaining the organization's stakeholder relationships and providing leadership on solutions and policies that impact growth and land use, including sustainable solutions, water usage, transportation, air quality, housing affordability, and quality of life. Berg's experience in government relations includes serving as political director for U.S. Sen. Mitt Romney's suc-



Kelsey Berg

cessful Senate campaign and most recently serving as his deputy chief of staff. She has years of experience working with and advocating for rural communities, first with former U.S. Rep. Jason Chaffetz as his energy and natural resource advisor and later with the Utah Farm Bureau Federation. In 2016, Chaffetz asked Berg to run his campaign and local office. Prior to her service with Chaffetz, Berg worked for three years in state government affairs, focusing on energy issues. Berg earned a bachelor's degree in political science and government from Brigham Young University.

ECONOMIC INDICATORS

• A total of 813,968 **married Utahns**, or 65 percent of married couples, are **blissfully happy** in their marriages, according to a study commissioned by **Mixbook** and carried out by **QuestionPro**. The highest percentage is in West Virginia, at 90 percent. The lowest is in Louisiana, at 43.5 percent. The study indicated that Utah leads the nation in the percentage of married couples in the population, at 55.3 percent. The study also showed that two-thirds of surveyed Utah couples admit that marriage doesn't just "flow" and that they have to work on it to keep it a happy one. Details are at <https://mixbook.com/inspiration/study-the-most-happily-married-couples-in-america-2023>.

• **Salt Lake City** is ranked No. 114 and **West Valley City** is No. 187 on a list of "**Best Cities for Urban Gardening**," compiled by **LawnStarter**. It compared the 200 biggest U.S. cities based on four categories broken down into 12 metrics, including easy access to gardening space and supplies, an ideal climate and a big gardening community. The top-ranked city is New York City. The No. 200 city is Anchorage, Alaska. Details are at <https://www.lawnstarter.com/blog/studies/best-cities-urban-gardening/#rankings>.

• **Bicycle riders** in Utah rate their **relationships with drivers** at six out of 10, among the worst in the nation, according to a survey commissioned by law firm **Bisnar Chase**. The national figure is 6.2 out of 10. The worst relationship is in New Hampshire, 4.7, while the best is in Vermont, at 8. Details are at <https://www.bestattorney.com/bicycle-vs-car-case-study/>.

• **Salt Lake City** is ranked No. 23 and **Moab** is No. 93 on a list of "**Best Diner Destinations in America**," compiled by **RestaurantClicks.com**. It polled 3,000 travelers. The top-ranked

location is New York City. Details are at <https://restaurantclicks.com/top-100-diner-destinations-in-america-2023/>.

• **Utah scones** are No. 42 on a list of states' **signature dishes dieters loathe the most** because they find it hardest to resist when dieting, compiled by **FeastGood.com**. It polled 3,000 dieters nationwide. The No. 1 such food is Vermont's ice cream. Details are at <https://feastgood.com/news/most-loathed-fast-foods-of-america/>.

ENERGY

• **Dominion Energy Utah** has launched a **hydrogen blending project** in Delta as part of an ongoing project to explore the opportunities the zero-carbon emissions fuel has to offer. The blending in Delta's pipelines is the next step of a project whose first phase was focused on blending hydrogen in the utility's training academy to confirm hydrogen research that is currently available. A 5 percent hydrogen blend was tested for almost a year. Blending in Delta will occur over a multi-year period to reinforce the findings from the academy and will help DEU achieve its goal of preparing its entire distribution system to be ready to blend by 2030. A blend of up to 5 percent will be introduced to the city as well as to the surrounding towns of Oasis, Hinkley and Deseret, serving about 1,800 customers. Dominion Energy aims to achieve net zero emissions by 2050 and has reduced methane emissions from its gas operations by 38 percent since 2010.

ESG

• **Recursion**, a Salt Lake City-based clinical-stage techbio company, has released its second annual **environmental, social and governance report**. It highlights the company's approach, practices and goals in several areas, such as its commitment to patients, social and community impact, people and culture, environmental sustainability and governance. Since publishing its inaugural ESG report last year, Recursion has received several recognitions for its commitment to excellence in ESG. Institutional Shareholder Services awarded the company a prime rating for ESG performance in 2022, which recognizes companies with ESG performance above a sector-specific threshold and is defined by ISS as "absolute best in class." Also, as of October, Recursion was ranked 98 out of over 850 companies in the pharmaceutical category by Morningstar Sustainalytics, which gives an in-depth analysis

of a company's ESG performance and compares it to industry peers. In February, Recursion received an MSCI ESG Rating of A.

GOVERNMENT

• **MoFi** and the **Utah Microloan Fund** are approved lenders in the **Utah Small Business Credit Initiative Capital Access Program**. The announcement was made by the Governor's Office of Economic Opportunity. Capital Access Program loans are frequently less than \$250,000 and help expand access to capital for Utah business owners, especially in underserved communities. MoFi is a nonprofit community development financial institution aimed at providing financing and business consulting services that transform lives and communities. The Utah Microloan Fund It provides business training, mentoring, and microloans to Utah small-business owners who are trying to start or grow their businesses.

INVESTMENTS

• **Red Door Capital Partners LLC**, a Salt Lake City-based private equity firm, has announced that **Rick Simms** will represent the Red Door board of directors seat that was granted to them in its investment in the Series Seed Preferred Round of Tourist Access LTD, a private company established in Israel and doing business as AccessibleGO. Simms also is an advisor to Red Door on the transaction. AccessibleGO is a travel platform that offers bookings with accessibility data, reviews written by people with disabilities, and a community offering accessibility information and support for like-minded individuals needing the same services. Simms is a CPA with more than 30 years' experience in business consulting. He began his career with KPMG and later was chief financial officer of a Denver-based oil and gas exploration company. In 1986 he formed his own CPA firm, working with private and public companies, including as an owner, officer and board member of Data National Corp. He later formed Richard Simms PC, providing consulting and financing to early-stage and later-stage companies. In 2015, he founded WeeSchool with William and Julie Clark, the founders of Baby Einstein. He started working with AccessibleGO in 2022, leveraging his network to bring spokesmen, supporters and partners to the company. Simms is also an advisor and investor with Red

see BRIEFS next page

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Industry Briefs

from previous page

Door Capital Partners. His experience also includes nonprofit endeavors, including as chairman of the board of the Mental Health Center of Denver and as a founder of No Excuses Unlimited.

• **Summit Global Investments**, Bountiful, has announced the launch of **SGI U.S. Large Cap Core ETF**, one of two new ETFs. Shares for the new ETF recently started trading on NYSE Arca under the ticker symbol "SGLC." It is a semi-transparent ETF, one of a breed of the newer semi-transparent exchange traded funds developed in 2019 as part of the evolution of the ETF space. Unlike traditional ETFs, trades and decisions are not shared daily. SGLC is designed to be a core holding in an overall investment program.

NONPROFITS

• **Melissa Loble** has been named chair of the board for **1EdTech**, a nonprofit collaboration dedicated to powering learner potential by fostering an open, trusted and innovative edtech ecosystem. She will serve for one year. Loble is chief customer experience officer at Instructure, a Salt Lake City-based education technology company and maker of Canvas. Loble's experience includes working as an educator in both K-12 and higher education institutions and serving in executive leadership positions for over nine years at Instructure, including in client success, platform and partnerships, solutions engineering and professional services. Loble also serves in several advisory roles at organizations, including Internet2, Terracotta and Utah Valley University.

OUTDOOR RECREATION

• Nearing the end of a record snowfall season, **Ski Utah** has announced closing dates for **Utah's ski resorts**. All are subject to change due to weather and conditions: Alta, April 23; Brighton, April 30; Deer Valley Resort, April 23; Park City Mountain, April 23; Snowbasin, April 23; Woodward Park City, April 30; and Solitude, May 21 (daily until May 7 then Friday through Sunday). Snowbird will be open daily through May 14, then Fridays through Sundays and holidays through Memorial

Day. It will assess operations past Memorial Day based on conditions. Resorts that were scheduled to close already are Beaver Mountain, April 9; Brian Head, April 16; Cherry Peak, April 15; Eagle Point, April 2; Nordic Valley, April 9; Powder Mountain, April 16; and Sundance, April 2.

REAL ESTATE

• **Momentum Loans**, a Sandy-based residential mortgage lender, has appointed **Rob Allphin** as executive vice president. Allphin has 30 years of experience in the residential mortgage industry.



Rob Allphin

RECOGNITIONS

• **Melanie Alder**, founder and chief investment officer at Pattern, based in Provo, and **Noella Sudbury**, founder and CEO of Rasa Legal, based in Salt Lake City, have been named to *Inc.*'s **2023 Female Founders** list. Each year, *Inc.* editors review thousands of applications highlighting female founders who are challenging the status quo and tackling some of the world's biggest problems, and 200 make the list.



Melanie Alder



Noella Sudbury

• **Sorenson**, a Salt Lake City-based language services provider of inclusive communication services for deaf, hard-of-hearing and diverse people, has been named to a list of

"**America's Most Innovative Companies**," compiled by **Fortune**. The award recognizes Sorenson's innovative activity across three pillars: product innovation, process innovation and innovation culture.

• **Mountain America Credit Union**, based in Sandy, has topped **Callahan & Associates'** list of **small-business lenders in the U.S.** in 2022, marking the 19th consecutive year for the credit union to be the No. 1 Small Business Administration credit union lender nationally. Callahan &

Associates provides products and services designed to empower credit unions with actionable data. Mountain America carried more than 500 small-business loans for over \$353 million reported at the end of the fourth quarter. Mountain America has more than 1 million members and \$15.9 billion in assets.

TECHNOLOGY

• **Silicon Slopes** has announced that the **Silicon Slopes Summit** will take place Sept. 27-28 at the Delta Center in Salt Lake City.

Among the keynote speakers are Gary Vaynerchuk, CEO of VaynerMedia and CEO of VeeFriends; Jessica Sibley, CEO of Time; Jim Lanzone, CEO of Yahoo; Jimmy Pitaro, chairman of ESPN; Chris Hyams, CEO and board director of Indeed; Ed Bastian, CEO of Delta; Pam Murphy, CEO of Imperva; Prashanth Chandrasekar, CEO of Stack Overflow; Max Levchin, founder and CEO of Affirm; and Will Grannis, CTO of Google Cloud. The cost is \$150. Details are at summit.siliconslopes.com.

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WEBSITE PERFORMANCE; FROM USELESS TO UNBEATABLE

Unleash Your Digital Marketing Potential in 2023



Are you not getting website leads or sales that you would expect from your current digital marketing efforts? There is one critical area that is overlooked by almost every business owner; the website conversion rate. This key performance indicator is a number that you should know just like your bank balance or business address. It's so important because it can influence your decisions in your marketing efforts.

Simple Definition of Conversion Rate

When it comes to marketing, especially digital marketing, it is crucial to understanding your conversion rate. After all, this gives you a benchmark of where you're at right now, and what areas you need to focus on moving forward. That may sound great, but if you're still wondering what Conversion Rate is, let's dive in.

Conversion Rate Explained

One of the most common metrics for judging a website's success is its Conversion Rate. The formula is simple: your Conversion Rate is equal to the number of conversions, divided by the visitors of your website, then multiplied by 100.

Looking at this with real numbers, let's imagine you've had 2,000 visitors with a particular time period, but only 65 website sales. To find the conversion rate you divide 65 by 2,000 (.0325), then multiply it by 100 (3.25%).

It's important to note that depending on your web tools, like Google Ads or Google Analytics, your Conversion Rate may be easily accessible, without needing to rely on having a calculator nearby. The question that remains is what your current Conversion Rate means for your business.

Why Conversion Rate Matters

When you understand your Conversion Rate, you gain the power to make educated decisions. Let's say you run an e-commerce store and your conversion rate is 1.2% – Is that good or bad? Since the industry average is closer to 2-3%, your website seems to be underperforming your competitors. Put another way, your average competitors are 2-3x more successful.

While that might be a hard pill to swallow, what's even worse is that on the higher end, your competition is converting at a 5-7% rate, which means they are bringing in up to 6x the sales that you are.

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Spring clean your startup's accounting with these tips

Before you can blink your eyes, spring will be here and maybe you'll be looking for ways to make your startup operate better than ever? Yes, as part of your spring cleaning, it is important to declutter your office, shred and recycle old client reports that are no longer needed and do an inventory check, but have you thought about your enterprise's financial health? It is absolutely critical to spring clean your business's finances and ensure that all of the accounting is accurate and up to date.

Taking a good look into your startup's accounting could help you think of new ways to cut unnecessary costs, generate more profits and improve your overall financial health. This in turn will help you enhance your business's success and ensure it stays prosperous in the long run. Check out these tips on ways to spring clean and improve your business's accounting.

Finalize Journal Entries

As an entrepreneur, you are well aware of how vital it is to document all of your company's daily transactions. Bookkeepers use journal entries to book many of these entries. Doing this helps you keep track of your business purchases, sales, client invoices and payroll, which gives you a clear overall depiction of your startup's financial standing. Thus, take the time to meet with your bookkeeper and review/record any pending accrual/deferral journal entries. Recording backlogged entries will provide more accurate financials so that you can make more informed decisions and better safeguard against any unforeseen financial issues.

Document Your Receipts

Do you sometimes take your clients out to dinner to discuss business projects and plans? Do you have to regularly ship products to customers and make frequent office supply purchases? If so, make sure that every single receipt is accounted for and properly documented. In the event of a business audit, proper recordkeeping and documentation will make the whole process go a lot smoother.

Check the Profit & Loss and Balance Sheet Statements

It is pertinent to review your business's profit and loss and balance sheet statements to verify that all entries were booked correctly. Sometimes, we can be in a rush and accidentally record transactions in the wrong general ledger account. This mistake can create inaccurate financial statements, which can later create challenges during the next tax season. With this in mind, take the time to review your startup's financial statements to keep all transactions accurate.

Bank Reconciliations

In order to keep your company's financials in order, perform bank reconciliations for each month. Conducting bank reconciliations will keep your bank balances in order and ensure that every transaction is accounted for. In doing this, you may find that you were charged twice for a company purchase or there is still an outstanding invoice that needs to be paid.

Examine Your Budget

Versus Actual Expenses

While spring cleaning your business's finances, analyze your budget versus actual expenses and take corrective action where there are large variances. You may find that you no longer need monthly subscriptions to certain software platforms, excess file storage and other expenses that eat away at your bottom line. Understanding the variances between budget versus actual expenditures will help you take corrective action in future periods.

Close Your Monthly Financials

To properly balance your business's checkbook, close your monthly financials up to the most recent month. If you don't keep up-to-date financial statements, you will run your company blindly and be completely unaware of any possible financial issues. Having up-to-date financials provides relevant information to you and other key decision makers in your company so that you can keep progressing into new levels of success.

As a startup owner, you must have a solid grasp of your company's financial health in order to make the best business decisions you can. Therefore, spring clean your enterprise's financials by finalizing journal entries, documenting all receipts for expenditures, and reviewing your profit and loss and balance sheet statements. Also, make sure to perform bank reconciliations, examine your budget versus actual expenses, and close your monthly financials. Taking all of these steps will help ensure the long-term growth and prosperity of your business. For startups with a budget, it is recommended to outsource or hire internally a professional bookkeeper to ensure all of the above points are maintained on a monthly basis.

For more finance tips for your business, check out <https://cmaexamacademy.com/>.



NATHAN LIAO

Nathan Liao is the founder of CMA Exam Academy, a top certified management accountant exam review program. As a CMA and CMA coach, Liao mentors accounting and finance professionals in over 80 countries.

Calendar

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

April 18, 9-11 a.m.

“Business Accelerator,” a South Valley Chamber of Commerce event. Location is Salt Mine Productive Workspace, 7984 S. 1300 E., Sandy. Future installments are May 2 and May 16. Details are at southvalleychamber.com.

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

“Writing an Effective Business Plan,” a Utah Microloan Fund event that takes place online via Zoom. Free. Registration can be completed at Eventbrite.com.

April 18, 11:25 a.m.-1 p.m.

“Leadership Luncheon,” a Cache Valley Chamber of Commerce event. Location is The Riverwoods Conference Center, 615 Riverwoods Parkway, Logan. Cost is \$20 for members preregistered, \$23 for nonmembers preregistered, \$28 for nonmembers. Details are at cachechamber.com.

April 18, noon-2 p.m.

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

April 18, 4:30-7 p.m.

“Seeking Solutions,” a Mountain West Small Business Finance event featuring roundtable discussions about how to best support underserved businesses and seek solutions to overcome barriers. Special presenter is Aikta Marcoulier, SBA regional administrator. Moderator is James Jackson III, founder, Utah Black Chamber. Location is Zions Bancorporation, 7860 S. Bingham Junction Blvd., Midvale. Registration can be completed at <https://forms.gle/fv8VVdpfYCMpVzFc8>.

April 18, 5-7 p.m.

Business Women’s Forum 2023: Spring Mixer. Location is Squatters Pub Brewery, 147 W. Broadway, Salt Lake City. Cost is \$25 for members, \$35

for nonmembers. Details are at slchamber.com.

April 18, 5-8 p.m.

“Cash Flow Is King” Workshop Series, a Small Business Development Center event with sessions on Tuesdays through April 18. Remaining session is April 18, “Cash Flow Projections.” Location is Salt Lake SBDC, Salt Lake Community College, Building 5, MCPC 101, 9750 S. 300 W., Sandy. Cost is \$30 per session. Details are at <https://clients.utahsbdc.org/events.aspx>.

April 19-20

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

April 19, May 16

NSF Grant Funding Workshops, presented by the Utah Innovation Center and focusing on how to obtain grant funding from the National Science Foundation. NSF programs include the Small Business Innovation Research (SBIR) and Small Business Technology Transfer programs. Events are April 19 in Logan and May 16 in Salt Lake City (in-person and virtual options for the Salt Lake City event). Cost is \$25, with discounts for active students. Registration can be completed at Eventbrite.com.

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

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

April 19, 11 a.m.-1 p.m.

“Business Bootcamp,” a South Valley Chamber of Commerce event. Panel discussing “Customer Experience is Everything” includes Jason Rogers, chief member service officer, Mountain America Credit Union; Darci Olsen, head PGA golf professional, Glenmoor Golf Club; Michelle Zarlengo, owner, Cookie Advantage Utah; and Holly Curby, director of community and culture, Chick-fil-A (Draper). Location is Draper City Hall, 1020 E. Pioneer Road, Draper. Cost is \$30 for members, \$50 for nonmembers. Details are at southvalleychamber.com.

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

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

April 19, noon-1 p.m.

“Navigating Broker-Dealer Regulation: Potential Pitfalls in Private Offerings,” a Mayer Brown “Lunch & Learn” event. Location is Silicon Slopes, 2600 Executive Parkway, No. 140, Lehi. Also offered remotely. Registration can be completed at <https://connect.mayerbrown.com/460/12752/landing-pages/blank-rsvp-business.asp?sid=blankform>.

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

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

April 19, 6-8 p.m.

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

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

“Connect 4 Lunch,” a Point of the Mountain Chamber of Commerce event. Location to be determined. Details to be announced at thepointchamber.com.

April 20, noon-1 p.m.

“Strictly Networking” Luncheon, a West Jordan Chamber of Commerce event. Presenter is Luke Lingafelter of Interwest Moving & Storage. Location is Black Bear Diner, 7238 Plaza Center Drive in Jordan Landing. Details are at southjordanchamber.com.

April 20, 2-6 p.m.

Job Fair, a ChamberWest event, in partnership with the Utah Department of Workforce Services, Granite School District, Jordan School District and Salt Lake Community College. Location is Copper Hills High School, 5445 Copper Hills Parkway, West Jordan. Details are at chamberwest.com.

April 20, 4-6 p.m.

“Women in Business Happy Hour Mixer,” a Murray Area Chamber of Commerce event. Location is Prime IV Hydration and Wellness, 6328 S. State St., Murray. Details are at murrayareachamber.com.

April 20, 5-7 p.m.

“Dealing with Project Failure,” presented by

Altitude Lab, Myriad Genetics and BioBytes. Speaker Ben Sukow, director of engineering at Recursion, will discuss a perspective on how to handle project failure, new techniques on post-analysis, and a mentality of eliminating the “blame game” in failure. Location is Altitude Lab, 630 S. Komas Drive, Salt Lake City. Registration can be completed at https://www.altitudelab.org/events/dealing-with-project-failure?utm_source=newsletter&utm_medium=email&utm_campaign=dwfp.

April 20, 6-8 p.m.

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

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

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

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

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

April 21, noon-1 p.m.

“Silicon Slopes Conversations,” featuring Nate and Vanessa Quigley, co-founders, Chatbooks. Location is Silicon Slopes, 2600 Executive Parkway, Suite 140, Lehi. Details are at siliconslopes.com.

April 24-26

Restaurant Marketing and Delivery Association Conference, designed for restaurant and last-mile-delivery providers, corporate vendors, restaurateurs and independent drivers. Location is Salt Palace Convention Center, 100 S. West Temple, Salt Lake City. Details are at <https://thermda.zohobackstage.com/2023summit#/schedule?lang=en>.

April 24, 4:30-6 p.m.

“Business Before 5,” a West Jordan Chamber of Commerce event. Location is Chili’s, 3629 Center Park Drive, Jordan

Landing, West Jordan. Free (pay for food and drinks). Details are at westjordanchamber.com.

April 25, 10-11:30 a.m.

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

April 25, 10:30 a.m.

“Spain: Your Bridge to Europe,” a World Trade Center Utah event featuring a discussion with industry experts from Harris Bricken law firm and Red Points. Location is World Trade Center Utah, 60 E. South Temple, No. 300, Salt Lake City. Cost is \$25. Details are at wtcutah.com.

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

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

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

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

April 25, 3-6 p.m.

One Utah Summit Kinect Forum, a deal forum featuring a selection process for companies that will present at the One Utah Summit on May 1. The Startup Pitch competition is powered by Kinect Capital in partnership with Weber State University’s Hall Global Entrepreneurship Center. Contestants are prescreened, and the top three will deliver their business pitches at the summit. Location is Kiln, 2701 N. Thanksgiving Way, No. 100, Lehi (also available online via Zoom). Cost is \$50. Registration can be completed at Eventbrite.com.

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

“Business Success Series,” a ChamberWest event. Speakers Jim Dunnigan, president of Dunnigan Insurance; Dave Wittwer, executive vice president, Brown & Brown; Carolyn Spicer, account executive, Farm Bureau Financial Services; and Karla Rogers (moderator), director of marketing and business develop-

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ment, Cameron Construction, will discuss insurance topics. Location is Kearns Library, 4275 W. 5345 S., Kearns. Cost is \$25 per session. Details are at chamberwest.com.

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

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

April 26, 5-7 p.m.

“Connect After Hours,” a South Valley Chamber of Commerce event. Location is Clearlink, 42 Future Way, Draper. Cost is \$15 for chamber members, \$20 for nonmembers. Details are at southvalleychamber.com.

April 26, 6-7 p.m.

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

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

“Renewable Energy Development, Issues and Challenges” Panel Discussion, presented by Women’s Energy Network Utah Chapter and featuring renewable energy experts discussing the current issues and challenges facing wind, solar and hydrogen development. Panelists include Elizabeth Brereton, associate general counsel with AES Clean Energy, and other industry experts. Leeza Evensen, a renewable energy partner with Snell & Wilmer, will moderate the panel. Location is Snell & Wilmer, 15 W. South Temple, Suite 1200, Salt Lake City. Free for members, \$10 for nonmembers. Details are at <https://womensenergynetwork.glueup.com/event/renewable-energy-development-issues-and-challenges-panel-discussion-76048/>

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

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

April 27, 1-5 p.m.

2023 Business Expo, a Davis Chamber of Commerce event. Keynote presentation is at 1 p.m., followed by expo at 2-5 p.m. Keynote speaker is

Amanda Dickson, co-host of “Utah’s Morning News” on KSL NewsRadio and host of “A Woman’s View” on KSL and podcasts. Location is Davis Conference Center, 1651 N. 700 W., Layton. Free. Details are at davischamberofcommerce.com.

April 27, 5-6 p.m.

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

April 27, 6-9 p.m.

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

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

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

May 1-2

One Utah Summit 2023, presented by the Governor’s Office of Economic Opportunity, the Utah Office of Energy Development, World Trade Center Utah and the Salt Lake Chamber. Event includes a startup pitch networking event May 1, and activities May 2 in which government and business leaders will discuss Utah’s economic development trends and topics. Location is Davis Conference Center, 1651 N. 700 W., Layton. Cost is \$449. Startup pitch networking event May 1 is \$25. Details are at oneutahsummit.com.

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

Multichamber Luncheon. Location to be determined. Details to be announced at the pointchamber.com.

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

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

May 3, 9 a.m.-noon

“Next Step,” a Women’s Business Center of Utah nine-week program (Wednesdays) designed to help women business owners define and implement a clear value proposition for customers and employees, generate maximum revenue and sustain financial controls. Event takes place online. Free. Details are available by emailing megan@wbcutah.org.

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

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

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

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

May 3, 3-5 p.m.

Demo Day, celebrating the end of the school year and Lassonde Entrepreneurship Institute student accomplishments. Activities include a student-startup showcase, free food and music. Location is Lassonde Studios, 1701 Student Life Way, Salt Lake City. Open to the public (registration is requested). Details are at <https://app.acuityscheduling.com/schedule.php?owner=12063266&appointmentType=39772832>.

May 3, 5-7 p.m.

“Shark Tank,” a South Valley Chamber of Commerce event. Competition will involve students pitching their business plans to a panel of real investors and business professionals. Location is Loveland Living Planet Aquarium, 12033 Lone Peak Parkway, Draper. Details are at southvalleychamber.com.

May 4, May 11, 4-8 p.m.

Trademark Workshop, presented by The Mill Entrepreneurship Center and the U.S. Patent and Trademark Office. Location is The Mill Entrepreneurship Center, 9690 S. 300 W., Building 5, Room 333, Sandy. Details are at <https://themillatscc.com/education/trademark-workshop/>.

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

2023 Small Business Week Celebration, featuring an 11 a.m. Small Business Awards and Lender Awards ceremony, a noon lunch, and a 12:15 p.m. keynote presentation by Scott Anderson, president and CEO of Zions Bank. Also speaking is Aikta Marcoulier, SBA regional administrator for Region VIII (Rocky Mountain Region). Location in Salt Lake City to be announced. Details are at <https://bit.ly/UT2023NSBW>.

May 5, 8-9 a.m.

“First Fridays Speed Networking,” a West Jordan Chamber of Commerce event.

Location is Miller Free Enterprise Center at Salt Lake Community College, 9750 S. 300 W., Room 203, Sandy. Registration can be completed at Eventbrite.com.

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

Seventh Annual Utah Veteran-Owned Business Partnership Conference, presented by the Veteran Business Resource Center, Utah Department of Veterans & Military Affairs, The Mill Entrepreneurship Center and Apex Accelerator. Location is Miller Conference Center, 9750 S. 300 W., Sandy. Cost is \$30. Details are at <https://utahvbr.org/conference>.

May 10-11

“Accelerate: The Global Ecommerce Acceleration Summit,” a Pattern event. Headline speaker is Jessica Alba, actress and founder and chief creative officer at The Honest Co. Location is Salt Palace Convention Center, 100 S. West Temple, Salt Lake City. Cost is \$350 (\$300 for teams). Details are at accelerationsummit.com.

May 10-11

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

May 10, May 31 and June 14

“Let’s Talk Upward Mobility: Three Issues That Impact Every Employers’ Bottom Line,” a Salt Lake Chamber event for members only and designed for human resources leaders and C-suite executives. Activities take place 9-10:30 a.m. May 10 session is “Utah’s Benefit Cliff and Barriers to Recruitment and Retention.” May 31 session is “How Employee Well-Being Impacts Your Company’s Productivity.” June 14 session is “Obstacles to Entering or Re-Entering the Workforce.” Location is Salt Lake Chamber, 201 S. Main St., Suite 2300, Salt Lake City. Cost is \$179 for all three sessions. Details are at slchamber.com.

May 10, noon-1 p.m.

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

May 10, 6-7:30 p.m.

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

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

Home-Based and Small-Business Conference, a Box Elder Chamber of Commerce event. Location is Utah State University’s Brigham City Regional Campus, 989 S. Main St., Brigham City. Cost is \$40. Details are at boxelderchamber.com.

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

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

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

Membership Luncheon, a Utah Valley Chamber of Commerce event. Location is 2696 N. University Ave., Suite 220, Provo. Free. Details are at thechamber.org.

May 11, 5-7 p.m.

“Business After Hours Mixer,” a Park City Chamber/Bureau event. Location is Premier Pet Lodge, 33 W. Lambert Lane, Francis. Details are at <https://www.visitparkcity.com/members/chamber-bureau-events/rsvp/>.

May 10, 5-7 p.m.

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

May 11, 6-8 p.m.

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

May 11, 6-8 p.m.

“How to Start a Business 101,” a Small Business Development Center event that takes place online. Details are at <https://clients.utahsbdc.org/events.aspx>.

May 16, 10-11:15 a.m.

“How to Use Gmail, Google Docs & Google Ads to Grow Your Business,” a Women’s Business Center of Utah event,

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in partnership with Grow With Google. Event takes place online via Zoom. Free. Details are at wbcutah.org.

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

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

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

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

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

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

May 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>.

May 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>.

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

Monthly Luncheon, a Davis Chamber of Commerce event that features the annual mayoral roundtable discussion. Location is Davis Technical College, Allied Health Building, 435 S. Simmons Way, Kaysville. Cost is \$25 for members, \$35 for nonmembers. Details are at davis-chamberofcommerce.com.

May 18, 5-7 p.m.

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

May 18, 6:30-8 p.m.

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

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

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

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

2023 Wasatch Back Economic Summit, focusing on key economic issues facing

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

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

"Crosstalk 2023: Emerging

Opportunities for Advanced Manufacturing Small Businesses in Aerospace & Defense," presented by the Utah Advanced Materials and Manufacturing Initiative (UAMMI); Utah Aerospace and Defense Association (UADA); and the College of Engineering, Applied Science & Technology at Weber State University-Davis. Keynote presenter is Thomas A. Lockhart Jr., director of capability and resource integration

for the U.S. Space Command, discussing "The Space Force Program and Opportunities for Small Businesses in Advanced Manufacturing." Event activities May 22 include a welcome reception, 6-8 p.m., honoring women at the forefront of Utah's advanced manufacturing industry. Location is WSU-Davis, 2750 University Park Blvd., Layton. Registration

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SOUTH VALLEY CHAMBER BUSINESS INSTITUTE



The South Valley Chamber Business Bootcamps are 2-hour deep dives into topics critical to starting and running a business. Held monthly, we bring in the "best in their field" to lead you through hands-on instruction that will teach you skills that you can implement immediately. \$35 Members / \$50 Nonmembers



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



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



The Clearlink Business Mastery is our mini-MBA for entrepreneurs and is ideal for graduates of our Accelerator OR if you have been in business for 5+ Years. This 10-course series is designed for ambitious business owners who are ready to accelerate revenue growth, achieve operational excellence and transform managers into inspiring leaders who work to deliver results. \$750 Members / \$1000 Nonmembers

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RURAL PORT

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have a chance to spread out and to be able to work here in Cedar City," said Ben Hart, UIPA's executive director. "We're ecstatic for that. ... We feel like today is a momentous day, one that will be looked back upon for generations to come as a catalyst that really helped to fuel economic growth in this part of the state for, again, generations to come."

The hub is a collaboration among UIPA, steel producer BZI and Commerce Crossroads, one of BZI's affiliated companies. The site will become BZI's new headquarters, with groundbreaking scheduled in 2024. The Commerce Crossroads industrial park will start with office buildings, on-site products and services to construct tailored processing facilities for customers, and it will operate a new rail transload service, RailSync, as well as an expanded short-line service to individual facilities. In the long term, the area is expected to include technology, construction material manufacturing, data centers, e-commerce and distribution, office space and housing.

Commerce Crossroads will announce additional details about its development plans, facilities and services in the coming months.

The resolution approving the new port was unanimously adopted.

"That's probably the most important vote, other than forming the [Utah] inland port, that this board has ever taken," said Jerry Stevenson, a UIPA board member and state senator. "This is the beginning of a lot of really great things for the state of Utah and the economy of the state, and it's really a great thing for Iron County and the surrounding areas."

The port property lies generally between Union Pacific's Cedar City branch and Iron Springs Road, from about 1400 North to 2400 North.

The project plan indicates the site will provide railroad access to local and regional companies currently not able to ac-

cess to rail. The nearest current transloading facility to Iron County is a bulk transloading facility in Salt Lake City. The nearest facility servicing containers is in San Bernardino County, California.

Incentives — in the form of post-performance rebates on generated property tax differential — will be used to attract companies to the area. The plan says the incentives will favor low-water-use industries, such as light industrial, manufacturing, distribution, agricultural technology and equipment, plastics, and lumber processing.

Hart noted that UIPA at one time had "very much an external focus" as it worked to create national and global partnerships. But the past six months have featured a focus on Utah counties and communities. The authority now is working with representatives of several other communities throughout the state and he expects several more project area proposals will be brought before the board for consideration over the next six to nine months.

"We're excited for the opportunity that we have now to recognize this [Iron Springs project] is a really important mile marker in terms of the development of the Utah Inland Port Authority, and our ability to onboard a project area is very important for us as we seek to really, really amplify our mission, which is to empower communities all throughout the state through logistics and project areas," he said.

Several other speakers hailed the potential for the new port to help with Southern Utah's economy.

Board chairman Miles Hansen said the authority's work is "all with an eye of giving companies in Utah a competitive advantage because of the efficiency and our ability to get goods in and out of this cargoshed more efficiently than other states in other parts of the country and in other parts of the world."

Scott Wolford, UIPA's vice president of business development, said the Iron Springs port "will be a major logistical boon to not just Iron County

but to the region."

Phillip Hoskins, vice president of business development at Savage Services, said the company's rail port near Cedar City is on track to be completed in the next 12 months.

"As part of the Iron Springs project area, the rail port will improve access to rail and aid in connecting critical supply chains that move agricultural products, construction materials and other essential commodities," Hoskins said.

"The creation of the Iron Springs Inland Port today opens new doors of opportunity, not just for Cedar City and Iron County but throughout all of southwest Utah," said Danny Stewart, economic development director for Iron County and Cedar City.

Stewart said the benefits include BZI being able to bring steel to Cedar City via rail and Litehouse Foods in Hurricane being able to unload food-grade oil in Cedar City, which is much closer than its current unloading locations. Local hay growers will be able to ship their product overseas, he added.

"Rail transloading brings many options to businesses to succeed in Southern Utah," Stewart said.

Hart said few port authorities across the U.S. are designed to help an entire state, which gives Utah an economic advantage.

"This is absolutely going to put us at the head of the conversation when it comes to global trade in the next 20, 30, 40 years," he said. "We're moving forward at a rate that I think will put us ultimately ahead of every other state in the country when it comes to logistics. But that all starts today with projects like what we're seeing here in Iron County."

"This is the beginning. This is not the end. This is the beginning of an effort that will create facilities — logistics facilities, intermodal, whatever they may look like — facilities all across the state of Utah as we work with communities that I am convinced will generate economic growth and returns for generations to come."

The number expecting unfavorable times grew by 4 percentage points from February to March.

Nearly half (49 percent) of Utahns in February had a favorable outlook for the next five years but that shrunk to 42 percent in March. Meanwhile, the figure expecting unfavorable times grew from 40 percent in February to 49 percent in March.

STUDY

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Their growth from 2012 to 2021 ranged from Utah's 5.7 percent to as low as 0.8 percent.

Utah's job growth in life sciences of 5.7 percent between 2013 and 2021 compared with 3.2 percent for all other industries in the state.

"Utah's life sciences and healthcare innovation (life sciences) industry was a source of economic stability from 2012 to 2021," the brief states. "Job growth remained strong compared with other industries and states. Increasingly, life sciences companies provide a large share of Utah's employee workforce relative to other states with significant life sciences sectors."

The report indicates that life sciences in Utah in 2021 accounted for 38,525 jobs, part of a U.S. total of nearly 1.8 million. Utah's highest number was in surgical and medical instrument manufacturing (8,889), followed by pharmaceutical preparation manufacturing (5,488) and medical laboratories (5,439).

The research brief also includes a breakdown along racial, ethnic and gender lines.

"As in most places in the U.S., Utah's life sciences and other industries that highly value STEM talent do not fully match the racial, ethnic and gender diversity of the population working in the state," it says.

From 2016 to 2020, 2.4 percent of employed Utah women were in STEM occupations, similar to the U.S. average of 2.6 percent. Meanwhile, 8.8 percent of Utah's male workforce held STEM jobs, compared with 7.3 percent nationwide.

During that same period, an average of 4.8 percent of Utah's racial or ethnic minority workers were in STEM occupations, similar to the U.S. average of 4.7 percent.

Utah's averages for Asians, Hispanic or Latino, and black or African American were ahead of the U.S. figures. Utah's averages for American Indians or Alaska natives and Native Hawaiian/Pacific Islanders were slightly below the national averages.

Utah's white population held 6.1 percent of STEM jobs, compared with 5.2 percent nationally.

"Nationwide, opportunities persist for broader participation in science, technology, engineering and mathematics (STEM) jobs, which feature prominently in the life sciences industry," the research brief says. "Women and people in some minority racial and ethnic groups are often underrepresented in STEM jobs."

The upcoming full report will include measures of Utah's life sciences activity in 2022. It also will estimate the industry's statewide economic and fiscal impacts and address life sciences innovation at institutions of higher learning.

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can be completed at Eventbrite.com.

May 23, 11 a.m.-1 p.m.

"Business Women's Forum 2023: Building the Future Workforce of Utah: How Community Leaders and Changemakers Can Make a Difference." Speaker Abby Cox, Utah's first lady, will share her perspective and actionable strategies, including fostering partnerships, investing in education, promoting apprenticeships, addressing the skills gap, and supporting diversity and inclusion. Location is Ken Garff Scholarship Club, Rice-Eccles Stadium, 451 S. 1400 E., Salt Lake City. Cost is \$35 for members, \$50 for nonmembers. Details are at slchamber.com.

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

Women in Business Golf Clinic, a ChamberWest event. Location is The Ridge Golf Club, 5055 S. West Ridge Blvd., West Valley City. Details are at chamberwest.com.

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

Women in Business, a South Valley Chamber of Commerce event. Details to be announced at southvalleychamber.com.

May 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 members and first-time guests, \$35 for nonmembers. Details are at ogdenweberchamber.com.

May 24, 8 a.m.-5 p.m.

Move Utah Summit 2023, a Utah Department of Transportation event that brings together hundreds of subject-matter experts, including planners, engineers, health practitioners, community advocates, business leaders and policy makers to discuss best practices for improving decision-making related to health, transportation and land use. Location is Salt Palace Convention Center, 100

SENTIMENT

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months will have good times financially nationwide slipped from 24 percent in February to 18 percent in March. The figures expecting "unfavorable" conditions for the country grew from 66 percent to 72 percent.

Those surveyed generally

have a more positive outlook for Utah than the nation as a whole. The number expecting business conditions in the state to be good over the next year was 39 percent in February but slipped to 37 percent in March.

The longer-range outlook, for the next five years, saw less-favorable times for the nation in March, slipping from 29 percent to 26 percent in March.

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S. West Temple, Salt Lake City. Cost is \$60. Registration can be completed at Eventbrite.com.

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

"Business Success Series," a ChamberWest event featuring a funding panel. Location is Kearns Library, 4275 W. 5345 S., Kearns. Cost is \$25 per session. Details are at chamberwest.com.

May 24, 3-5 p.m.

WBN Networking Event, a Utah Valley Chamber of Commerce event. Speaker Tessa White, "The Job Doctor," will discuss how to unlock potential in the workplace, and strategies to get the job, negotiate the pay and build a career you love. Location is Saprea Event Center, Suite 100, 4101 N. Thanksgiving Way, Lehi. Cost is \$20. Details are at the-chamber.org.

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

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

May 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>.

May 25, noon-1 p.m.

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

May 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>.

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

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

June 2, 8-9 a.m.

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

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

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

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

Women in Business Luncheon, a Davis Chamber of Commerce event. Location

is Boondocks Fun Center, 525 Deseret Drive, Kaysville. Cost is \$25 for members, \$35 for non-members. Details are at davischamberofcommerce.com.

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

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

June 14, 11:30 a.m.-1 p.m.

"Park City Business University: Artificial Intelligence," a Park City Chamber/Bureau event. Location is Blair Education Center, Intermountain Park City Hospital, 900 Round Valley Drive, Park City. Details are at <https://www.visitparkcity.com/members/chamber-bureau-events/rsvp/>.

June 14, 5-7 p.m.

"Business After Hours: Small Business Night," an Ogden-Weber Chamber of Commerce event. Location is Ogden Downtown Alliance Offices, 2411 Kiesel Ave., Suite 402, Ogden. Free for chamber members and first-time guests, \$10 for nonmember guests. Details are at ogdenweberchamber.com.

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

"Friday Connections Speed Networking," a ChamberWest event. Location is Valley Fair Megaplex Theatres, 3620 S. 2400

CLASSIFIED

CAREERS

DATA ENGINEER II

Data Engineer II - Route App Inc. seeks applcts for F/T pstn in Lehi, UT: Design, develop, code database structures and programs using Python, Scala, Hive, SQL, Apache, AWS, and other programming languages. Reqs: MS (or equiv) in Comp Sci, Comp Eng, Sftw Eng, or rltd fld + 3 yrs prof exp as a Data Eng, Data Sci or rltd occupant OR BS (or equiv) in Comp Sci, Comp Eng, Sftw Eng, or rltd fld + 5 yrs post bacc exp as a Data Eng, Data Sci, or rltd. Edu or exp bkgd must incl: Data Structure, Java, Data Mining, Machine Learning, Data Warehouse, Systems Analysis and Design, Data Visualization. Any suitable combo of edu, training, or exp is acptble. To apply, mail resumes in attn to: HR at 1557 W. Innovation Way, Lehi, UT 84043. Must reference job ID: DE419.

W., West Valley City. Cost is \$5 for chamber members, \$10 for nonmembers. Details are at chamberwest.com.

Cost is \$300 per twosome, \$650 per foursome. Details are at chamberwest.com.

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

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

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

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

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

Annual ChamberWest Golf Classic, featuring a four-person scramble format. Location is Stonebridge Golf Club, 4415 Links Drive, West Valley City.

June 22, noon-1 p.m.

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



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