

Focus



Sponsored by:



MOUNTAIN AMERICA
CREDIT UNION

Industry Briefs
pages 8-9

Business Calendar
page 11



An airplane taxis at Salt Lake City International Airport. More airline flights, including more international flights, are among the results of Utah's growing population, according to changes occurring in the state listed recently by Natalie Gochnour, director of the University of Utah's Kem C. Gardner Policy Institute.

Gochnour: Utah is no longer the state many have known

Brice Wallace
The Enterprise

This isn't your grandfather's Utah anymore. Or your father's. Or even the Utah you have known in your own lifetime.

That was the point of a presentation made to the Utah Economic Opportunity Commission during a recent meeting, when Natalie Gochnour, director of the University of Utah's Kem C. Gardner Policy Institute, told the commission that notions that some people have about Utah may no longer be accurate.

Not long ago, Utah was a small-population state that relied on births for growth, had a young population that was monocultural, and featured a strong economy. Now

see **GOCHNOUR** page 15

Eight of the nation's top 20 small cities for startups are right here

Brice Wallace
The Enterprise

Utah dominates a list of small cities that are the best in the nation for starting a business.

The annual list, released by personal-finance website WalletHub, shows that among the top 20 small cities in the U.S. for startups, eight are in Utah, including the top three. Last year's rankings featured seven Utah locations in the top 20.

Washington is ranked No. 1 and St. George is No. 2, retaining their rankings from 2022. Cedar City moved up from No.

4 last year to No. 3 this year. Logan jumped from No. 8 to No. 5. Lehi advanced from No. 14 to No. 9. Midvale jumped into the top 20, at No. 15 this year.

Meanwhile, Eagle Mountain slipped from No. 9 to No. 11 and Pleasant Grove fell out from the No. 20 spot, replaced there by American Fork, and finished No. 25.

WalletHub compared more than 1,300 cities with fewer than 100,000 residents across 18 metrics. The data set ranged from small-business growth rates and accessibility of financing to investor

see **STARTUPS** page 14

Labor market strong, jobless rate unchanged

Utah's job situation continues to be strong, with most people desiring to work being able to find employment. The state's unemployment rate stayed steady in March at 2.4 percent for the third consecutive month, up slightly from November and December when the rate was 2.2 percent. That means approximately 41,700 Utahns are unemployed.

The nation's jobless rate, meanwhile, dropped one-tenth of a point to 3.5 percent.

Utah's nonfarm payroll employment for March increased an estimated 2.7 percent from a year ago, with the state's economy adding a cumulative 44,100 jobs since March 2022. Utah's current job count stands at approximately 1,705,400.

"The Utah labor market continues to show strength through the first three months of 2023," said Department of Workforce Services' chief economist Mark Knold. "Layoffs remain low and finding adequate labor to fill open jobs remains a challenge. In spite of this challenge, the state's labor force continues to find a supply of workers. During the past year, Utah's economy added 44,100 new jobs. However, we are seeing the rate of job openings coming down from the COVID-era peak of a year ago. The rate of job openings is still higher than anything seen before the pandemic. Available jobs are still plentiful."

Utah's March private-sector employment recorded a year-over-year expansion of 2.7 percent, a 37,400-job increase. Nine of 10 major private-sector industry groups posted net year-over-year job gains, led by education and health services (up 10,300 jobs), leisure and hospitality services (up 7,500 jobs), construction (up 5,900 jobs) and professional and business services (up 5,600 jobs). The only sector with a year-over-year employment contraction is financial activity with a loss of 2,400 jobs.

Additional employment data tables and analysis, including county unemployment rates, can be accessed at <https://jobs.utah.gov/wi/update/index.html>.



New name, same commitment to You



Governor's One Utah Summit announces 2023 award recipients

The Utah Governor's Office of Economic Opportunity has announced its award recipients for the 2023 Spring One Utah Summit.

The One Utah Summit, hosted by Gov. Spencer Cox, occurs every six months, alternating between Northern and Southern Utah locations. The upcoming Northern Utah summit takes place on May 1-2 in Layton at the Davis Conference Center, where leaders in industry, the public sector and expert speakers will gather to discuss Utah's economic development trends and topics.

At the summit, Cox will recognize individuals and companies that significantly contributed to Utah and beyond in economic development, local communities and industry. Recipients of the governor's summit awards live and work full-time in Utah and have supported the local economy for a decade or more.

"We congratulate this year's One Utah Summit award recipients," said Cox. "These individuals and organizations contribute to Utah's economy and exemplify the values of hard work and togetherness that the Beehive State is known for."

The 2023 award winners are:

Utah Businessperson of the Year: Regina Hokanson, president & CEO, HHI Corp.

Hokanson is the president and CEO of HHI, a construction, engineering and manufacturing firm. Her advancement came after the joint acquisition of the firm in 2011 with her spouse, Cliff Hokanson, continuing a family legacy of more than 50 years of operating the company. Hokanson has a bachelor's degree in psychology and leads the effort in acquiring new contracts and projects, including clients such as the Department of Defense and the State Department of the U.S. federal government. During the COVID-19 pandemic, HHI created chemical and biological isolation containers to help treat patients.

Utah Business of the Year: Lendio.

Founded in 2011 with headquarters in Lehi, Lendio is a free marketplace for small-business loans where lenders compete for business. Lendio partners with over 75 lenders to offer small-business owners access to working capital to start or grow their businesses. In 2021, Glassdoor ranked Lendio the No. 8 Best Place to Work. Lendio employees benefit from a hybrid work sched-

ule, pay equity, generous benefits and policies supporting diversity.

Utah International Business of the Year: Beauty Industry Group.

Beauty Industry Group sells products in 165 countries to more than 100,000 stylists and salons worldwide. With a mission to deliver true beauty to the world, the hair extension and solution company is headquartered in Salt Lake City with 150 team members. It has additional offices in China, Australia, England, Germany, Canada, New York, Miami, Los Angeles and San Diego, with plans to open physical operations in another four eastern countries by mid-2023.

Cameron Russell Williams Rising Impact Award: Kenneth Boggs, The Kenneth Boggs Group.

Boggs is an African American businessman, philanthropist, investor and educational speaker passionate about empowering youth. Raised in Los Angeles, Boggs founded Kenneth Boggs Suits in 2012 and quickly became a self-made fashion mogul. In 2017, he and a childhood friend formed The Kenneth Boggs Group, a global business firm with a philanthropic focus en-

gaged in various projects across North America, Africa and Asia. The group focuses on solving real-world problems, including constructing public restrooms, schools, affordable housing and medical clinics.

Governor's Medal for Science and Technology/K-12 Education: Lora Gibbons. Gibbons is a teacher at Mountain Heights Academy with over 23 years of experience. She knows students are our future and inspires countless students through her teaching, mentorship and fostering a love of learning with all students, from accelerated learners to those who require more support. Gibbons strongly supports STEM education in Utah with involvement in state and national STEM competitions. She has mentored nationally winning eCYBERMISSION teams, state and national finalist Samsung Solve for Tomorrow teams, Lexus Eco Challenge teams and Thomas Edison Pitch students. She's on the Utah Science Teachers Association board, works on various Utah State Board of Education projects and cohorts, and works with the STEM Action Center as a chief science officer.

Governor's Medal for Sci-

ence and Technology/Academic & Research: Julie L. Valentine. Valentine, associate dean for undergraduate studies and research at the Brigham Young University College of Nursing, has conducted groundbreaking research on sexual assault, driving Utah's improvements in addressing sexual violence. Her collaborative research study with the Utah Bureau of Forensic Sciences, starting in 2011, captures data on sexual assault cases. This growing dataset of approximately 10,000 sexual assault cases is the largest database of its kind. She was the primary author of Utah's original Sexual Assault Kit Initiative grant and the District Attorney of New York grant, which awarded around \$3.2 million to Utah to fund the testing of over 11,000 backlogged sexual assault kits and identification of over 2,000 suspects. Her research has resulted in multidisciplinary reforms in education, practice and policy in Utah and the United States.

Governor's Medal for Science and Technology/Industry: David J. Bearss. Bearss is the president, chairman and CEO at

see AWARDS page 14



KIMBALL ON HISTORIC MAIN STREET
675 MAIN STREET, SUITE R8 • PARK CITY, UTAH 84060
LEASE - \$45/SF

- 5,994 SF of Restaurant/Retail/Office Space Available
- Strong Tenant Mix • Adjacent to Town Lift of PCMR

Katie Wilking (435) 640-4964 • katie@wswcommercial.com
Jill Snyder (435) 671-0793 • jill@wswcommercial.com



OFFICE/RETAIL/MEDICAL SPACE
150 N MAIN STREET • HEBER CITY, UTAH 84032
LEASE OPTIONS - CALL FOR DETAILS

- 7,618 SF Available (Between 4 Basement Suites)
- 5 Executive Office Suites • 2 Main Level Retail Spaces

Katie Wilking (435) 640-4964 • katie@wswcommercial.com
Jill Snyder (435) 671-0793 • jill@wswcommercial.com



RETAIL, RESTAURANT SPACE
1141 W LORI LANE • KAMAS, UTAH 84036
LEASE - \$34/SF/YR

- Just East of Park City • Lease Terms are Negotiable
- Trip Generation 1,682 Cars/Day • Est. Delivery in 2023

John Travis
(435) 640-2972 • jtravis@bhhsutah.com



CHARMING COMMERCIAL BUILDING IN MIDWAY
195 W MAIN • MIDWAY, UTAH 84049
SALE - \$3,990,000

- Over 5,900 SF of Dining and Event Space
- Office, Several Storage Rooms • 14 Parking Stalls

Ginny Tuite
(801) 201-9004 • ginny@bhhsutah.com

BERKSHIRE HATHAWAY | UTAH PROPERTIES
HOMESERVICES

COMMERCIAL DIVISION

OVER \$4.5 BILLION
In Total Annual Sales for 2022

\$180 MILLION
In Commercial Sales Volume for 2022

More than
30 OFFICES
throughout Utah

CONTACT US FOR MORE INFORMATION ON ANY OF OUR COMMERCIAL REAL ESTATE SERVICES

SALT LAKE CITY (801) 618-0068
COMMERCIAL@BHHSUTAH.COM
BHHSUTAH.COM

Maverik to acquire Midwest chain with over 400 convenience stores, trucking co.

Convenient store and transportation operator Maverik-Adventure's First Stop, headquartered in North Salt Lake, together with its parent company, FJ Management, have announced the acquisition of Kum & Go, a fam-

ily-owned convenience store chain with over 400 locations across 13 states. Kum & Go is owned by Des Moines, Iowa-based Krause Group, which will also sell its tank truck carrier and logistic company Solar Transport

to Maverik. Financial terms were not disclosed.

"The combination of Maverik and Kum & Go creates a best-in-class convenience store operator across the Midwest and Rocky Mountain regions with a

differentiated value proposition across fuel, foodservice and inside-store offerings, a Maverik new release said.

"We have long admired the Kum & Go brand. Kyle and Tanner [Krause], and the generations before them, have built an exceptional business that pairs quality with convenience and puts people first," said Chuck Maggelet, president and chief adventure guide of Maverik. "We are honored to carry their legacy forward as we build on Kum & Go's strong operating and innovation capabilities and expand our adventurous convenience experience. We look forward to welcoming Kum & Go and Solar Transport associates and stores to Maverik-Adventure's First Stop."

Kyle Krause, Krause Group president and CEO, said, "Kum & Go has always been driven by a desire to innovate, grow and serve our customers, our communities and our people. Maverik has built its business in the same way and is ideally positioned to lead the next chapter of growth for Kum & Go. We have much in common and I look forward to welcoming Chuck's leadership, his team and Maverik to Des Moines, which will always be the home of the Krause Group and important to our future."

Tanner Krause, president

and CEO of Kum & Go, said, "This is the most momentous day in the 63-year history of our family business. My family has worked for four generations to create and build Kum & Go into a business that has done an incredible amount of good for our people, for Iowa and beyond. Serving as president for the past five years has been the fulfillment of my lifelong dream. I've had the pleasure of knowing Chuck Maggelet for years and hold a lot of respect for him as a person and a business leader. I'm confident the Maggelets and Maverik will be good stewards of Kum & Go's people and culture for generations to come."

Maverik operates nearly 400 locations and is growing across 12 western states, making it the largest independent fuel marketer in the Intermountain West. Locations include Arizona, California, Colorado, Idaho, New Mexico, Nebraska, Nevada, Oregon, South Dakota, Utah, Washington and Wyoming.

Netflix founder buys major stake in ski resort

Reed Hastings, co-founder and executive chairman of streaming service Netflix, has purchased the majority of the Summit Series' founders' ownership stake in the Powder Mountain Ski Resort near Eden in Weber County. Greg Mauro remains the other co-owner, with an estimated 55 percent share.

Summit Series is a New York-based organization that hosts conferences and events for young entrepreneurs, artists and activists. Summit Series bought its interest in Powder Mountain from Western American Holdings in 2011.

While terms of the deal were not disclosed, Hastings remains a minority owner but assumes one of Powder Mountain's five board seats and will share oversight of management and operations, a press release said.

The largest ski resort in the United States by skiable acres, Powder Mountain operates on land above Ogden Valley. The resort spans 8,464 acres, has 154 trails, nine lifts, two terrain parks, a diverse mix of mountain lodging and a unique policy of capping day-pass and season-pass sales to limit crowding. Avid snowboarders, Hastings and his wife, Patty, bought property eight years

ago and built a home on Powder Mountain.

Hastings said, "Patty and I love this mountain community and want to see it flourish. We're looking forward to being a part of Powder Mountain's future and to help safeguard what makes this place special. Also, we look forward to funding some lift upgrades, restaurants and enhanced parking."

The addition of Hastings to Powder's ownership and board comes months after recruiting new General Manager Kevin Mitchell, who brings experience in resort operations and development to the resort's leadership team. Mitchell was general manager of California's Homewood Mountain Resort for a decade prior to joining Powder Mountain.

"With Kevin's background and Reed joining the ownership, we can move forward together with a shared purpose led by a seasoned and talented team," said Mauro, Powder Mountain long-time majority owner.

Existing home sales slide continues

Existing-home sales edged lower in March, according to the National Association of Realtors. Month-over-month sales declined in three out of four major U.S. regions, while sales in the Northeast remained steady. All regions posted year-over-year decreases.

Total existing-home sales — completed transactions that include single-family homes, townhomes, condominiums and co-ops — fell 2.4 percent from February to a seasonally adjusted annual rate of 4.44 million in March. Year-over-year, sales waned 22 percent (down from 5.69 million in March 2022).

"Home sales are trying to recover and are highly sensitive to changes in mortgage rates," said Lawrence Yun, NAR chief economist. "Yet, at the same time, multiple offers on starter homes are quite common, implying more supply is needed to fully satisfy demand. It's a unique housing market."

Total housing inventory registered at the end of March was 980,000 units, up 1 percent from February and 5.4 percent from one year ago (930,000). Unsold inventory sits at a 2.6-month supply at the current sales pace, unchanged from February but up from 2.0 months in March 2022.

"Home prices continue to rise in regions where jobs are being added and housing is relatively affordable," Yun said. "However, the more expensive areas of the country are adjusting to lower prices."

The median existing-home price for all housing types in March was \$375,700, a decline of 0.9 percent from March 2022 (\$379,300). Prices climbed slightly in three regions but dropped in the West.



McNEIL ENGINEERING™

Economic and Sustainable Designs, Professionals You Know and Trust

Missing a Piece?

We Have You Covered

- ❖ Civil Engineering
- ❖ Structural Engineering
- ❖ Laser Scanning & Land Surveying
- ❖ Paving & Roofing Consulting
- ❖ Landscape Architecture




Follow Us On:






801-255-7700

www.mcneilengineering.com



UTAH'S BUSINESS JOURNAL

USPS # 891-300

Published weekly by:

Enterprise Newspaper Group

825 North 300 West, Ste. NE220
Salt Lake City, Utah 84103
801-533-0556 FAX 801-533-0684
www.slenterprise.com

PRESIDENT
David G. Gregersen
david@slenterprise.com

VP/GENERAL SALES MANAGER
Dale Dimond
dale@slenterprise.com

MANAGING EDITOR
John M. Rogers
john@slenterprise.com

CONTROLLER
Richard Taylor
richard@slenterprise.com

OFFICE MANAGER
Dionne Halverson
dionne@slenterprise.com

CLASSIFIED DISPLAY
david@slenterprise.com

CIRCULATION
Dionne Halverson
dionne@slenterprise.com

LIST DEVELOPMENT
lists@slenterprise.com

ADVERTISING INQUIRIES
david@slenterprise.com

TO CONTACT NEWSROOM
john@slenterprise.com

ART SUBMISSIONS
art@slenterprise.com

Subscription Rates:
 Online only, \$75 per year
 Print only, \$85 per year
 Online and Print, \$95 per year

Any opinions expressed by the columnists are not necessarily the opinions or policy of The Enterprise, its owners or managers. Reproduction or use of contents without written consent of the publisher is prohibited. All rights reserved.

© 2023 Enterprise Newspaper Group Inc.
 Periodical postage paid at Salt Lake City, Utah
POSTMASTER: Send address corrections to:
 P.O. Box 11778, Downtown Station
 Salt Lake City, Utah 84147

Past decade has been good to SLC homeowners

It really paid to own a home in Salt Lake City over the past decade. New data from the National Association of Realtors (NAR) reveal middle-income homeowners in Salt Lake City accumulated \$238,240 in wealth as their homes appreciated over the past 10 years.

The data was featured in NAR's new report, "Wealth Gains by Income and Racial/Ethnic Group."

"The economic rewards of homeownership significantly surpass that of renting," said Rob Ockey, president of the Salt Lake Board of Realtors. "This report demonstrates that owning a home builds equity, yields tax incentives and establishes a secure foundation for person-

al development and community relationships."

Even low-income homeowners in Salt Lake City were able to build \$207,270 in wealth in the past decade from home price appreciation only, while upper-income households saw an increase of \$281,880.

The board said Salt Lake City's homeownership rate is 71.7 percent for middle-income earners.

"This analysis shows how homeownership is a catalyst for building wealth for people from all walks of life," said Lawrence Yun, NAR's chief economist. "A mortgage is often considered a forced savings account that helps homeowners build a net worth about 40 times higher than that of a renter."

Gardner names 'Decision Maker' awards winners

The Kem C. Gardner Policy Institute at the University of Utah has announced its honorees for its annual "Informed Decision Maker of the Year" Awards.

Each year the organization recognizes "individuals and entities that work, often behind the scenes and with little fanfare, to help our community prosper. We ... select them based on criteria consistent with the institute's committable core values: responsibility to the community; research integrity and relevance; accountability; collaboration; and positivity and passion.

"The Gardner Institute is pleased to honor five outstanding individuals and organizations who exemplify a genuine commitment to their community through their work," said Gardner Institute director Natalie Gochnour. "These honorees embody the values that define who we are, how we conduct ourselves and what comprises our work culture at the Kem C. Gardner Policy Institute. We applaud their work ethic, values, and dedication." The following individuals and organizations have been awarded the 2023 "Informed Decision Maker of the Year" Award:

Erin Litvack. Litvack has served the people of Salt Lake County for more than 15 years, first as the director of community services before being promoted to deputy mayor and chief administrative officer in 2017. In addition, she serves her community through numerous organizations and initiatives, including the boards of the Unified Police Department, Visit Salt Lake, Downtown Alliance, Shelter the Homeless, and the Housing Authority of Salt Lake County.

Switchpoint Community Services. Founded in 2014, Switchpoint provides temporary shelter and support for people experiencing homelessness in Washington County. The organization's guiding vision states that every individual embodies their worth and value with self-esteem, hope and abilities restored. As a result of its efforts, more than 9,200 people have been sheltered or received services. In addition to housing services, Switchpoint provides access to job-training programs, food pantries, day-care for pets, childcare facilities and community soup kitch-

ens that provide free hot meals to those in need.

Heidi Walker. Walker serves as the chief operating officer of the Salt Lake Chamber. She began working with the chamber in 1998 as the director of business development and now has operational responsibility for finances, strategic planning, public policy, communications and events and programs. Known for her strong work ethic and collaborative skills, she serves on the boards of the United Way, Women's Leadership Institute, Utah State Chamber, Envision Utah, Utah Foundation and the American Chamber of Commerce Executives.

Comunidades Unidas. Comunidades Unidas is dedicated to building the social and political power of people who identify as Latinx immigrants living in Utah. The organization connects individuals with the social service programs they need to succeed and the tools necessary to lift up their communities. During the COVID-19 pandemic, Comunidades Unidas connected thousands of individuals to critical resources and aided in the administration of over 4,000 COVID-19 vaccinations with the support of the Salt Lake County Health Department.

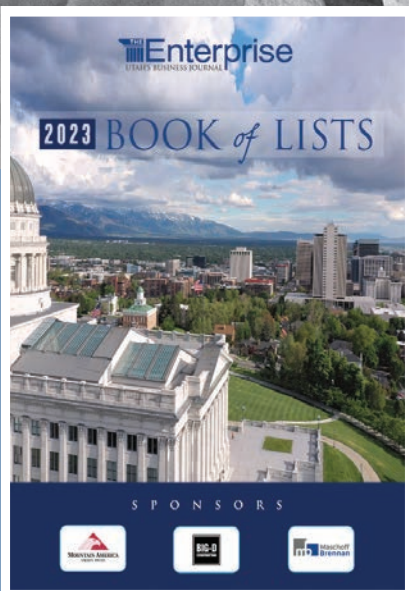
Friends of Great Salt Lake. The mission of Friends of Great Salt Lake is to preserve and protect the Great Salt Lake ecosystem and increase public awareness and appreciation of the lake through education, research, advocacy and the arts. Water levels at Great Salt Lake are in decline – hitting the lowest elevation in 2022. This threatens economic activity, a globally important ecosystem, local public health and essential contributions to the state's water cycle and makes the work of Friends of Great Salt Lake more important than ever, the Gardner Institute said.

"We wanted to recognize the amazing unsung heroes in our state who embody the values of the Gardner Institute," said Chris Redgrave, Gardner Institute senior advisor and chair of the Informed Decision Maker Award committee. "Every year we identify five remarkable leaders and organizations with the Informed Decision Maker of the Year Award who make important contributions to our state."

Some things are meant to be shared...



Unfortunately, the Book of Lists isn't one of them.



ORDER YOUR OWN COPY TODAY!

- More than 60 local business lists
- Over 1200 individual businesses ranked
- Valuable stats & contact info on each business

ONLY \$80

(while supplies last)

GREAT DEAL!

Buy 5 or more, pay just

\$60 ea.

Call 801-533-0556 ext. 200 • Email: dionne@slenterprise.com

There are 7 key leadership mindsets you should know for dealing with conflict & contention

In today's world of political and social divisiveness, conflict and contention often seem to be the norm. Almost every day, we see new reports of deadly violence in places that not long ago were considered peaceful and safe. This has sadly included our schools, churches and places of business.

Because of this, leadership today requires an extra measure of vigilance in being watchful for the symptoms that may signal possible problems. Much has been written about conflict management in business over the years, frankly acknowledging that there will occasionally be heated disagreements that require intervention by leaders. While the counsel offered in those publications has merit, today's turbulent environment requires an even more proactive role for those who manage and lead others.

There is no simple cure for conflict and contention, but with a heightened attentiveness and sensitivity, leaders can substantially reduce the likelihood that such problems will spin out of control. The following seven mindsets are important in achieving the vigilance required:

Mindset No. 1: Awareness. You need to get out of your office to observe and discern what is going on in your business. Too often conflicts fester into full-blown angry encounters before leaders are ever aware that they are even brewing. Failing to be aware, the leader misses the early opportunity to turn down the heat and facilitate an amenable solution.

Mindset No. 2: Go to the pain. Our natural human tendency is to hope that problems will go away without intervention. While that would be nice, it's often naive. Going to the pain does not mean charging into a situation with all guns blazing. Rather, it means that you greet apparent conflicts with a desire to understand what is happening. You ask questions. You listen. You reserve judgment until you have heard all sides to the disagreement.

Mindset No. 3: Engage with all stakeholders who have a "dog in the fight." Initially, it is often best to meet one-on-one with each party, again asking questions, discerning respective positions and emotions. While still reserving judgment, strive to turn down the heat. You probably shouldn't take sides; instead try to validate each person's right to disagree with others.

Mindset No. 4: Express your faith in them to solve the problem without additional intervention. Encourage the various stakeholders to meet together to resolve their differences — without your continued involvement. If they have reservations about doing this, be sure to field those concerns. While most conflicts can be resolved between the combatants, sometimes this simply isn't possible.

Mindset No. 5: Eliminate blaming. Blaming others or even blaming situations or circumstances is seldom the foundation for resolving concerns. Especially on those occasions where you must continue to intervene, establish "no blaming" as a cardinal principle. Even if the problem is a function of someone not doing their assigned job, focus most of your attention on the problem and not the person.

The unkindness of blaming is often one of the root causes of violent reactions on the part of the person who feels deeply hurt by the cuts of being blamed. If the conflict is steeped in blame, intervention by a strong leader is essential.

Recognize your role is not to solve the problem, but instead is to facilitate their own problem-solving. In this regard, it is often a good idea to ask them how they perceive their adversary sees the situation, even asking them to share how that person or persons might argue and support their point of view.

The goal here is to get them to "walk a mile in the other person's shoes."

Mindset No. 6: Follow up. Don't assume that the problem is dead and buried. Check back with the stakeholders. If the conflict is still festering, gently but firmly re-intervene.

Mindset No. 7: Adopt an attitude of leadership poise. You must establish yourself as someone who can be trusted to be both objective and compassionate, someone who keeps his or her head when others are losing theirs. You must be approachable; you must be a peacemaker.

Finally, if you feel things are beyond your capability to resolve, don't hesitate to seek professional help from counselors or even law enforcement.

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



RICH TYSON

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.

We have seen these issues come through our doors time and time again. Through this, we have the data and experience to back up our decisions to increase Conversion Rates.

Let's Kick it up a Notch

Interested in improving your digital marketing potential? Contact New Tab Marketing today to discuss your website's potential and the various approaches you can explore to take your business to the next level.



Trent Packer
Owner + Digital Strategist

For **FREE** Digital Marketing Tools,
Scan this QR Code.



801-210-1417

newtabmarketing.com

1295 W 75 N Centerville, Utah

Startup Pitch finalists named

The Utah Innovation Center, part of the Utah Governor's Office of Economic Opportunity, has announced the 10 finalists for the 2023 Startup Pitch. The pitch competition and networking event is part of the One Utah Summit series and will be held the evening of May 1, the day before the main summit begins.

The Startup Pitch competition is an entrepreneurial speed pitch challenge where judges rank the best ideas and the audience selects a people's choice award recipient. This governor-sponsored event showcases Utah's best and brightest entrepreneurs with a networking session, an exhibit hall featuring vendors and young professionals, mainstage speakers, and comments from Gov. Spencer Cox, event organizers said.

"These Utah-based companies exemplify what makes the state's startup ecosystem so special," said Brad Bonham, entrepreneur-in-residence for the Governor's Office of Economic Opportunity. "The entrepreneurs demonstrate they have enterprising spirits and strong work ethics to stand out in the increasingly competitive global marketplace."

Those chosen as finalists for the Startup Pitch are:

At Home Articulation is an educational technology and software as a service platform that bridges the gap between the home and speech therapy room.

Blendyd Studios brings high-tech, mobile-first, automated solutions to low-tech recruitment in the trucking industry.

Dentacōr brings dental exams directly to the workplace and the home.

Ingrediently helps individuals by transferring recipe ingredients from websites to grocery delivery services.

LoChi Market is a digital marketplace that helps micro and small consumer product businesses connect with local shoppers in a comprehensive, virtual solution.

PayRent helps landlords and renters never miss a month's rent.

Sawtooth makes very lightweight cargo management products that allow users to quickly install, load, secure and protect cargo for transit.

SRT Labs converts millions of buildings into intelligent buildings by tying together infrastructure systems to be more efficient, less expensive and more automated.

Tiered System Support is an educational software company helping schools manage Tier II academic interventions.

Wood Cache PBC removes carbon from the atmosphere, generates carbon removal credits and sells them to corporations.

Company CEOs presented to a panel of judges to select the top finalists. These finalists presented at an investor panel at Kiln in Lehi on April 26. The top semi-finalists will present at the One Utah Summit on May 1 at the Davis Conference Center in Layton.

A total of \$80,000 in cash prizes will be awarded. The Startup Pitch competition will award first place \$25,000, second place \$15,000, third place \$10,000, fourth place \$5,000 and an additional cash award for the People's Choice. Each semi-finalist will receive \$1,000.

The Startup Pitch is sponsored by Kinect Capital in partnership with Weber State University's Hall Global Entrepreneurship Center.

MWCN names Redford Entrepreneur of the Year

Salt Lake City-based business networking organization MountainWest Capital Network (MWCN) has announced it has selected Robert Redford, actor, filmmaker and founder of Sundance Resort, Sundance Institute and Sundance Catalog to receive its 35th annual Entrepreneur of the Year award. Each year, MWCN recognizes entrepreneurs who "create industry-shaping businesses in Utah, inspire others with their entrepreneurial vision and give back to the community."

MWCN said that Redford, among the most celebrated and successful actors in the history of film, has been an industry-defining and award-winning leader both in front of audiences and behind the scenes for more than seven decades. In 1981, Redford founded the Sundance Institute at his Sundance Resort property in Provo Canyon, providing labs, grants and mentorships for artists working in film and episodic storytelling.

Now, the Sundance Institute has over 180 full-time employees

across offices in Park City, Los Angeles and New York City. Redford also developed the Sundance Resort into one of the most popular skiing destinations that showcases Utah's famous snow. In 1989, Redford created the Sundance Catalog, a mail-order catalog business based in Salt Lake City, that features the work of artisans whose work reflects the lifestyle of the American West.

"My history with the state of Utah goes back over 50 years. I chose to sink deep roots here because of its unique and scenic landscapes, which have been a source of inspiration for much of my work — along with its people, who are known for their generosity of spirit and strong work ethic," said Redford. "These elements have provided Sundance with a strong foundation and continues to be the backdrop for our work. I thank the MountainWest Capital Network for this honor, which also serves as a tribute to the countless Sundance Catalog, institute and resort team members

who have dedicated their time and talents."

Redford is also the creative force behind the Sundance Film Festival, the largest independent film festival in the United States and a major contributor to Utah's tourism economy. In 2020 alone — a year impacted by the COVID pandemic — the Sundance Film Festival was estimated to have brought \$167.5 million in Utah gross domestic product and 2,730 jobs for Utah residents.

"For the 35th year of our Entrepreneur of the Year award, we really wanted to acknowledge a global icon who creates communities and helped put Utah on the map," said Ryan Dent, president of MWCN. "Mr. Redford's vision of Sundance and the many opportunities it has generated in the Beehive State and beyond has inspired and enabled many others to likewise pursue their dreams."

Redford was honored at the MWCN Entrepreneur of the Year luncheon on April 21.

AIC reports on immigrants' No. Utah contributions

The American Immigration Council (AIC), a Washington, D.C.-based nonprofit organization and advocacy group, has released new research in partnership with the Utah Governor's Office of Economic Opportunity showing the changing demographic and economic contributions that immigrants are making in Northern Utah's rural communities.

The brief included data concerning immigrants, which the report calls "new Americans," in Box Elder, Cache, Davis, Morgan, Rich, Tooele and Weber counties. AIC defines an immigrant or new American as anyone born outside the country to non-U.S. citizen parents who is a resident of the United States.

The study found that North-

ern Utah is attracting new American talent. Between 2000 and 2019, the region welcomed more than 7,500 immigrants from abroad or other U.S. states. In 2019, nearly half, or 48.2 percent, of Northern Utah's immigrants were naturalized citizens.

The report said new Americans are starting businesses and working in fast-growing industries. Immigrants represented 5.1 percent of Northern Utah's population but 7.2 percent of entrepreneurs, 4.9 percent of STEM workers, 11.6 percent of manufacturing workers and 4.8 percent of healthcare workers in 2019, contributing a wide array of skills in fast-growing industries.

Immigrants contribute to Northern Utah's economy as

taxpayers and consumers. In 2019, they contributed \$183 million in federal taxes and \$98 million in state and local taxes and held \$947 million in spending power helping to fuel the regional economy.

But half of the region's immigrant professionals struggled to find jobs that match their skills. In 2019, 51.8 percent of college-educated immigrants worked in jobs that did not require a bachelor's degree. Meanwhile, international students support jobs in Northern Utah. Almost 800 international students enrolled in Northern Utah's colleges and universities during the 2021-22 school year and contributed \$42.5 million to the U.S. economy and supported 457 jobs.

Your Business
Deserves
**More
Rewards.**



Apply online at www.bankofutah.com/business-credit-cards



Member FDIC



Succeeding in Your Business

Tips for dealing with a temp agency

"I was downsized from a large corporation a couple of months ago.

"I'm excited about starting my own solo consulting practice. I've had some business cards and stationery printed out and have already lined up a couple of interviews for consulting work.

"I've also been approached by a local temporary employment agency that wants to place me for temporary stints with large corporations — including, ironically, the company that laid me off.

"Is this something I should consider as part of my 'portfolio career?' I could use the money, but I don't want to get so bogged down with W-2 work that I can't build my practice."

I get quite a few emails from people in this situation. While I can certainly understand the desire for some quick, if not easy, money while you are making the transition to an entrepreneurial career, I've always believed it's best if you just go cold turkey. Temporary employment arrangements can easily turn into time vampires that will distract you from your goal of building an independent consulting practice.

Having said that, it may take weeks or months before you land your first "real" consulting gig, so a short-term temp assignment might be a useful

way to put food on the table and keep the heebie-jeebies at bay while you figure out the market for your consulting services.

Here are some tips for dealing with temp agencies:

• **Be Up Front with the Agency.**

Most people who hire themselves out to temp agencies are looking for full-time positions. You need to tell the agency that isn't your situation: You want to build a consulting practice and see temp work as a stopgap until you can support yourself.

Many temp agencies place independent contractors as well as employees with their clients. Ask your agency if that is an option. Just don't look for consulting work from a company you "temped" for (more on that below).

• **Look for Short-Hour Projects As Opposed to Short-Term Projects.** The problem with most temporary employment assignments is that they are short-term but time-intensive. Many companies need extra help to work on specific projects — the arrangement will last only six to eight weeks but during that time they need someone to work 60 hours a week or more. Working those kind of hours, even for a short time, won't give you much time to go to the bathroom, let alone market your consulting business.

Look instead for projects that are longer-term but lower-intensity — for example, 10 hours a week for six months. Those arrangements are rare but do exist.

If you must accept a short-term project, find creative ways to market your practice in what little spare time you have. I actually have a consulting client who pretends to be a smoker when he works on site at his client's offices. He's never actually touched a cigarette in his life, but by carrying all the paraphernalia around with him, people don't question when he disappears for three or four "smoking breaks" per day. Just don't inhale — and remember you may be surrounded by other "real" smokers who can spot a phony.

• **Watch Out for "Noncircumvention" Language in the Temp Agency Contract.** Rarely will you find noncompete language in a temporary employment agency's contract, but there are other pro-

visions in the contract that can create problems for you down the road.

Every temp agency's biggest fear is "circumvention" — the client and a temporary worker getting so cozy in their relationship that either the client starts giving the worker more projects "on the side" without paying the agency their fee or the client makes an offer of full-time employment to the worker after the project is completed.

Watch out for language saying you cannot "solicit or accept" other work from the client for a period of time (usually it's one year but may be as long as two) after the temp engagement is done. The "solicit" part is OK; you really shouldn't be pitching business to a client you wouldn't have known existed without the agency's introduction. But the "accept" part isn't. If you finish a job and the client initiates the contact with you months afterward, you should be allowed to at least consider the opportunity without risking

a lawsuit from the agency.

When signing a "noncircumvention" clause, be sure the client is carefully defined. If you are working for a multinational conglomerate with hundreds of divisions and related companies, defining the client as the parent corporation "and all of its affiliates" means you cannot work for ANY of them during the restrictive period. The named client should be the specific group for which your services will actually be performed.

Finally, make sure you can terminate an assignment at any time upon 10 days' notice to both the agency and the client. If that perfect consulting gig comes up, you want to be able to sprout wings and fly the coop.

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

COPYRIGHT 2023 CLIFFORD R. ENNICO
DISTRIBUTED BY CREATORS.COM



CLIFF ENNICO

Every day is a great day . . .

**MMMM...
Mondays!**

**TASTY
Tuesdays!**

**WOW
Wednesdays!**

**TWISTY
Thursdays!**

**FRITTER
Fridays!**

**SPRINKLES
Saturdays!**



Donuts Brownies Fritters

Turnovers Muffins

Family Owned & Operated

2278 So. Redwood Road

801-975-6381

M-F 5:00 am – 2:30 pm & Sat. 7:00 am – noon

with Darla's Donuts!

THE Enterprise
UTAH'S BUSINESS JOURNAL

Why share?

Get your own copy of Utah's premier business news source.

Call 801-533-0556
or go online to www.slenterprise.com



mb Maschoff Brennan
INTELLECTUAL PROPERTY AND COMPLEX LITIGATION
801.297.1850 | MABR.COM

**PROTECTING YOUR IDEAS
AND YOUR BUSINESS.**

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.

ECONOMIC INDICATORS

• **Salt Lake City** is ranked No. 1 on a list of “**Top 25 Best Places to Live in the West**,” compiled by **Livability.com**. Salt Lake City bested Fort Collins, Colorado; Olympia, Washington; Colorado Springs, Colorado; and Roseville, California. The rankings were influenced by a study conducted by Livability.com in partnership with Ipsos. Also making the Top 25 list are No. 10 **Sandy**, No. 13 **Logan** and No. 21 **Orem**. On a Livability.com list of the “**Top 100 Best Places in Live in the U.S.**,” Salt Lake City is No. 8, **Sandy** is No. 22, **Orem** is No. 60 and **Provo** is No. 87. The top-ranked city nationally is Madison, Wisconsin. Details are at <https://livability.com/topics/where-to-live-now/top-25-best-places-to-live-out-west/>.

• **Salt Lake City** is ranked No. 24 and **West Valley City** is No. 143 on a list of “**Most Sustainable Cities**,” compiled by **LawnStarter**. It compared the 200 biggest U.S. cities based on five sustainability categories, including the number of zero-energy buildings, alternative fuel stations and greenhouse-gas emissions, among 26 total metrics. The top-ranked city is San Francisco. The No. 200 city is Mesquite, Texas. Details are at <https://www.lawnstarter.com/blog/studies/most-sustainable-cities/>.

• **Thirty-four percent of Utah drivers** admit to **stockpiling gasoline** in order to lock in lower prices, according to a survey commissioned by **Gunther Volvo Delray Beach** and carried out by **QuestionPro**. Among surveyed Utahns, 45 percent admit to buying more gas than they currently need. The lowest

percentage of stockpilers overall was in Arizona, at 17 percent. Oklahoma had the highest, at 71 percent, followed by Kansas, at 49 percent. Details are at <https://www.gunthervolvo.com/gas-hoarding.htm>.

• **Salt Lake City** is ranked No. 50 and **West Valley City** is No. 199 (next-to-last) on a list of “**Best Cities for Book Lovers**,” compiled by **Lawn Love**. It compared the 200 biggest U.S. cities based on five categories, looking at access to bookstores, literary festivals and Little Free Libraries, among 15 total metrics. The top-ranked city is New York City. The bottom-ranked city is Brownsville, Texas. Details are at <https://lawnlove.com/blog/best-cities-for-book-lovers/>.

EDUCATION

• **Utah Tech University** recently opened its **Center for Precision Medicine & Functional Genomics** and unveiled its **Variante Science Training Program** with an open house and ribbon-cutting ceremony. University President Richard B. Williams said the new center includes a state-of-the-art lab and opportunities for students to participate in cutting-edge programs. Students participating in the program can obtain a **Functional Genomics Certificate** as well as certificates in bioinformatics, protein characterizations, genetic sequencing and variant science. **Howard McLeod** was introduced as center director. McLeod previously was head of Intermountain Precision Genomics, where he served as executive clinical director of Precision Health. Prior to that, he served as chair of the Department of Individualized Cancer Management at the Moffit Cancer Institute in Tampa,



Howard McLeod

Florida. McLeod is also a co-founder of Clarified Precision Medicine.

ENVIRONMENT

• **Air quality** across the **Salt Lake City** region has gotten worse on average since last year, according to the **American Lung Association's** 2023 “State of the Air” report. Salt Lake City experienced more unhealthy air pollution in all three categories that appear in the report: ozone, short-term particle pollution, and annual particle pollution. Salt Lake City ranked among the nation's most polluted cities for both ozone (10th) and short-term particle pollution (19th), while **Logan** ranked 17th for most short-term particle pollution. Nationally, the report found that nearly 120 million people, or more than one in three, in the U.S. live in counties that had unhealthy levels of ozone or particle pollution. **St. George** was No. 7 among the cleanest cities for annual particle pollution levels but dropped off the cleanest cities list for short-term particle pollution.

ESG

• **Nu Skin Enterprises Inc.**, a Provo-based beauty and wellness product company, has released its **2022 Social Impact and Sustainability Report**, outlining progress on the company's environmental, social and governance priorities. Among the report highlights are the reduction of more than 82 tons of plastic and 23 tons of paper as a result of environmental initiatives, publication of its first carbon footprint as an appendix to the 2021 Social Impact and Sustainability report, the joining of the EcoBeautyScore Consortium to develop an industry-wide standard for product environmental impact assessment and scoring, conducting a pay equity analysis and implementing appropriate adjustments, conducting global service projects with more than 2,400 volunteers to benefit more than 25,000 people, donating more than \$6.7 million globally to causes around the world, and purchasing and donating 43 million meals to children in more than 65 counties.

GOVERNMENT

• **Americans for Prosperity**, focused on policy reform at the local, state and federal levels, has named **Kevin Greene** as director of **Americans for Prosperity-Utah**. Greene joined AFP-UT in 2018 as policy director and most recently served as deputy state director.

• The University of Utah's **Kem C. Gardner Policy Institute** has named **Timothy Shriver**

as an Impact Scholar. Shriver is Special Olympics chairman, best-selling author and producer of numerous Hollywood films. Before joining the Special Olympics in 1996, Shriver co-founded and currently chairs the Collaborative for Academic, Social, and Emotional Learning (CASEL), the leading school reform organization in the field of social and emotional learning. Shriver also is the chair and co-founder of UNITE, an initiative to promote national unity and solidarity across differences. Shriver will spend several days each semester over the next three years participating in guest lectures, participating in roundtable discussions with state and local officials, and consulting with university and community leaders. He has also been named the 2023 University of Utah General Commencement speaker.



Timothy Shriver

• **Metrodora**, a Salt Lake City-based multidisciplinary institute with clinicians, scientists and engineers focused on better human health outcomes, has opened a medical and research center dedicated to advancing care and accelerating the path to improved diagnostics, therapeutics and cures for patients living with neuroimmune axis disorders. The center is in Salt Lake City. The **Metrodora Foundation**, the institute's nonprofit research arm, will fund and further the scientific discovery needed to accelerate novel treatments and cures. The institute also features dedicated collaboration spaces and holds weekly case conferences that bring experts from all specialties together with their scientific team to collaborate on complex patient cases. Metrodora's state-of-the-art research and pathology laboratories are also co-located within its medical center.

HEALTHCARE

• **LivAway Suites**, a Salt Lake City-based economy extended-stay hotel brand, has broken ground at its second location at 7372 S. Campus View Drive, West Jordan.

HOSPITALITY

• **Agency VA**, a Lehi-based virtual assistance platform for insurance agencies, has received a \$12 million investment from **Maddix Capital**. It is the first institutional capital raised by Agency VA. **Jesse Silva**, founder

INVESTMENTS

and general partner, and **Jake Gubler**, director, will both advise and support Agency VA as a board director and board observer, respectively.



Jesse Silva



Jake Gubler

• **Xenocor**, a Salt Lake City-based company that has created the Saberscope laparoscope, has announced a \$10 million Series A funding, led by **GenHenn Venture Fund I**. Other participants were **Baranco Investments Inc.**, **Barvest Ventures Inc.** and **Patel Family Investments**.

Xenocor said it will use the capital for the 2023 launch of the Saberscope and to continue innovation. **Michael J. Hennessy Jr.** of GenHenn Capital will join the Xenocor board of directors.



Michael Hennessy Jr.

• **Tanner LLC** has announced a new practice, the Integrated Global Solutions Practice, focused on international tax, transfer pricing and accounting services. The practice will be led by **Derek Drysdale**, **Mark Madrian** and **Nancy Voth**, who will base the global practice in Salt Lake City. The service will advise multinational companies on a wide range of transfer pricing, cross-border tax and valuation issues. Madrian has more than 25 years of transfer pricing experience, having worked in both consulting and in-house transfer pricing roles at Ernst & Young, KPMG and Procter & Gamble Corp. His education includes earning an undergraduate degree in public policy and economics from Brigham Young University. Voth served as managing director of global transfer pricing and valuation at a boutique consult-

LAW

ing and in-house transfer pricing roles at Ernst & Young, KPMG and Procter & Gamble Corp. His education includes earning an undergraduate degree in public policy and economics from Brigham Young University. Voth served as managing director of global transfer pricing and valuation at a boutique consult-



Mark Madrian



Nancy Voth

ALL EQUIPMENT IS SAFETY INSPECTED
PROMPT DELIVERY

HOWE RENTAL & SALES

NEED EQUIPMENT?

• Forklifts	• Sweepers & Scrubbers
• Scissor & Boom Lifts	• Compressors
• Scaffolding	• Compaction Equipment
• Excavators	• Skid Loaders
• Mixers	• Backhoes
• Welders	• Dump Trucks

24 Hour Emergency Service

• Ogden	• Park City
• Layton	• Provo
• Tooele	• Salt Lake City

www.howerentals.com

CALL TODAY! 801.463.7997 Toll Free 866.436.HOWE • Fax 801.463.7488
4235 South 500 West • Murray, UT 84123

Industry Briefs

from previous page

ing firm. She also worked as a director of transfer pricing at a Seattle-based travel company and as a senior manager in transfer pricing at Deloitte Tax.

MANUFACTURING

- **Nusano Inc.**, a Salt Lake City-based company focused on cancer-fighting radioisotopes, has announced that its production facility in West Valley City will open in the first quarter of 2025. The 170,000-square-foot facility will create and supply rare isotopes to the healthcare and pharmaceutical industry to support patient care and enable the next generation of radiotherapeutics, it said. Radioisotopes serve as active pharmaceutical ingredients in radiopharmaceuticals used to diagnose and treat cancer, Alzheimer's, heart disease and other diseases.

- **McWane Poles**, part of Alabama-based McWane Inc., has officially opened its newest ductile iron utility poles facility. The \$18.5 million Provo facility will produce ductile iron utility poles designed to be impervious to rot, insects and woodpeckers; are highly fire resistant; and can withstand significant wind loads. The 54,000-square-foot facility was constructed over a 21-month period and produces poles that vary in length between 30 and 110 feet, with a cycle time for a baseline pole of less than 12 minutes. McWane ductile iron poles are installed in 42 states and used by over 450 utilities.

PHILANTHROPY

- The **Sundt Foundation**, funded primarily by contributions from Sundt Construction Inc. employees, recently awarded \$10,000 in grants to two Salt Lake City charities. **Wolf Creek Foundation** received \$5,000 for its support of military families. Through a partnership with Hill Air Force Base, the Wolf Creek Foundation sponsors weekend retreats twice a year. The grant provides help with meals, lodging and entertainment, along with programming for adults and children. **Salt Lake Education Foundation** was awarded \$5,000 in support of its work to build bridges between schools and community agencies and organizations. It engages students and families and works with the district to ensure that

high school students are ready for college, careers and life. The Sundt Foundation awards quarterly grants to local Salt Lake City charities that support the disadvantaged members of the community. Nonprofits are selected through an application and review process led by a committee of local Sundt employee-owners.

RECOGNITIONS

- **SoundPass** earned the grand prize in the 13th annual **Bench To Bedside Competition**, hosted by the **University of Utah's** Center for Medical Innovation and showcasing next-generation medical device projects. Bench to Bedside annually challenges students to identify and address potential improvements in the current healthcare market. Interdisciplinary student teams collaborate with practicing healthcare professionals and industry experts on novel solutions to common problems. SoundPass received \$20,000 in milestone funding. Comprised of second- and third-year medical students from the Spencer Fox Eccles School of Medicine at the UofU, the SoundPass team focused on improving the process of placing a catheter into the left ventricle of the brain for patients suffering from traumatic brain injury. Twenty-seven student teams participated in this year's competition. Other winners were **OcuGuide**, runner-up (\$10,000) for its LED-based gaze fixation device that directs the patient's eye movements and stabilizes fixation during surgery; **LaparoVision from Bloom Surgical**, Legacy Grand Prize (\$15,000) for an in-abdomen, rapid-response scope lens cleaning tool; **Exocranio**, Best in Business (\$5,000), for a medical device that covers the vulnerable operation site

after a decompressive craniectomy while protecting the brain; **VaddiPax**, Best in Medicine (\$5,000), for a carrying device for left ventricular assist device (LVAD) external components; **ReSense by TAKTIL**, Best in Engineering (\$5,000), for a device designed to help patients rehabilitating after stroke, specifically with hand sensorimotor function; **Benefactor**, Best in Digital Health (\$5,000), for a portable and flexible technology tool designed to make the first Social Security Disability application as likely to succeed as possible; **Pegasus Safety Breakaway System**, Patient Safety Technology Challenge Award (\$10,000), for a system that elevates the universal utility of common medical tubing; **Nala Diagnostics**, Eccles & Marriott

Libraries Award (\$5,000), working to prevent neonatal Group B streptococcal infections; and **UV Sense**, Consumer's Choice Award (\$2,500), for a wearable sensor to help people stay informed of their sun exposure.

SPORTS

- **PickUp USA Fitness** has opened a basketball gym franchise in Woods Cross. **Ryan Michael** is the owner of the Woods Cross PickUp USA franchise. The concept caters to youth and adult basketball players, including private basketball training, group basketball skills training and youth basketball development leagues for youngsters, and weight rooms and daily sessions of PickUp basketball with referees for adults. Founded in Los

Angeles, PickUp USA now has 22 locations open or under construction.

TECHNOLOGY

- **Consensus Sales Inc.**, a Lehi-based company focused on demo automation for pre-sales teams, has appointed **John Cook** as vice president of marketing. Cook previously was the company's director of communications. For the past four years, he has been searching out the thought leaders in the pre-sales space, conducting original research, and working to elevate the B2B software space through buyer enablement.



John Cook

Don't let 2023 catch you by surprise.

Replacing your internal I.T. team
with a partnership with Wasatch I.T.
may cut costs and improve
user experience.

"bumpy times"

- David Solomon,
CEO Goldman Sachs

"mild to hard
recession"

- Jamie Dimon,
CEO JPMorgan Chase

"rude
awakening"

- Lisa Shalett,
Morgan Stanley



Lets talk

info@wasatchit.com
801-983-3671



<https://www.linkedin.com/news/story/wall-street-warns-2023-may-get-ugly-6100770/>



Everything for the
Contractors

We rent the best

4343 Century Drive
Salt Lake City, UT 84123

801- 262-5761

www.centuryeq.com



Corporate Financial Reports

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

Zions

Zions Bancorporation NA, based in Salt Lake City, reported net earnings applicable to common shareholders of \$193 million, or \$1.33 per share, for the first quarter of 2023. That compares with \$195 million, or \$1.27 per share, for the same quarter a year earlier.

Zions, with approximately \$90 billion of total assets at the end of 2022, operates in 11 western states.

"The fundamentally solid results that we and many other banks produced in the first quarter were overshadowed by concerns about liquidity and capital strength in the wake of two prominent bank failures in mid-March," Harris H. Simmons, chairman and CEO, said in announcing the results.

"Deposits across the industry had been declining in recent quarters after growing rapidly during the pandemic, and although we and other banks experienced negative impacts from these bank failures, our own deposits (excluding any brokered deposits) at quarter-end were 18 percent greater than pre-pandemic (12/31/19) levels, with noninterest-bearing demand deposits up 31 percent during that period, and loans up 16 percent."

Qualtrics

Qualtrics, based in Provo and Seattle, reported a net loss of \$259 million, or 43 cents per share, for the first quarter ended March 31. That compares with a loss of \$292.3 million, or 51 cents per share, for the same quarter a year earlier.

Revenue in the most recent quarter totaled \$409.8 million, up from \$335.6 million in the year-earlier quarter.

Qualtrics is focused on experience management. In March, it announced it had reached an agreement to be acquired by Silver Lake Partners, in partnership with Canadian Pension Plan Investment Board. The transaction is expected to close in the second half of 2023.

Sportsman's Warehouse

Sportsman's Warehouse Holdings Inc., based in West Jordan, reported net income of \$11 million, or 29 cents per share, for the fiscal fourth quarter ended Jan. 28. That compares with \$58.4 million, or \$1.31 per share, for the same quarter a year earlier.

Net sales in the most recent quarter totaled \$379.3 million, down from \$416.3 million in the year-earlier quarter.

For the full fiscal year, the company reported net income of \$40.5 million, or \$1 per share. That compares with \$108.5 million, or \$2.44 per share, for fiscal 2021.

Net sales in the most recent fiscal year totaled \$1.4 billion, down from \$1.5 billion in fiscal 2021.

Sportsman's Warehouse is an outdoor specialty retailer.

"While we believe outdoor participation remains strong, the macroeconomic

environment and inflationary pressures are weighing on the consumer and their discretionary spending," Jeff White, chief financial officer, said in announcing the results.

"Additionally, the unusually wet and cold weather in the western U.S., where a large portion of our stores are located, is creating a later-than-normal start to the spring shooting, fishing and camping seasons, negatively impacting our current business."

The company is on track to open 15 stores in 2023, the highest number it has ever opened in a single year, he said.

"Although we expect the first half of fiscal 2023 to be pressured, we anticipate improvements during the back half of the year," White said.

Franklin Covey

Franklin Covey Co., based in Salt Lake City, reported net income of \$1.7 million, or 12 cents per share, for the second fiscal quarter ended Feb. 28. That compares with \$1.9 million, or 13 cents per share, for the second quarter of fiscal 2022.

Sales in the most recent quarter totaled \$61.8 million, up from \$56.6 million in the year-earlier quarter.

Franklin Covey focuses on organizational performance improvement.

"Despite the current challenging economic environment, we are pleased with the demonstrated durability of our business model and our second-quarter results, which featured continued revenue growth, a strong gross margin, and growth in ad-

justed EBITDA (earnings before interest, taxes, depreciation and amortization) over the prior year," Paul Walker, president and CEO, said in announcing the results.

"Our consolidated sales for the second quarter increased 9 percent over the prior year (11 percent in constant currency), our gross margin remained strong at 76.4 percent, and our adjusted EBITDA increased to \$8.2 million. Our liquidity remained strong with \$55.1 million of cash and with our full revolving credit facility undrawn. We achieved these results despite the challenging economic conditions, a slower-than-expected rebound of post-COVID operations in China and Japan, and the impact of \$1 million of unfavorable foreign exchange on our second-quarter sales."



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

VIEW DATES & REGISTER ONLINE at [SOUTHVALLEYCHAMBER.COM](https://southvalleychamber.com)
 Questions? Email us at info@southvalleychamber.com

Powered by:



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.

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 \$399. Startup pitch networking event May 1 is \$25. Details are at oneutahsummit.com.

May 2, noon-2 p.m.

"Marketing & Target Audience," part of the "Ms. Biz" series presented by the Women's Business Center of Utah. Instructors are Sarah Barstow and Jana Hassett. Remaining session is May 9, "Social Media, Building Your Team & Resources." Event takes place online via Zoom. Free. Details are available by contacting Sarah Barstow at sarah@wbcutah.org.

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 2, 5:30-7 p.m.

"Build Your Dream Home," a Box Elder Chamber of Commerce event. Location is Brigham City Public Library, 26 E. Forest St., Brigham City. Free. Details are at boxelderchamber.com.

May 3, 9-10:30 a.m.

255 State Tour, a ULI (Urban Land Institute) event featuring a new mixed-use affordable housing development. Location is 255 S. State St., Salt Lake City. Free. Details are at <https://utah.uli.org/events-2/>.

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://themillatlcc.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 is Mountain America Credit Union, Tanner Building, 7167 S. Center Park Drive, West Jordan. 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 8, 9 a.m.-1 p.m.

"Emotional Prosperity Summit: Headspace in the Workplace." Event is designed for business executives, community leaders, healthcare professionals and educational stewards to broaden their awareness of mental health, emotional prosperity, and the resources available in the community. Location is Utah Valley University, 800 W. University Parkway, Sorensen Center, Orem. Details are at thechamber.org.

May 9, 7:15-9 a.m.

ACG Utah Breakfast Speaker Series, an Association for Corporate Growth Utah event. Speaker is Jordan Wright, co-founder and CEO, Atomic Financial. Location is Marriott, 220 S. State St., Salt Lake City. Free for members, \$30 for nonmembers. Details are at <https://www.acg.org/utah/events/utah-may-9-breakfast-speaker-series>.

May 9, 9-11 a.m.

"Pay the IRS Less Without Going to Jail," a Small Business Development Center event that takes place online. Cost is \$16. Details are at <https://clients.utahsbdc.org/events.aspx>.

May 9, 11 a.m.-1 p.m.

"Public Speaking Basics," presented by the Women's Leadership Initiative of ULI (Urban Land Institute) Utah. Speaker is Monica Rafferty, commercial real estate agent, InterNet Properties. Location is Industry SLC, 650 S. 500 W., Salt Lake City. Cost is \$40. Details are at <https://utah.uli.org/events-2>.

May 9, 11:45 a.m.-1 p.m.

2023 Legislative Session Recap, a Point of the Mountain Chamber of Commerce event.

Location to be announced at the pointchamber.com.

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

"Let's Do Lunch," a South Valley Chamber of Commerce event. Speaker Thurl Bailey, former NBA player, businessman and Utah Jazz game analyst, will discuss "Building a Winning Team." Location is JATC, 12723 Park Ave., Riverton. Cost is \$20 for members, \$25 for nonmembers. Details are at southvalleychamber.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 The Rose Room at Thanksgiving Point, 2002 Thanksgiving Way, Lehi. Cost is \$20 for members, \$30 for nonmembers. Details are at thechamber.org.

May 11, 3:30-5:30 p.m.

Folsom Trail Tour, a ULI (Urban Land Institute) event featuring the Folsom Trail, an off-street, paved walking and bicycling path completed in 2022. Tour begins at Red Iguana II, 866 W. South Temple, Salt Lake City. Cost ranges from \$30 to \$50. Details are at <https://utah.uli.org/events-2/>.

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>.

CALENDAR

from page 11

May 15, noon-1 p.m.

"Reasons Not to Focus on the Sales Experience," a Cache Valley Chamber of Commerce event. Speaker is Jason Cutter. Location to be announced. Free for chamber members. Details are at cachechamber.com.

May 15, 5-8 p.m.

Career & Wellness Expo. Location is Bridgerland Technical College, 325 W. 1100 S., Brigham City. Details are at boxelderchamber.com.

May 16-18

Eltropy 2023 User Conference, an inaugural event bringing together leaders from the credit union and community bank (CFI) industry for educational sessions, product demos and networking opportunities.

Kimmie Davis, Natco Credit Union; Lisa Weinstein, Virginia Credit Union; and Kim Carlson, Pioneer Credit Union, will lead a panel to discuss "A Proactive Approach in Engaging Digitally to Increase Your Loan Portfolio and Prevent Delinquency." Conference features eight panels addressing topics including increasing membership, fighting fraud, using AI to improve operations and reduce costs, and contact center efficiencies for delivering 24/7/365 service to credit union members. Location is Salt Lake City Marriott City Center, 220 S. State St., Salt Lake City. Cost is \$200. Registration can be completed at Eventbee.com.

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. Event includes in-person option in Salt Lake City and virtual option. Cost is \$25, with discounts for active students. Registration can be completed at Eventbrite.com.

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

"Better Your Business" Employer Seminar, presented by Utah Department of Workforce Services Workforce Development Division and the Wasatch Front South Employer Connection Advisory Board. Presenter Kyle Dillingham of the U.S. Department of Labor will discuss "Employment Law: What Employers Need to Know about FMLA and FSLA and How It Affects You." Location is 5735 S. Redwood Road, Taylorsville. Virtual option is available. Free. RSVPs can be completed by emailing jlaj@utah.gov.

May 16, 10-11:30 a.m.

Virtual Member Showcase, a Park City Chamber/Bureau event in which four to five chamber members will have about 5-10 minutes to introduce themselves and their businesses. Details are at <https://www.visitparkcity.com/members/chamber-bureau-events/rsvp/>.

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, 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. Speaker Chris Redgrave will discuss "Once in a Lifetime: Workplace Redesign and Its Impact." Location is Embassy Suites, 3524 S. Market St., West Valley City. Cost is \$25 for members registered by May 11, \$35 for nonmembers and members after May 11. 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, noon-1 p.m.

"Promoting Women in Life Sciences," presented by BioUtah and the Women's Leadership Institute. Pat Jones, director of the WLI, will present the ElevateHER Challenge, with the goal of increasing the percentage of women in senior leadership positions, increasing the retention rate of women at all levels in an organization, and placing women on boards of directors, among many other goals. Location is Salt Lake Chamber, 201 S. Main St., Suite 2300, Salt Lake City. Free. Details are at <https://members.bioutah.org/events/details/the-elevateher-challenge-5572>.

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, 6-8 p.m.

"How to Start a Business 101," a Small Business Deviation is the Orem/Provo SBDC at Utah Valley University. Details are at <https://clients.utahsbdc.org/events.aspx>.

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.-3:45 p.m.

2023 Zions Bank Wasatch Back Economic Summit, presented by the Park City Chamber/Bureau and the Heber Valley Chamber of Commerce, in partnership with Heber City, Wasatch County, Summit County and Park City Municipal. Event focuses 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. Morning keynote speaker Robert Spendlove of Zions Bank will present an overview of current economic conditions and a look

see CALENDAR next page



ROCKY MOUNTAIN DOCUMENT DESTRUCTION

TO BE SHRED, NOT SHARED

Keep your business' and your customer's information safe by shredding documents with NAID-certified professionals.



801-384-1900

<https://rmshred.com>



CALENDAR*from previous page*

ahead at the opportunities and challenges for 2023 and beyond. Lunch keynote speaker Sam Beard, founder of the Jefferson Awards and Gift Connect, will discuss the power of collaboration, the zero-to-five initiative, and its impact. Regional mixer takes place after the summit until 5:45 p.m. Location is Grand Summit Hotel at Canyons Village, 4000 Canyons Resort Drive, Park City. Cost is \$80. Details are at wasatchbackeconomicsummit.com.

May 23, 8 a.m.-3:34 p.m.

Utah Manufacturers Association Annual Golf Tournament. Check-in is at 7:30 a.m., followed by shotgun start at 9 a.m. Lunch and drawings follow golf. Location is Soldier Hollow Golf Course, 1370 W. Soldier Hollow Lane, Midway. Cost is \$850 for foursomes, \$450 for twosomes. Details are at <https://manufacturingutah.com/event/annual-golf-tournament/>.

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

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

May 23

Women in Business Golf Clinic, a ChamberWest event. Morning schedule is 8:15 a.m.-12:30 p.m. Afternoon schedule is 11:15 a.m.-3:15 p.m. Location is The Ridge Golf Club, 5055 S. West Ridge Blvd., West Valley City. Cost is \$95 for members by May 17, \$125 for members after May 17 and for nonmembers. Details are at chamberwest.com.

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

Women in Business, a South Valley Chamber of Commerce event. Speaker Dr. Emily Blake of South Valley Women’s Health Clinic and Lone Peak and Riverton hospitals, will discuss “Making Your Health a Priority.” Location is Lone Peak Hospital, 11925 S. State St., Draper. Cost is \$20 for chamber members, \$25 for nonmembers. Details are 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 S. West Temple, Salt Lake City. Cost is \$60. Registration can be completed at [Eventbrite.com](https://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 thechamber.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>.

May 25, 5:30 p.m.

30th Annual “Distinguished Utahn,” a BYU Management Society event honoring Steve Young, former Hall of Fame pro football player and businessman. VIP reception takes place 5:30-6 p.m., followed by general reception 6-6:25 p.m. and program 6:30-8 p.m. Location is Little America, 500 S. Main St., Salt Lake City. Cost is \$80. Sponsorships are available. Proceeds will fund needs-based scholarships. Details are at <https://byums.byu.edu/us-salt-lake/>.

May 25, 6-7 p.m.

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

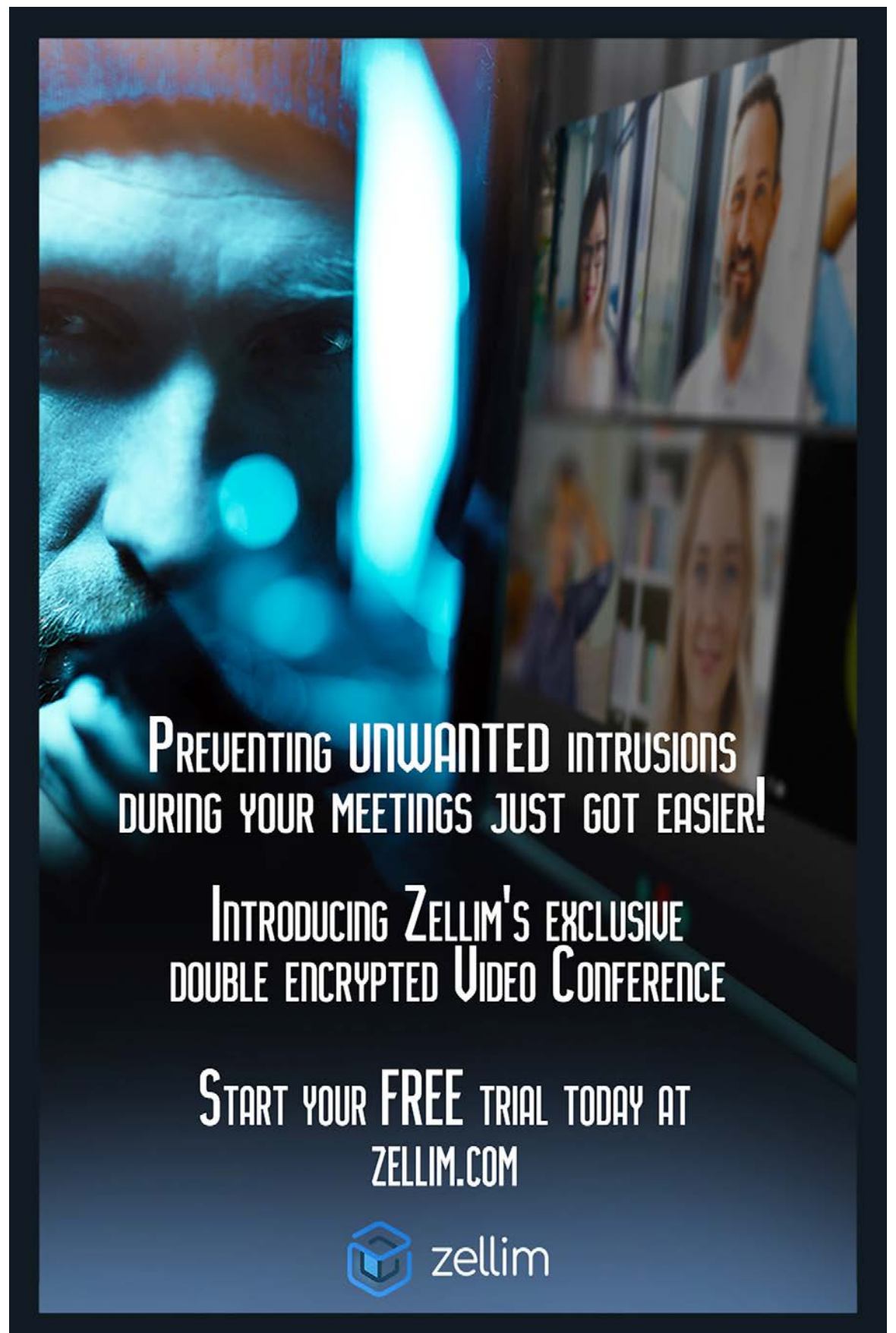
June 2, 8 a.m.-2 p.m.

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,


see **CALENDAR** page 14



**PREVENTING UNWANTED INTRUSIONS
DURING YOUR MEETINGS JUST GOT EASIER!**

**INTRODUCING ZELLIM'S EXCLUSIVE
DOUBLE ENCRYPTED VIDEO CONFERENCE**

**START YOUR FREE TRIAL TODAY AT
ZELLIM.COM**

 zellim

CALENDAR*from page 13*

9750 S. 300 W., Room 203, Sandy. Registration can be completed at Eventbrite.com.

June 6, 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>.

June 6, 5:30-7 p.m.

"Build Your Dream Home," a Box Elder Chamber of Commerce event. Location is Brigham City Public Library, 26 E. Forest St., Brigham City. Free. Details are at boxelderchamber.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 nonmembers. Details are at davischamberofcommerce.com.

June 8, 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>.

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 14, 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>.

June 15, 6-8 p.m.

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

June 16, Aug. 18, Sept. 15

2023 Golf Tournaments, presented by the South Valley Chamber of Commerce. Events take place June 16 at River Oaks, Aug. 18 at South Mountain and Sept. 15 at Glenmoor. Details to be announced at southvalleychamber.com.

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

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

June 20, noon-1 p.m.

"How Yelp Can Help Your Business," a Women's Business Center of Utah event. Speaker Corynn Benoit will discuss how businesses can use Yelp as a resource, all of the free tools that Yelp has to offer, and how businesses can partner with the Yelp team for events and opportunities with Yelp Elite Squad. Event takes place online. Free. Details are at wbcutah.org.

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

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

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 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.

June 21, 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>.

June 21, 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>.

June 22, noon-1 p.m.

Women in Business Meet-

AWARDS*from page 2*

Halia Therapeutics. His mentorship and achievements are transforming therapeutics, spawning discovery, seeding startups, and strengthening Utah's life sciences community. His successful entrepreneurial track record of drug development spans the past 25 years, including the discovery of 16 compounds that moved to clinical development. He started numerous companies, including, notably, Tolero Pharmaceuticals in Lehi. He helped establish the research arm of Huntsman Cancer Institute and the U2TAH Therapeutics Accelerator at the University of Utah, which guides investigators and researchers in moving their programs toward clinical studies and licensing.

Utah Energy Pioneer Award: Sen. David Hinkins, Utah Legislature.

Hinkins has served in the Utah Legislature since 2009, where his primary focus has been on the state's natural resources and energy policy. A businessman by trade, Hinkins worked in the electrical business serving industrial mining and agricultural customers. As a legislator and businessman, he embodied efforts to keep electricity affordable and reliable. His work in and understanding of the energy industry have earned him the trust of state leaders in policy considerations that affect the energy sector.

Utah Energy Pioneer Award: San Rafael Energy Research Center.

The San Rafael Energy Research Center, located in Emery County, develops global solutions in sustainable energy from research and piloting to commercialization and local on-site manufacturing. Made possible by partnerships with local universities, government offices and private-sector entities, the anticipated solutions will result in dramatic reductions in the cost of energy, which in turn will accelerate the pace of technological breakthroughs and scientific advancement worldwide.

ing, a Box Elder Chamber of Commerce event. Location is Bridgerland TC, 325 W. 1100 S., Brigham City. Cost is \$10. Details are at boxelderchamber.com.

June 23, 4-6 p.m.

WeAngels Kickoff Party, hosted by Kinect Capital. WeAngels is a women-focused angel investment education group. Event will feature information about the WeAngels mission to support and invest in women-led startups. Location is Kiln, 26 S. Rio Grande St., No. 2072, Salt Lake City. Cost is \$50. Registration can be completed at Eventbrite.com.

June 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.

June 26, 7:30 a.m.-3 p.m.

2023 Golf Tournament, a Davis Chamber of Commerce event. Activities begin with registration at 6:30 a.m. Location is Valley View Golf Course, 2501 E. Gentile St., Layton. Details are at davischamberofcommerce.com.

June 27, 8 a.m.-2 p.m.

Safety Awards Expo, a Utah Manufacturers Association event. Location is Salt Lake Community College's Westpointe Center, 1060 N. Flyer Way, Salt Lake City. Details are at <https://manufacturingutah.com/event/safety-awards-expo/>.

see CALENDAR next page

STARTUPS*from page 1*

access and labor costs.

St. George is No. 1 nationally for business environment, while Logan is No. 5 among cities for accessible financing. St. George, Washington, Cedar City, American Fork and Eagle Mountain all tied for No. 1 for the average growth in the number of small businesses. Washington and St. George tied for No. 1 for startups per capita.

In addition to dominating the top 20, Utah has nine other cities sprinkled throughout the top 100: No. 26 Spanish Fork, No. 27 Orem, No. 52 Draper, No. 71 Murray, No. 72 Taylorsville, No. 75 Springville, No. 81 Sandy, No. 84 Saratoga Springs and No. 97 Herriman.

Other Utah small cities included in the rankings are No. 103 South Jordan, No. 128 Tooele, No. 131 Clearfield, No. 156 Holladay, No. 157 Ogden, No. 192 Cottonwood Heights, No. 205 Layton, No. 207 Roy, No. 220 Riverton, No. 256 Bountiful, No. 293 Kaysville and No. 343 Syracuse.

The bottom-ranked city in the U.S. is Cupertino, California.

The full list is available at <https://wallethub.com/edu/best-small-cities-to-start-a-business/20180>.

WalletHub last week released a list of best large cities for starting a business. Salt Lake City is not ranked in the top 100. Orlando, Florida, is No. 1. WalletHub noted that the list includes only the city proper in each case, excluding cities in the surrounding metro area.

"Successful startups require talented people," said William I. MacKenzie, executive editor of *The Journal of Social Psycholo-*

gy and associate professor at the University of Alabama. "If small cities wish to increase entrepreneurial activity, they must develop, attract and retain talent.

"Human capital is a critical resource for most companies. Investing in education to develop a capable workforce, creating and maintaining an infrastructure for startups and companies of all sizes, and making investments to improve quality of life will all benefit small cities looking to increase entrepreneurial activities and attract talent and future employers."

Patrice A. Luoma, professor and director of the M&T Bank Center for Innovation & Entrepreneurship at Quinnipiac University, said smaller cities generally offer startup companies a cheaper cost of living, lower costs for rent and insurance, and less competition than in a larger city. However, small cities also may lack a startup culture or adequate infrastructure, she said.

MacKenzie agreed that the biggest advantages of starting a business in a small city are reduced costs and less competition. Small cities also have fewer competitors for business startup and an easier environment for establishing a brand.

The disadvantages include fewer customers and fewer resources, he said. "Talented employees, commercial space and suppliers are all going to be more limited than what a business will be able to find in a larger city," MacKenzie said.

The Utah District Office of the U.S. Small Business Administration will celebrate 2023 Small Business Week with an awards and lender ceremony and lunch May 4, 11 a.m.-2 p.m., at Mountain America Credit Union's Tanner Building, 7167 S. Center Park Drive, West Jordan.

**Brandon Wixom**

Licensed Commercial & Residential Broker
801.864.2626 • bwixom@gmail.com



Revolutionizing Real Estate!

No matter what you are looking for, I can help you find it!

Why Brandon?

- Real-time notification of new listings and price changes.
- One-stop-shop access to ALL agent listings on one convenient website.
- Online access to large photos, home tours and maps that include Google® Street View.
- Prompt service and support to help you find that "just right" property.



Start your search today at: SoldByWixom.com

GOCHNOUR

from page 1

it is mid-sized with a population that is more multicultural and older, and its growth has come from outsiders moving in. The state also has seen its economy become "elite," Gochnour said.

"The thing is, if you sit close to data, if you have the view that I have as someone who leads a policy institute, Utah's hit an incredible inflection point. ... We're actually facing a new Utah," she told the commission.

All of the five elements she listed for the "new Utah" have economic implications, she added.

As for overall population, Utah for several decades was No. 34 among states but has risen to No. 30.

"That's really revelatory," Gochnour said. "It brings you more direct flights. It brings you international flights. It brings you more major-league sporting opportunities. But it also brings you congestion and expense and some of the difficult things."

Meanwhile, Utah has become "a magnet for migration," she said. Migration accounted for one-third of the state's population growth in 2000-2020 but now it's 62 percent. The state's fertility rate has been dropping for many years, having plummeted during the Great Recession and not recovered.

"Interestingly, as housing becomes less affordable, that'll stop people from coming," she said

of in-migration. "I think there's things that will moderate it, but do I think that we're primarily an internal-growth state for the next decade? I don't think so."

Utah will remain a youthful state relative to the rest of the country, but the population in 2020 had 11.5 percent that were 65 or older, a figure expected to reach 20 percent in 2050. The school-age population is entering an era where it will decrease, and the college-age population also will have periods of decline, she said.

"That changes housing, transportation, healthcare, changes the structure of your economy — a big, big deal," Gochnour said of the overall aging population.

For example, more people will need to be trained to help people with their healthcare needs. Transportation will need to be improved to get those people to their healthcare providers. Technology will need to advance to help with those treatments.

"It's been an advantage for us, in my judgment, to be a youthful state," Gochnour said. "Young states are tech-savvy. Young states are inexpensive for healthcare-cost reasons. Young states are typically rapid-growth. A rapidly growing labor force attracts companies to come here. So I think we lose a competitive advantage if we're not as youthful."

Utah's population was 10 percent minority in 1990, but that ballooned to 28 percent in 2020 and it's expected to increase to more than 30 percent in 2040. Utah is more diverse than Ohio, Indiana, Missouri, Minnesota and

Wisconsin, she said.

That change means policymakers might need to address educational matters. Generally, student achievement is relatively good for Asians and whites, but other ethnicities have education issues.

As for Utah's economy, it once was strong but experienced ebbs and flows, but now its job growth is consistently at the top among states, plus Utah demonstrated considerable strength relative to other states during the pandemic, Gochnour said.

Asked about industries expected to grow, Gochnour said it is "a completely moving target."

"Two years ago, the answer would have been the tech sector. Today, the manufacturing sector is stronger than it used to be. It changes with the business cycle and with the trends. But I would make a general observation that in a well-diversified economy like Utah's, we're getting it across the board," she said.

Armed with all of that information, policymakers need to focus on how the state grows and maintains the distinctive features that its people value, as well as how to help all Utahns to thrive, she said.

"People need to understand the new Utah that we are today, and I think communication is a part of that," she said.

"We have to help people understand that these changes are beyond our control, they're irreversible, it's the future of our state. It's been our past and it's our future, so we'd better face reality with it."

CALENDAR

from previous page

June 27, 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.

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

Women in Business, a South Valley Chamber of Commerce event. Shauna Graves-Robertson, a Salt Lake County Justice Court judge, will discuss "My Journey to the Bench." Location is South Jordan Public Safety Building, Aspen Training Room, 10655 S. Redwood Road, South Jordan. Cost is \$20 for members, \$25 for nonmembers. Details are at southvalleychamber.com.

June 28, 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 28, noon-1 p.m.

"Solve the Business Puzzle: Elevate Your Pitch," a Women's Business Center of Utah event. Presenter is Jana Hassett of Jana's Journals. Event takes place online via Zoom. Free. Details are at wbcutah.org.

July 5, 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.

July 7, 8-9:30 a.m.

"First Fridays 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. Cost is \$5. Registration can be completed at Eventbrite.com.

July 12, 5-7 p.m.

"Business After Hours," an Ogden-Weber Chamber of Commerce event. Location is Ogden Pioneer Stadium, 668 17th St., Ogden. Free for chamber members and first-time guests, \$10 for non-member guests. Details are at ogdenweberchamber.com.

July 17, 7:30 a.m.-3 p.m.

July Golf Tournament, a Davis Chamber of Commerce event. Registration and other activities take place at 6:30 a.m. Lunch will take place when golfing is finished. Location is Valley View Golf Course, 2501 E. Gentile St., Layton. Details are at davischamberofcommerce.com.

July 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.



Rethink the office.

www.mwciutah.com | 801.359.7681 |  @mwciut

