

Focus



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No qualifiers: Utah is the best state in U.S.

Brice Wallace
The Enterprise

Utah has earned dozens of designations over the years for being the best state for one thing or another, including several related to its economy.

But at a recent twice-annual economic summit, several people focused on a ranking that strips away all qualifiers: *U.S. News & World Report* says Utah is the nation's best state.

Bolstered by top rankings for its economy and fiscal stability, Utah jumped to the overall top spot after being No. 3 in 2021. *U.S. News* used 71 metrics across eight categories to compile its rankings, with Utah

supplanting Washington at No. 1.

"This isn't [just] the best economy in the United States. This is *the* best state," Gov. Spencer Cox said at the recent One Utah Summit in Layton. "This is the definitive ranking of all 50 states, and they chose Utah. And that's something I think we should be proud of."

In addition to the economy and fiscal stability's top positions, Utah is No. 4 for infrastructure, No. 5 for education, No. 7 for healthcare, No. 15 for crime and corrections, No. 20 for opportunity, and No. 46 for natural environment.

In the economy category, Utah is No. 1 for employment (job growth, labor force participation and unemployment rate), No. 2 for growth (net migration, GDP growth

and growth of young population) and No. 7 for business environment (business creation rate, top company headquarters per capita, patent creation rate, tax burden, and venture capital per GDP).

One reason for Utah's economic strength is industry diversification, according to Ryan Starks, executive director of the

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Sentiment steady for Utahns in April

The way Utah's consumers feel about their economic situation stayed relatively the same from March to April, according to the University of Utah Kem C. Gardner Policy Institute's Survey of Utah Consumer Sentiment. The monthly index rose only slightly — 70.2 to 70.5 — for the month, signaling more uncertainty about the future.

"The index was relatively unchanged for the second straight month, reflecting continued uncertainty among Utahns about the economy as they face mixed economic signals," said Gardner Institute chief economist Phil Dean. "Negative economic signals include moderating economic growth in the U.S., higher interest rates and the ongoing banking crisis that began with the collapse of Silicon Valley Bank in March. Positive economic signals Utahns may notice include a strong local labor market and improvements to inflation."

A similar poll, the University of Michigan's Monthly Survey of Consumers, found sentiment rose slightly from March (62.0) to April (63.5) among Americans as a whole.

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

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



The Red Mesa Tapaha Solar Project on Navajo tribal lands near Four Corners in Southern Utah has begun commercial production of electricity, with a portion of the power going to members of Utah Associated Municipal Power Systems, which includes many of the state's municipal utilities.

UAMPS customers benefiting from So. Utah's Red Mesa solar project

The Red Mesa Tapaha Solar Project, located on Navajo tribal lands in the extreme southeast corner of Utah, has begun commercial operations and is now supplying power to members of Utah Associated Municipal Power Systems (UAMPS). A power purchase agreement between UAMPS and Navajo Tribal Utility Authority Generation-Utah LLC., a subsidiary of Navajo Tribal Utility Authority (NTUA), makes solar en-

ergy available to UAMPS members for 25 years.

Established in 1980, UAMPS is an energy services interlocal agency of Utah. As a project-based consortium, UAMPS provides a variety of power supply, transmission and other services to its 50 mem-

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New name, same commitment to You



Credit crunch: Utah small-business owners worried about accessing capital

Utah small-business owners — much like the U.S. government — are facing a credit crunch, with 82 percent of respondents reporting they are concerned about their ability to access capital, a stunning shift from one year ago when 77 percent said they were confident in their ability to access capital. This jarring turnaround is just one key takeaway from a new survey of small-business owners from Goldman Sachs 10,000 Small Business Voices, released recently.

Of respondents who have applied for a small-business loan in the past three months (23 percent), 60 percent have found it somewhat or very difficult to access affordable capital. Sixty percent also said rising interest rates are impacting their ability to service existing debt.

“Rising interest rates and tighter credit conditions have made it far more difficult to access affordable funding to support small-business growth,” said Keni Aikau, owner of Utah’s The Hungry Hawaiian. “These compounding challenges offer yet another reason why Congress should modernize the Small Business Administration, the

agency charged with making certain small-business owners like me have abundant access to capital.”

Small-business owners also voiced concern about the debt ceiling fight in Washington, with 64 percent saying they would be negatively impacted if Congress does not raise the debt ceiling and 91 percent saying it is important for the federal government not to default on its debt. Eighty-six percent of those surveyed said it is important for Congress to enact spending cuts in conjunction with raising the debt ceiling.

“No one knows the exact date when the federal government will no longer be able to pay its debt, but these survey results make clear that a default would have very negative ramifications for small-business owners,” said Joe Wall, national director of Goldman Sachs 10,000 Small-Businesses Voices. “Over the coming weeks, America’s small business owners will be looking to Washington for certainty and a sound resolution to the nation’s credit crunch.”

Other notable data points from the survey of Utah small-business owners include:

- Hiring and retaining work-

ers continues to pose a challenge to Utah small-business owners, with 79 percent of those currently hiring finding it difficult to recruit qualified candidates.

- Seventy-five percent said inflationary pressures on their small business have increased over the past three months.

- Compared to three months ago, 50 percent said the business climate has gotten worse, with 33 percent saying it has stayed the same.

- Looking at their bottom-line post-pandemic, 50 percent say their profits are lower than before the pandemic.

- Small-business owners are keeping an eye on emerging technology, like artificial intelligence (AI). Sixty-five percent are watching news about AI closely, with 49 percent believing AI could have a positive impact on their business and 13 percent saying it will have a negative impact.

The data is based on a survey of 1,740 Goldman Sachs 10,000 Small Businesses participants conducted by Babson College and David Binder Research from April 20-25.

Goldman Sachs 10,000 Small Businesses Voices is an initiative for program participants

to organize and advocate for policies that matter to them. It builds on Goldman Sachs 10,000 Small Businesses, which over the past decade has provided access

to education, capital and support services to more than 10,000 small-business owners across all 50 states; Puerto Rico; and Washington D.C.

Colliers acquires IPG

Salt Lake City-base commercial real estate company Colliers has announced the acquisition of industrial brokerage Industrial Property Group (IPG). IPG is led by industry veterans Michael Jeppesen and Jeremy Jensen.

“We are thrilled to welcome Michael and Jeremy to our team,” said David Josker, president of Southwest U.S. Brokerage at Colliers. “Their deep market knowledge and client-centric approach further our competitive edge. With Michael and Jeremy, we remain committed to delivering the most innovative outcomes, enhanced opportunity and highest quality of service.”

The new partnership underscores Colliers’ “charge to invest in critical markets like Utah through growing its brokerage footprint with aggressive expansion in the broader Utah region and across the southwestern

United States,” said Josker.

Jeppesen specializes in institutional portfolio sales, leasing and asset management. He founded IPG in 2005 with the goal of providing laser-focused industrial real estate solutions and top-of-class customer service.

“Building on the elite reputation and superior service model created at IPG, we are eager to deliver more tailored solutions to our clients and contribute to Colliers’ quickly growing industrial reach across Salt Lake City and other key markets,” said Jeppesen.

“We are honored to join Colliers alongside some of the best in the industry,” said Jensen. “I am excited to be part of such a dynamic group and am confident that our combined expertise will provide clients with the most progressive and successful results.”



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Jack in the Box coming strong to No. Utah

Following a report late last year that fast-food giant Jack in the Box was coming to Northern Utah with six new restaurants, Mountain West Commercial Real Estate has announced in a release that it is involved in finding the company an additional four locations.

The newly announced sites are Kaysville, Orem, Provo and Pleasant Grove. These will add to sites previously announced in Salt Lake City, Layton, Ogden, Logan, Saratoga Springs and South Jordan.

Jack in the Box has three Utah locations in Utah — all in the southern end of the state. The franchised operations are in St. George, Washington and Cedar City. The new stores in the north will be corporate stores, the company said.

Locations for the first four of the new stores have been reported. The Salt Lake City store — near 2100 South and State Street — is nearing completion and set to open in June. The Layton outlet is going to be in the Layton Retail Center and an Ogden store will open soon near Weber State University. In Logan, Jack in the Box was approved to build a restaurant in the area of 1200

South and Highway 89/91. It's not known when that location will open to the public.

A timeline of when the locations in Utah County, South Jordan and Kaysville will open and where they will be was not disclosed. Sites for the four newly disclosed restaurants are also pending.

"Jack in the Box recognizes their brand is familiar to Utahns," said Mountain West Commercial Real Estate agent Adam Lewis in the release. "This market is a mix of corporate and franchise locations; Jack in the Box will be constructing drive-through-only locations to complement their prototypical dine-in designs."

Jack in the Box operates more than 2,000 restaurants in 21 states, mostly on the West Coast. It is primarily known as a burger restaurant, though it is also known for chicken and "tiny tacos." It also serves breakfasts, including its breakfast burrito, and a late-night menu featuring "Jack's Munchie Meal."

Seventy-one-year old Jack in the Box ranks 21st on trade publication *QSR*'s top-50 list of restaurant chains based on sales, just behind Little Caesars and ahead of Papa John's.

MarketStar acquires Regalix

MarketStar, an Ogden-based provider of outsourced sales and revenue acceleration solutions, has acquired Regalix Inc., a global marketing and revenue operations company, along with all its subsidiaries, including Nytro.ai Inc., Regalix's sales onboarding platform. The acquisition augments MarketStar's sales-as-a-service global offering with expanded capabilities in demand generation, digital marketing, customer success and digital ad operations, the company said.

Founded in 2005, the San Mateo, California-based Regalix has more than 2,100 employees across its operations in the United States, India, Poland and the Philippines. The company was founded by Gunjan Sinha and Vikas Sharan, both based in San Mateo. As part of the transition, Sharan, CEO of Regalix, will join the MarketStar executive leadership team as the president of the Regalix-Nyro.ai companies, reporting to Keith Titus, who will continue as president and CEO of MarketStar.

"MarketStar's acquisition of Regalix provides a focused and differentiated option in the market for how B2B companies grow and scale revenue," said Titus. "The combination of our respective sales and revenue solutions, world-class teams and the Nytro.ai platform will provide transformative capabilities

for our current and future clients."

"I am thrilled that Regalix has been acquired by MarketStar," said Sharan. "This acquisition is a testament to the hard work and dedication of our employees who have been focused on building a world-class, tech-enabled services company. Joining MarketStar accelerates our ability to deliver revenue growth and help companies scale more quickly to solve their mid-market/SMB growth challenges. We look forward to this new chapter in our company's journey and are excited about the possibilities it brings."

"We are proud to welcome the Regalix and Nytro.ai teams to MarketStar," said Paul Grant, MarketStar chief customer officer. "Our combined teams of talented sales professionals deliver more than \$10 billion of annual revenue for our clients."

The companies closed the transaction on May 1. Financial details of the transaction were not disclosed.

Recursion buys Canadian firms Cyclica and Valence

Recursion Pharmaceuticals, a Salt Lake City-based clinical stage drug discovery company, has signed agreements to acquire two companies in the AI-enabled drug discovery space. The acquisitions are Cyclica of Toronto and Valence, based in Montreal.

"Recursion has pioneered the massive, parallel generation of -omics data with machine learning in order to map and navigate biology to discover new medicines faster. The strategic acquisitions of Cyclica and Valence add industry-leading capabilities in digital chemistry, as well as machine-learning and artificial intelligence, which combined with our large-scale automated wet-laboratories and supercomputing capabilities, enables us to deploy what I believe is the most complete, technology-enabled drug discovery solution in the biopharma industry," said Chris Gibson, co-founder and CEO of Recursion. "I am so excited to welcome the Cyclica and Valence teams to Recursion, especially at such a dynamic moment in history when ML and AI are creating so much rapid change across every industry."

"Cyclica and Recursion both believe in the value of industrializing drug discovery," said Naheed Kurji, CEO and co-founder of Cyclica. "Combining our proteome-wide prediction of small molecule-target interactions into Recursion's data universe will create one of the largest fit-for-purpose biological and chemical datasets in the drug discovery space. Together, I believe Recursion will have an immense impact on human health in the years to come."

Joining forces with Recursion's Montreal deep learning research office, Valence will become an artificial intelligence and machine learning research center to be led by Cohen with continued advice from Yoshua Bengio, scientific advisor to both Recursion and Valence.

Recursion's acquisition agreements set the Cyclica purchase price at \$40 million and the Valence purchase price at \$47.5 mil-

lion. The purchase price in the acquisitions will be payable in the form of shares of Recursion Class A common stock, shares of a subsidiary of Recursion exchangeable for shares of Recursion's Class A common stock and the assumption of certain outstanding Valence and Cyclica options. Recursion expects both acquisitions to be completed in the second quarter of 2023, subject to applicable closing conditions.



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Corporate Financial Reports

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

Extra Space Storage

Extra Space Storage Inc., based in Salt Lake City, reported funds from operations (FFO) attributable to common stockholders and unit holders of \$289 million, or \$2.02 per diluted share, for the quarter ended March 31. That compares with FFO of \$286.5 million, or \$2.01 per share, for the same quarter a year earlier.

Net income attributable to common stockholders totaled \$196.3 million, or \$1.46 per diluted share. That compares with \$203.6 million, or \$1.51 per share, for the same quarter a year earlier.

Same-store revenues in the most recent quarter totaled \$384 million, up from \$357.6 million in the year-earlier period.

Extra Space Storage is a real estate investment trust that owns or operates 2,388 self-storage stores in 41 states and Washington, D.C. It is the second-largest owner and/or operator of self-storage stores in the United States and is the largest self-storage management company in the nation.

“We maintained strong first-quarter occupancy, driving first-quarter same-store net operating income growth of 8.7 percent, despite exceptionally difficult year-over-year comparables,” Joe Margolis, CEO, said in announcing the results.

“We are excited about our an-

nouncement subsequent to quarter-end of our strategic combination with Life Storage Inc. in a leverage-neutral, all-stock transaction. The pending merger will create a preeminent storage platform, which we expect to create significant synergies and unlock additional value for both companies’ stockholders.”

Nu Skin

Nu Skin Enterprises Inc., based in Provo, reported net income of \$11.4 million, or 23 cents per share, for the first quarter ended March 31. That compares with \$38.7 million, or 76 cents per share, for the same quarter a year earlier.

Revenue in the most recent quarter totaled \$481.5 million, down from \$604.9 million in the

year-earlier quarter.

Nu Skin is a beauty and wellness company offering personal care, nutrition and anti-aging products.

“First-quarter results were in line with our guidance reflect-

ing better-than-expected performance in South Korea and Mainland China, while the Americas and Southeast Asia continued

see EARNINGS page 16

Chamber releases family-friendly workplace guide for employers

Utah Community Builders, the nonprofit social impact foundation of the Salt Lake Chamber, in partnership with the chamber, United Way of Salt Lake and Voices for Utah Children, has released a new resource for the business community in its efforts to elevate its culture and leadership concerning child care support. Titled “Family-Friendly Workplaces: A Guide for Utah Business Leaders,” the guide spotlights data, what to consider and actionable steps with best practices for businesses to improve their approach to child care in the workplace.

“We believe the private sector can positively impact Utah’s workforce by addressing the intersectionality of child care, employee wellness, employee retention and upward mobility,” said Derek Miller, president and CEO of the Salt Lake Chamber. “Utah’s working parents need business leaders who are willing to elevate corporate culture by taking a comprehensive approach to the child care challenge. We hope this guide will be a helpful resource for Utah leaders in business, government and community.”

The guide suggests that businesses can start to address the issue by understanding the needs of working parents, recognizing they are not alone in this issue, taking small steps to get quick wins and cultivating strong leadership and elevating the child care culture.

“Lack of affordable child

care is a massive barrier to parents’ ability to work and ultimately impacts Utah businesses and our economy,” said Bill Crim, president and CEO of United Way of Salt Lake. “As a community, we have to come together to help families with the resources that will enable them to work, and to advance their careers.”

“When the well-being of young children is at the center of public policy and community investment, our entire state does better,” said Moe Hickey, executive director of Voices for Utah Children. “It is possible to build an early childhood system in Utah that supports families by making sure they have access to affordable and appropriate options for their children’s early care and learning — whether children spend their days at home, in formal child care, at public school or in the care of trusted family and friends. But Utah hasn’t taken the necessary steps to do so. We need to come together as leaders to do whatever is necessary to improve the status of child care in our state.”

“Ultimately, it is up to businesses to think creatively about ways to build the child care infrastructure we need to help working parents keep working for their families, and the economy as a whole,” the Salt Lake Chamber said in announcing the release of the guide.

The guide can be accessed through the Salt Lake Chamber’s website.

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Succeeding in Your Business

Fan fiction, 'Robot Chicken,' fair use and the copyright laws

"I am a professional by trade, but evenings and weekends I'm involved in a local amateur theater group.

"Just for fun, our group set up a YouTube channel and recorded some short videos involving characters from popular movies and television shows and mixing them up. For example, we had actors dressed up like characters from the medieval-themed 'Game of Thrones' series sitting around

a Manhattan diner table talking about life like the characters in 'Seinfeld.'

"It was really just for laughs, but thanks to social media we built a huge following online.

"Maybe our following is too huge, because we're now getting letters from lawyers representing the TV production companies asking us to remove our videos because they are infringing their

copyright on the characters. Can they do this? I mean, 'fan fiction' has been around for a long time and no one seems to do anything about it."

What you are doing online used to be called a "mashup" — a combination of two copyrighted properties for humorous or satirical purposes.

Probably the best known video "mashup" is Adult Swim's "Robot Chicken" (www.imdb.com/title/tt0437745/), a stop-motion animated comedy sketch series where toys and action figures

are used to put fictional characters in real-world situations (for example, an Imperial Stormtrooper from "Star Wars" bringing his bored tween daughter into battle on "Take Your Daughter to Work Day"). It sounds like you are doing something similar, except you are putting characters from one copyrighted series into another, radically different copyrighted series, with twice the risk of getting somebody really angry.

The copyright laws have long protected a copyright owner's right not only to the works she creates, but also "derivative works." So, the author of a Broadway play that's made into a movie can claim copyright on the screenplay. If someone creates a work based on characters or situations taken from someone else's work without permission, that's copyright infringement.

But ... the copyright laws have also long protected an author's right to create a "parody" of a popular book, movie or other creative work, on the grounds that parodies are "fair use" of the original copyrighted material. In probably the best-known case, an author took the story from Margaret Mitchell's "Gone With the Wind" and retold it from the point of view of an African American slave on the Tara plantation. The author even went as far as to call her novel "The Wind Done Gone."

Margaret Mitchell's estate sued the publisher of "The Wind Done Gone," claiming it was a derivative work of "GWTW." A federal court disagreed, saying that even though the novel featured characters and events from the original "GWTW" story, the fact that the work was originally written (the author didn't use any actual text or dialogue from "GWTW") and told from a different perspective made it a non-infringing parody of "GWTW."

On the other hand, a Swedish author who published a book entitled "60 Years Later: Coming Through the Rye," featuring a 76-year-old Holden Caulfield from J.D. Salinger's "Catcher in the Rye," found his book banned in the U.S. because his character wasn't all that much different than the original Holden.

Generally, a work will not be considered "derivative" of another

work if it is "transformative" — changing the original work to the point where it becomes copyrightable on its own. The U.S. Supreme Court uses a vaguely worded four-part test to determine whether a work is "transformative," but in practice the courts consider:

— Whether any dialogue, text or specific content of the "derivative work" is copied verbatim from the original;

— Whether the work uses original characters, or shows a new or different dimension of familiar characters not contained in the original work;

— Whether it has "social value" independent of the original work;

— Whether the work uses characters the original author has trademarked (don't even THINK about using Mickey Mouse!);

— Whether the original work is still under copyright or is in the "public domain";

— Whether the work injures the reputation or marketability of the original work, or enhances it; and

— Whether the work is one the author of the original work might actually create if given time (a "next generation" work featuring characters who appear only as children in the original work, a "lexicon" of a fantasy language such as Klingon, or a "tourist's guide" to a mythical realm in the original work, are likely to be considered derivative works and not parodies).

The good news is that your "mashup" videos stand a good chance of being considered "parodies." The bad news is that your theater troupe doesn't have the resources to defend your position in court against major motion picture and TV producers. Successful parodists like "Robot Chicken" or music's "Weird Al" Yankovic take great pains to get permission from copyright owners before producing their parodies. You will need to do the same going forward. For now, take the videos down.

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

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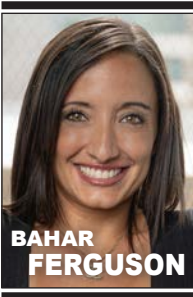
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Business Tech

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In the world of advertising, users are calling for an increase in privacy but have also become accustomed to and enjoy how tailored their current ads are.

Example: If you start looking up flights to Vegas, you will quickly be served ads for hotels along the strip. If you are looking up information on first-trimester pregnancy symptoms, you will likely be hit with baby clothing ads not long after. The list goes on, but third-party cookies have allowed for websites to share data among each other and better



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get an idea of the “identity” of each person behind the computer.

For the past couple of years, multiple web browsers have announced plans to phase out third-party cookies. Google even reported last year that Chrome would stop using third-party cookies by the end of 2024. This marks a big shift away from the customization and knowledge that many marketers have become accustomed to in the Digital Age. So, what does this mean?

The Basics

Cookies have been around for

decades. These code snippets identify browsers and allow ads to follow users from website to website. This allows for those customized ads that target us based on our previous shopping or search behavior and items we have left in our carts. In other words, third-party cookies have kept our ads personalized and cohesive between websites.

Why Is Google Getting Rid of Cookies?

Google’s decision to get rid of cookies likely has to do with pressure from Internet users and other browsers (like Safari and Firefox) that have already blocked them. This also comes a couple of years after the iOS14 updates

by Apple, which is when Apple began increasing transparency for users on apps and websites by asking them to consent to tracking once they left that specific site. (Changing from an opt-out preference to making users opt in to tracking.)

As people have grown more aware of how advertisers are capturing and using their personal data, they’re demanding greater privacy protections. One way that Big Tech is trying to meet these concerns is by removing third-party cookies.

How Will Phasing-Out Cookies Affect User Privacy?

Some people assume that

blocking third-party cookies means that their online movements will no longer be tracked. That’s certainly not the case, though. It does make it so that code snippet cannot follow a user from website to website, but it does not limit a server from one site sending information directly to the Meta server, for example.

Many other tools exist beside cookies to monitor Internet users — from local storage and IndexedDB to Web SQL.

Advertisers can also use first-party cookies, which are stored

see BIZ TECH page 19



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Industry Briefs

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

BANKING

• **Continental Bank**, a Salt Lake City-based commercial bank, has appointed **Kelly Barnett** to its board of directors and as chairman of its Strategic Partnership committee. Barnett also entered into a long-term consulting contract to help the bank build and manage a premier strategic partner bank sponsorship business.



Kelly Barnett

Barnett has more than 20 years of strategic partnership experience, including working at Transportation Alliance Bank (TAB) and serving as COO at Galileo. He joined WebBank in early 2006 as CFO and later became president.

CONSTRUCTION

• The **Big-D Family of Companies**, Salt Lake City, promoted **Michael Kerby** to chief operating officer within the **Big-D Signature Group** and the **Big-D Family of Companies**. Kerby will remain president of Signature,



Michael Kerby

officing in Park City, in addition to acting in his new role of COO. Kerby also sits on Big-D's executive board. Kerby joined Big-D in 2015 after starting his construction career working for Morrison Knudsen and Micron and then becoming a partner with RCI Construction Group.

DIVIDENDS

• The board of directors of **Zions Bancorporation NA**, based in Salt Lake City, has declared a regular quarterly dividend of 41 cents per common share. The dividend is payable May 25 to shareholders of record May 18. The board also declared regular quarterly cash dividends on the company's various perpetual preferred shares. The dividend on series A, G and I are payable June 15 to shareholders of record June 1. The dividend on the Series J shares is payable Sept. 15 to shareholders of record Sept. 1.

• The board of directors of **Nu Skin Enterprises Inc.**, based in Provo, has declared a quarterly cash dividend of 39 cents per

share. The dividend will be paid June 7 to shareholders of record May 26. Nu Skin offers personal care, nutrition and anti-aging products.

ECONOMIC INDICATORS

• **South Jordan** is ranked No. 1, **Salt Lake City** is No. 15 and **Sandy** is No. 18 on a list of "**top zoom towns**" in the U.S., compiled by **SmartAsset**. It analyzed data for almost 300 places across a variety of metrics, including the percentage of residents working from home, housing growth and cost of living. It reported that in South Jordan, about 29 percent of workers do so remotely – up 19 percentage points between 2019 and 2021. Details are at <https://smartasset.com/data-studies/best-zoom-towns-in-the-u-s-2023>.

• **Utah** is ranked No. 33 on a list of "**Cheapest States to Live In in the U.S.**" compiled by **Scholaroo**. It examined the cost of living in all 50 states across 31 metrics. Utah was ranked No. 31 for living expenses (\$1,437 average monthly expense for rent, groceries, utilities, etc.); No. 36 for personal expenses (\$172 average monthly expense for things such as gyms, manicures, haircuts, etc.); No. 37 for income (\$79,133 average annual income); No. 24 for health cost (\$881 average monthly expense); No. 17 for insurance cost (\$2,868 average cost); No. 44 for loans and credit card bill (\$2,036 average cost per month); and No. 36 for telecommunications cost (\$361 average cost per month). The cheapest state overall is South Dakota. The most expensive is California. Details are at <https://scholaroo.com/report/cheapest-states-to-live-in-the-us/>.

• **Utahns** can tolerate a **work week** of 44.7 hours, according to a study by law firm **Bisnar Chase**. It commissioned QuestionPro to survey employees to determine their willingness to work longer hours. The national average is 44.4 hours. The highest threshold is in Delaware, at 47.5 hours. The lowest is in Montana, at 41 hours. Details are at <https://www.bestattorney.com/working-hours-threshold/>.

• **Salt Lake City** is ranked No. 27 and **West Valley City** is No. 197 on a list of "**Best Cities for Gluten-Free Food**," compiled by **LawnStarter**. It compared the 200 biggest U.S. cities based on five categories, including looking at access to vendors with gluten-free options, celiac disease healthcare practitioners, and gluten intolerance support groups. The top-ranked city is New York City. The No. 200 city is Fontana, California. Details are

at <https://www.lawnstarter.com/blog/studies/best-cities-gluten-free-food/>.

• **Morgan County** leads all places in Utah where residents **donate the most money to charitable causes**, according to a study by **SmartAsset**. The study measured how much people donate as a percentage of their net income and the proportion of people in each county who make charitable donations. Morgan was followed, in order, by Utah, Wasatch, Summit, Davis, Washington, Cache, Salt Lake, Juab and Box Elder counties. Details are at <https://smartasset.com/retirement/financial-advisor/#Utah>.

• **One in five Utahns** describe their most recent **dentist visit** as "traumatic," according to research by **NextSmile.com**, a resource focused on dentures and oral health. One-fourth of those surveyed have delayed or put off procedures entirely. Residents of Arkansas appear to have had the worst experiences, with 37 percent of those surveyed describing their dental visit as "traumatic." The figure was lowest in Vermont, at 16 percent.

ENTERTAINMENT

• **Top Trumps USA** has announced a Park City edition of Hasbro's **Monopoly** board game. It will debut in the winter of 2023. The Park City edition will replace the game's Atlantic City squares with representations of Park City historic landmarks, natural destinations and local favorites. The board also will come with customized Community Chest and Chance playing cards that pay homage to the region. Through June 20, people can share which locations they would like to see featured on the board by emailing parkcity@toptrumps.com.

EXPANSIONS

• **Novva Data Centers**, a West Jordan-based data center company, has announced it will open a new data center in Storey County, Nevada, in late 2024. The 20-acre campus will be next to other major tech firms in the Tahoe-Reno Industrial Center outside of Reno. Construction will begin soon on the 300,000-square-foot, 60 megawatt data center. It will become Novva's fourth location.

GOVERNMENT

• Gov. Spencer Cox has appointed **Brian Redd** as executive director of the **Utah Department of Corrections**. For the past two years, Redd has been vice president and manager in the Compliance Division of Goldman Sachs, overseeing the PWM U.S.

Surveillance Team and involved with the Firmwide Insider Threat Team. Prior to that, he served



Brian Redd

for 21 years in the Utah Department of Public Safety, working up through the ranks from trooper to agent, sergeant, lieutenant, captain and chief special agent. During his service, Redd served as director of the State Bureau of Investigation and the Statewide Information and Analysis Center. Redd has a bachelor's degree in business administration and an Executive MPA from Brigham Young University.

• The **U.S. Department of Transportation** has announced that **Utah Transit Authority** will be awarded \$60 million for its **Light Rail Vehicle Replacement Project** as part of the Federal Transit Authority's Rail Vehicle Replacement program. The FTA program was designed to help transit agencies replace aging rail rolling stock, which would improve the reliability, safety and accessibility of rail transit systems. The \$60 million in federal funding will help UTA replace 20 older high-floor TRAX cars with new low-floor cars, which will make TRAX more accessible to those with disabilities and will make safety and modernization improvements in anticipation of another Olympic Games in Utah.

• The **Salt Lake County**

Council is providing funding to 17 projects that will build affordable housing within the county. This funding assures that more than 1,500 affordable units will be preserved and/or newly constructed by the end of 2026. The funding was made possible through the American Rescue Plan Act. Recipients include projects that were recommended by the Housing Trust Fund Selection Committee. Salt Lake City projects include **515 Tower (Phase I)**, **9Ten West**, **Alliance House**, **Citizens West 2-4**, **Liberty Corner 4% and 9%**, **New City Plaza Apartments**, **Platform 1500**, **Project Open 3**, **Recovery Housing Project** and **Silos Affordable**. Other projects are **East 72** in Midvale, **The Howick** in Millcreek, and **MODA Griffin Apartments** in Midvale.

• The **Central Wasatch Commission**, an inter-governmental entity that seeks to engage the public, build consensus and coordinate the actions in the Central Wasatch Mountains, has approved the final **Big Cottonwood Canyon Mobility Action Plan**. The approval was the culmination of seven months of study for a comprehensive mobility action plan in Big Cottonwood Canyon. The plan makes recommendations specific to infrastructure and transit in Big Cottonwood Canyon. Recommendations include restriping Big Cottonwood Canyon

see BRIEFS next page

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Industry Briefs

from previous page

Park & Ride lot; implementing a supplementary shuttle in Big Cottonwood Canyon; enhancing bus service with a dedicated transit lane with resort mobility hubs; improving the intersection between Fort Union Boulevard and Wasatch Boulevard; tolling, restricting canyon on-road parking, and incentivizing bus options; and year-round bus service featuring canyon trailhead stops.

HOSPITALITY

• **AutoCamp Hospitality Group**, based in California, has opened the first location of its new lodging brand, **Field Station**, at 889 N. Main St., Moab. The property features 139 rooms. It also includes a gear shop, a pool and deck, group meeting spaces, curated programming, workshops and demo days.

HOUSING

• **Housing instability and homelessness** threaten the economic well-being of at least 40,000 extremely low-income renter households in Utah, according to recent analysis by the **Kem C. Gardner Policy Institute** at the University of Utah. The households have annual incomes of less than \$24,000 and must devote at least half of their income to housing and utilities. Details are at <https://gardner.utah.edu/>.

• The **U.S. Department of Housing and Urban Development** has allocated \$382 million through the nation's **Housing Trust Fund**, with Utah allocated \$3 million from the fund to increase and preserve the supply of decent, safe and sanitary affordable housing for extremely low- and very low-income households, including families experiencing homelessness. State affordable housing planners will use these funds for real property acquisition, site improvements and development hard costs, related soft costs, demolition, financing costs, relocation assistance, operating cost assistance for rental housing (up to 30 percent of each grant), and reasonable administrative and planning costs.

MANUFACTURING

• **Ultradent Products Inc.**, a South Jordan-based developer and manufacturer of dental materials and equipment, has unveiled a new 168,000-square-foot facility on its South Jordan campus. It will house injection molding, equipment manufacturing, repair

facilities and more, and it will support Ultradent's 24/7 operations. **PGA&W Architecture** led the structure's design, and **Layton Construction** led the contracting work.

MENTAL HEALTH

• **Amare Global**, a Lehi-based company focused on holistic mental wellness solutions, has promoted **Kent Wood** to chief operating officer. He will be responsible for overseeing all global operations of the company, including finance, supply chain, IT and legal. He will continue



Kent Wood

fulfilling the responsibilities of chief financial officer. Wood has over 30 years of experience leading network marketing companies. Prior to joining Amare, he founded, invested in and served on the boards of four direct selling companies. He joined Amare as CFO in 2019.



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• **Centura Health** has announced the expansion of its annual **Health Equity & Advancement Fund** to the north-central region of Utah. The \$5 million community grant program focuses on community-based organizations committed to advancing social justice and health equity across Colorado, western Kansas and, for the first time, Utah. CommonSpirit Health, through its wholly owned subsidiary, Catholic Health Initiatives Colorado, recently announced it had completed the acquisition of five Utah-based hospitals, more than 35 medical group clinics, and a clinically integrated network of care providers. Centura Health will manage the hospitals and clinics. The Health Equity & Advancement Fund launched

in 2021 and funded 19 organizations. In 2022, the number of organizations supported expanded to 61. The grant application process opened May 15 and the deadline to submit is June 11 at <https://www.centura.org/community-impact>.

POLICY

• **Sutherland Institute**, a Salt Lake City-based nonpartisan policy and educational think tank, has announced that **Hal Anderson**, co-founder of Soltis Investment Advisors, has accepted a seat on its board of directors and added **Peter Reichard** as chief development officer. Anderson has decades of economic and investment experience in the Utah community. He has served in various key capacities at Soltis since its



Hal Anderson



Peter Reichard

inception in 1993, including president and CEO, executive vice president, and chief financial officer. He currently chairs the board of managers and the alternative investment team for Soltis. Anderson also is an adjunct instructor in the finance department at Utah Tech University, where he teaches portfolio management. Reichard's experience includes nonprofit management, public policy efforts and journalism. He most recently served as an executive with the national Center for Independent Employees and is a former Utah Foundation president.

REAL ESTATE

• The **Point of the Mountain State Land Authority** has hired **Don Willie** as director of operations to help manage development at The Point. He replaces outgoing director of operations and chief operating officer for The Point, **Scott Cuthbertson**, who recently accepted a position as the president and CEO for the Economic Development Corporation of Utah. In his role as director of operations, Willie will oversee the authority's budgeting and audits, public financing, interlocal agreements, grant applications, committee management, stakeholder facilitation and



Don Willie

more. Willie has worked in both the public and private sectors, most recently serving as the chief operating officer and vice president of marketing for the South Valley Chamber of Commerce. He also served as the president and CEO of the St. George Area Chamber of Commerce. He also has worked as an entrepreneur and small-business owner and was founding executive director of the Atwood Innovation Plaza at Utah Tech University. Willie earned a master's degree in public administration from the University of Utah.

RECOGNITIONS

• **Quivers**, a Salt Lake City-based company offering a toolkit for specialty brands, retailers and ambassadors, has been named winner of the **Offline/Online RetailTech Solution of the Year** award in the **RetailTech Breakthrough Awards**. The awards recognize companies and technologies that are driving innovation in the retail industry. Quivers collected the award for its Omnichannel Toolkit, which gives specialty brands complete control of their commerce operations.

• The **South Valley Chamber of Commerce** has announced the winners of its recent **"Shark Tank"** competition, which involved the winners of high school business competitions across the state. First place went to **Therma** (Maelynn Fidler, Isaac Horton, and Joshua Lee). Second place went to **Inixiate** (Aditi Vandanapu). Third place went to **Get Out** (Rowan Hancock, Ty Mason and Evan Powell). Other contestants were **Apex Go Karting**, **Webfork**, **Lettermans of Love** and **Gainz**.

SCHOLARSHIPS

• **Impact Magazine** and technology education institution **V School** have partnered to offer a full-ride UX/UI scholarship to

a black woman and \$500,000 in partial scholarships for other aspiring tech professionals. The full-ride scholarship will cover tuition fees for V School's UX/UI Design program. The partial scholarships are each worth \$2,000. Details are at <https://bit.ly/impact-full-ride>.

• **Havenpark Communities**, an Orem-based operator and developer of manufactured home communities, has awarded academic scholarships to 38 residents from communities across the nation. The students, from 20 different Havenpark communities, will receive up to \$10,000 annually to cover college, university, trade and vocational school expenses. Four previous scholarship recipients will receive their degrees this year, the first graduates from Havenpark's education program. Havenpark has pledged at least \$500,000 annually to its Education Success Program, which includes scholarships, mentoring and other initiatives to increase education access and opportunity for residents. The scholarship program has expanded dramatically from the pilot in 2021 when two residents won awards.

TECHNOLOGY

• **Clozd**, a Lehi-based provider of win-loss analysis software, has appointed **Libby Duane Adams** to its board of directors. Adams is the co-founder and chief advocacy officer of Alteryx. She co-founded Alteryx in 1997. In her current role as chief advocacy officer, she leads Alteryx's SparkED program, which facilitates the upskilling of data literacy in education and the commercial sector.



Libby Duane
Adams

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Calendar

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

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. Event takes place online via Zoom. 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 FLSA and How It Affects You.” Location is 5735 S. Redwood Road, Taylorsville. Virtual option is available. Free. RSVPs can be completed by emailing jlay@utah.gov.

May 16, 8:30-9:30 a.m.

“CFO Forum,” an ACG (Association for Corporate Growth) Utah Executive Roundtable event featuring a discussion of “Managing the Workforce and Managing Investor Expectations.” Panelists are David Bedell, CFO at Lendio (moderator); Andrew Gale, CFO at LiveView Technologies; James Hall, CFO at Travelpass; Tony Sansone, CFO at WAGS Capital; and Ted Kendrick, CFO at Zonos. Event is not open to service professionals. Registration can be completed by contacting Meaghan Miller Gitlin at meaghan@acg-utah.org or (801) 359-8613.

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, 10-11:30 a.m.

Third DEIBA Roundtable Discussion, titled “Ways Organizations Representing DEIBA Community Can Best Communicate with Advanced Manufacturing Companies,” presented by the Utah Advanced Materials & Manufacturing Association (UAMMI). Event is the third in a series focusing on diversity, equity, inclusion, belonging and accessibility. This roundtable will provide DEIBA organizations ways to create awareness and understanding of workforce and supplier requirements with advanced manufacturing companies. Angela Trego, UAMMI advisor on DEIBA, will kick off the roundtable with a presentation to set the stage about the workforce in advanced manufacturing. Fourth roundtable will focus on DEIBA in federal grants

and how to find programs for organizations and companies to work together. Desari Reed, LSI grants specialist, will lead that discussion. Registration be completed at Eventbrite.com.

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 \$35. 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 a.m.-1 p.m.

Social Media Bootcamp, a South Valley Chamber of Commerce event. Presenters are McKenna Harrison and Ali Wood, members of the social media team, Minky Couture Designer Blankets; Krystalina Brown, director of strategic communications and social media, Mountain America Credit Union; and Nate Slack, public relations specialist, Riverton City. Location is Riverton City Hall, 12830 S. Redwood Road, Riverton. Cost is \$35 for members, \$50 for nonmembers. Details are at southvalleychamber.com.

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 davischamberofcommerce.com.

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

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

May 18, noon-2 p.m.

“Strictly Networking Luncheon,” a West Jordan Chamber of Commerce event. Location is La Puente Restaurant, 9155 S. Redwood Road, West Jordan. Free (pay for ordered food). Details are at westjordanchamber.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 Development Center event. Location 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 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.-5 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

CALENDAR

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manufacturing industry. Location is WSU-Davis, 2750 University Park Blvd., Layton. Registration can be completed at Eventbrite.com.

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

"Business Women's Forum 2023: Building the Future Workforce of Utah: How Community Leaders and Changemakers Can Make a Difference." Speaker Abby Cox, Utah's first lady, will share her perspective and actionable strategies, including fostering partnerships, investing in education, promoting apprenticeships, addressing the skills gap, and supporting diversity and inclusion. Location is Ken Garff Scholarship Club,

Rice-Eccles Stadium, 451 S. 1400 E., Salt Lake City. Cost is \$35 for members, \$50 for nonmembers. Details are at slchamber.com.

May 23

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 policymakers 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.

May 24, 8:30 a.m.-1:30 p.m.

Utah Consumer Summit, featuring speakers, vendors and networking. Location is Hale Centre Theatre, 9900 Monroe St., Sandy. Registration can be completed at Eventbrite.com. Details are at <https://www.consumersummit.org/>.

May 24, 9 a.m.-4 p.m.

SBDC Momentum Marketing Event, presented by the Small Business Development Center and designed for businesses looking to gain new insights and build strategies to enhance marketing efforts. Keynote speaker is Steve Reich. Location is Kaysville SBDC at Davis Applied Technology Center. Cost is \$25. Details are at <https://brc.davistech.edu/sbdc/sbdc-momentum-marketing-event/>.

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, noon-1:30 p.m.

"Solve the Business Puzzle: Start Small, Think Big: Planning for Growth," a Women's Business Center of Utah event. Presenter is Kimberly Vasquez, owner of Sent Consulting. Event takes place online via Zoom. Free. Details are at wbcutah.org.

May 24, 3-5 p.m.

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

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

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

May 24, 6-7 p.m.

"Facebook/Instagram Ads: Create and Manage Ads Like

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

May 25, noon-1 p.m.

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

May 25, 4-6 p.m.

"Capitol Capital: Making State Funds Work for You," a Utah Tech Leads event. Speaker Ryan Starks, executive director of the Utah Governor's Office of Economic Opportunity, will discuss funding the state reserves for companies, from general grants based on industry to emergency funding. Location is The Shop, 350 E. 400 S., Salt Lake City. Registration can be completed at Eventbrite.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>.

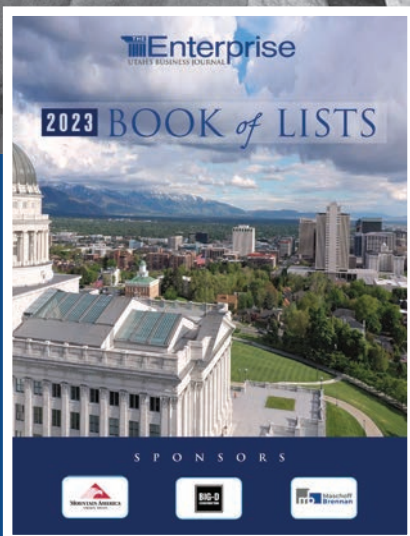
May 31, June 14

"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 was "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

see CALENDAR next page

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CALENDAR

from previous page

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.

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

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

June 2, 8-9 a.m.

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

June 6, 11:30 a.m.-1 p.m.

Topgolf Chamber Luncheon, a Point of the Mountain Chamber of Commerce event. Location is Topgolf, 484 N. Entertainment Way, Vineyard. Details are at thepointchamber.com.

June 6, 2-6 p.m.

Women’s Golf Day, a South Valley Chamber of Commerce Women in Business event. Location is Glenmoor Golf Club, 9800 S. 4800 W., South Jordan. Cost is \$60. Details are at <https://www.golfglenmooracademy.com/event-details-registration/womens-golf-day-2023>.

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 non-members. 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 9, 8:30-9:30 a.m.

“Business Before Hours,” a Point of the Mountain Chamber of Commerce event. Location to be announced. Details are at thepointchamber.com.

June 9, 8:30-9:30 a.m.

Draper Business Breakfast, presented by the South Valley Chamber of Commerce’s Draper Business Committee and featuring Mayor Troy Walker and members of the Draper City Council. Location is Draper City Hall, 1020 E. Pioneer Road, Draper. Free, but registration is required. Details are at southvalleychamber.com.

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

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

June 14 and 28, 3-5 p.m.

“Master Class: The Art of Public Speaking,” a Salt Lake Chamber event. Presenter is Beth Wolfer, founder of Give Your Best Talk LLC and planned giving officer for Best Friends Animal Society. Location is Salt Lake Chamber, 201 S. Main St., No. 2300, Salt Lake City. Cost is \$199.

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.

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WEBSITE PERFORMANCE;
FROM USELESS TO UNBEATABLE

Unleash Your Digital Marketing Potential in 2023



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

Simple Definition of Conversion Rate

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

Conversion Rate Explained

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

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

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

Why Conversion Rate Matters

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

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

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EARNINGS

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to be impacted in large part by macro-economic factors including inflation and recession concerns," Ryan Napierski, president and CEO, said in announcing the results.

"Although our results were down due to a difficult comparison and persistent macro-economic challenges, we continue to make steady progress toward the key priorities that underpin our Nu Vision 2025 strategy."

Clarus

Clarus Corp., based in Salt Lake City, reported net income of \$1.6 million, or 4 cents per share, for the quarter ended March 31. That compares with \$5.3 million, or 13 cents per share, for the same quarter a year earlier.

Sales in the most recent quar-

ter totaled \$97.4 million, down from \$113.3 million in the year-earlier quarter.

Clarus designs, develops, manufactures and distributes outdoor equipment and lifestyle products focused on the outdoor and consumer enthusiast markets. Its brands include Black Diamond, Rhino-Rack, MAXTRAX, Sierra and Barnes.

"Clarus' consolidated Q1 performance was resilient, given the macro-economic headwinds that carried over from 2022," Warren Kanders, executive chairman, said in announcing the results.

Myriad Genetics

Myriad Genetics Inc., based in Salt Lake City, reported a net loss of \$54.7 million, or 67 cents per share, for the first quarter ended March 31. That compares with a loss of \$20.5 million, or 26 cents per share, for the same quarter a year earlier.

Revenue in the most recent quarter totaled \$181.2 million, up from \$164.6 million in the year-earlier quarter.

Myriad Genetics is focused on genetic testing and precision medicine.

"Myriad Genetics had a strong start to 2023, with first-quarter revenue growth of 10 percent year-over-year, driven by solid execution and teamwork across our Oncology, Women's Health and Mental Health businesses and our enterprise support services team," Paul J. Diaz, president and CEO, said in announcing the results.

"We're pleased with ongoing share gains in our hereditary cancer testing franchise, particularly the 32 percent year-over-year volume growth in Women's Health, driven by competitive account wins and increased adoption by providers of MyRisk for patients whose family history puts them at a higher risk for cancer. We be-

lieve first-quarter performance reflects Myriad's stronger commercial infrastructure resulting from the improvements made over the last few years. ... We remain confident in our ability to achieve our goal of profitability by the fourth quarter and sustainable 10 percent-plus annual organic growth as we enter 2024, based on our progress."

R1 RCM

R1 RCM Inc., based in Murray, reported net income of \$300,000, or zero cents per share, for the quarter ended March 31. That compares with \$29.4 million, or 9 cents per share, for the same quarter a year earlier.

Revenue in the most recent quarter totaled \$545.6 million, up from \$385.7 million in the year-earlier quarter.

R1 RCM provides technology-driven solutions designed to transform the patient experience and financial performance of healthcare providers.

"Our strong first-quarter results demonstrate the team's focus on execution and our ability to deliver value to stakeholders in a dynamic operating environment," Lee Rivas, CEO, said in announcing the results. "Demand for our services remains robust, and we continue to invest in technology to enhance our value proposition for healthcare providers."

Varex

Varex Imaging Corp., based in Salt Lake City, reported net income of \$4.1 million, or 10 cents per share, for the second fiscal quarter ended March 31. That compares with \$7.6 million, or 18 cents per share, for the same quarter a year earlier.

Revenue in the most recent quarter totaled \$228.2 million, up from \$214.7 million in the year-earlier quarter.

Varex designs and manufactures X-ray imaging components, which include X-ray tubes, digital detectors and other image processing solutions that are components of X-ray imaging systems. The company employs approximately 2,400 people located in North America, Europe and Asia.

"We are pleased to report results for the second quarter that exceeded the high end of our guidance," Sunny Sanyal, CEO, said in announcing the results. "Demand for our products was strong during the quarter. Revenue growth for the Industrial segment exceeded our expectations, while Medical segment revenue growth was as expected. We are encouraged by the demand levels we are seeing, and we anticipate our growth to remain solid in the second half of the fiscal year."

Weave Communications

Weave Communications Inc.,

based in Lehi, reported a net loss attributable to common shareholders of \$7.9 million, or 12 cents per share, for the first quarter. That compares with a loss of \$13.8 million, or 21 cents per share, for the same quarter a year earlier.

Revenue in the most recent quarter totaled \$39.6 million, up from \$33.3 million in the year-earlier quarter.

Weave provides a customer communications and engagement software platform for small and medium-sized businesses.

"I am excited to share that we kicked off the year with strong operating results and accelerating revenue growth in Q1," Brett White, CEO, said in announcing the results. "We built our plan for the year to accelerate our path to profitability with the goal of exiting the year with positive free cash flow."

"Through revenue overachievement and continued operational improvements, we were able to deliver positive cash from operations and positive free cash flow in Q1. These results clearly demonstrate that we are making progress in delivering on this large and underpenetrated opportunity, and our business model enables us to deliver a combination of revenue growth and improving path to profitability."

LifeVantage

LifeVantage Corp., based in Salt Lake City, reported net income of \$1 million, or 8 cents per share, for the third fiscal quarter ended March 31. That compares with \$1.1 million, or 9 cents per share, for the same quarter a year earlier.

Revenue in the most recent quarter totaled \$53.7 million, up from \$50 million in the year-earlier quarter.

LifeVantage offers nutrigenomic activators, dietary supplements, nootropics, pre- and probiotics, weight management, skin and hair care, bath and body, and targeted relief products.

"Accelerating revenue growth was the most notable improvement of the quarter as we continued to see strong results from key products, led by TrueScience Liquid Collagen, which has been in the U.S. market since June 2022 and just launched this quarter in Australia, New Zealand and Japan," Steve Fife, president and CEO, said in announcing the results.

"On a constant-currency basis, our third-quarter revenue increased 10.4 percent, including an 18.2 percent increase in the Americas. ... We remain confident in the trajectory of our business and are in a strong position to deliver meaningful improvement in growth and profitability over the next several years."

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Altabank EVERYDAY ENTREPRENEUR PROGRAM

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

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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

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

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CALENDAR

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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, 10 a.m.-2 p.m.

Silicon Slopes AI Summit, including the celebration and launch of the newest Silicon Slopes Community Chapter: the Silicon Slopes AI Chapter. Location is Silicon Slopes, 2600 Executive Parkway, Suite 140, Lehi. Details are at siliconslopes.com.

June 15, 11:30 a.m.-1 p.m.

Connect 4 Lunch, a Point

of the Mountain Chamber of Commerce networking event. Location to be determined. Details are at thepointchamber.com.

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, 9300 Riverside Drive, Sandy; Aug. 18 at South Mountain; and Sept. 15 at Glenmoor. Cost is \$1,250 per foursome, \$625 per

twosome. 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 16, 10 a.m.-3 p.m.

"In the City Pop-Up Shop," a Women's Business Center of Utah event featuring a curated group of more than 20 local women-owned businesses. Location is Holy Trinity Greek Church, 279 S. 300 W., Salt Lake City. Free and open to the public. Interested vendors may contact Megan Engstrom at megan@wbcutah.org.

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, for ChamberWest members only and featuring a four-person scramble format. Registration and breakfast begin at 7 a.m., followed by an 8 a.m. shotgun start. Location is Stonebridge Golf Club, 4415 Links Drive, West Valley City. Cost is \$300 per two-some, \$600 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>.

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 Meeting, 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 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](https://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.

UAMPS

from page 1

bers — including many of Utah's smaller municipal utilities — serving 395,600 customers in the seven western states of Utah, Arizona, California, Idaho, Nevada, New Mexico and Wyoming.

The Red Mesa Tapaha Solar Resource is a 72-megawatt solar photovoltaic generation facility that went into commercial operations on April 20.

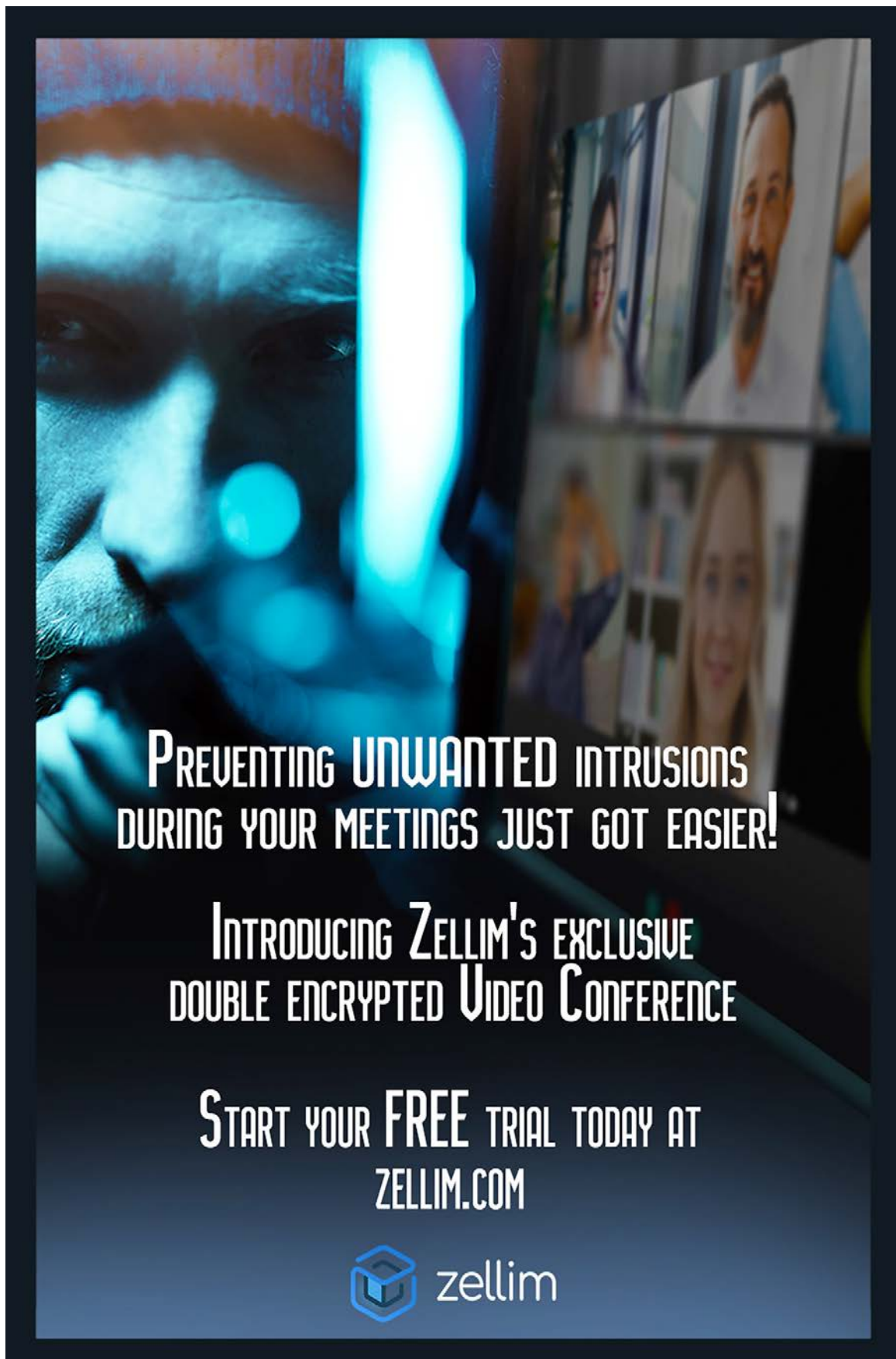
In a release, UAMPS said it will purchase power from Red Mesa at the rate of \$37 per megawatt hour, including renewable energy credits. This gives UAMPS the opportunity to diversify its power sources and provides members with a low-cost, long-term supply of renewable energy.

"The Red Mesa project is a valuable asset to UAMPS members looking to expand their access to clean energy at a competitive price," said Mason Baker, UAMPS CEO. "This is a valuable alternative energy project that

supports both UAMPS and the Navajo Nation community with the possibility of leading to additional projects and partnerships in the future."

NTUA has developed two utility-scale solar projects within the past three years on the Navajo Nation and is in the process of developing additional solar resources on and off the reservation. NTUA will use a significant amount of its proceeds from the proposed project to support electrification on the Navajo Nation, such as its "Light Up Navajo" mutual aid initiative.

"This project will serve both UAMPS and NTUA customers," NTUA General Manager Walter Haase said. "UAMPS will be able to add another clean, carbon-free energy asset to their portfolio, while the project has created much-needed jobs for the Navajo Nation, will keep NTUA electric rates stabilized and brings opportunity for electric connection to families who have not had access. It is a win-win situation for everyone."



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BEST STATE

from page 1

Governor's Office of Economic Opportunity (Go Utah).

"We're strong in multiple areas," Starks said at the summit. "We're not just an ag community, we're not just a tourism community or an oil community, but we have a diversity of economic output, and it's a really exciting time to be in the state."

"Contextually, Utah is a hotspot," Vicki Varela, Go Utah's managing director of tourism and film, said during a summit breakout session. "The world has fallen in love with Utah, for many reasons. I look back to the Olympics ... and I think we would all agree that at that time, Utah was a flyover state. And now, Utah is a destination state for a visitor economy, for traditional economic development, for technology, for healthcare."

Starks described Utahns as hard-working, productive, industrious and caring, and he was among several speakers at the summit who lauded Utahns' willingness to collaborate to solve the state's problems.

In a commentary in *U.S. News*, Cox said the "Utah way" is an approach to governing "that prioritizes solutions above

partisanship and values relationships more than ideologies. At its core, the Utah way brings individuals of different backgrounds and ideas together in a spirit of collaboration to solve problems."

He also said Utah has a mindset that "invites innovation and challenges the status quo."

In a news release following the *U.S. News* ranking, Utah Senate President J. Stuart Adams said the state's persistent focus on strengthening its economy and empowering citizens to reach their greatest potential is the reason Utah ranked the best state overall.

"Utah's quick economic recovery from the COVID-19 pandemic continues to pay dividends as we surpass the nation in stability and growth. I am excited our state was named No. 1 and look forward to maintaining the top spot for years to come," Adams said.

"Here in Utah, we look to the future with an eye of optimism," added Utah House Speaker Brad Wilson. "We create sound policy, invest in the future, and focus on bettering the lives of current and future generations. "We remain rooted in our conservative values of hard work, sacrifice, personal responsibility and collaboration, and it's reflected in this incred-

ible national ranking."

The *U.S. News* ranking (the full report is at <https://www.usnews.com/news/best-states/utah>) follows a recent report by WalletHub indicating Utah is the best state for starting a business in 2023. It later listed eight Utah small cities among the top 20 in the nation for starting a business, including having the top three and four of the top five. Utah also had the best economic outlook among states — for the 16th year — in the "Rich States, Poor States: ALEC-Laffer State Economic Competitiveness Index."

"I believe that entrepreneurs are the lifeblood of any economy ... I've been saying it from Day One hoping that it would become true, that Utah is the 'Startup State,'" Cox said at the summit. "And we're trying everything as government to make sure that we are supporting that ecosystem of entrepreneurs, people who are willing to take risk, to follow their dreams that will help fulfill the dreams of hundreds, thousands, tens of thousands, hundreds of thousands, millions of other people as they create those jobs and those companies that create jobs, obviously, but also solve some of the biggest problems that we're facing."

BIZ TECH

from page 8

on website domains and used for processes like onsite search optimization and recommendation systems. However, first-party cookies require consent (with the exception of "strictly necessary" cookies), making them less effective than third-party cookies have previously been.

How Will This Change Affect Advertisers?

Without the help of third-party cookies, advertisers (including online retailers) will likely turn to other Google services, including Smart Shopping and Performance Max. These services are "black box" advertising algorithms that handle advertising tasks for the retailer while not providing much information back to the advertiser. Advertisers will just have to "trust" that Google knows who it's targeting without knowing exactly how they are doing it.

The problem with more advertisers turning to other Google services is that Google, as a whole, will have a lot of control over how retailers are able to promote their products or services. It also creates reliance on algorithms that don't provide much data that advertisers can use to optimize their efforts on other platforms, therefore removing that customization that users have become accustomed to and enjoyed in recent years.

What Do Experts Have to Say?

Understandably, tech experts,

privacy advocates and others have mixed feelings about Google's decision to phase out third-party cookies.

For example, Ashkan Soltani, a privacy and security researcher and former Federal Trade Commission technologist, says that getting rid of third-party cookies is a "good step and a good signal." However, he also wants to see the "final package of solutions."

The Electric Frontier Foundation, a digital rights activist group, published a blog post imploring Google not to move forward with this decision and arguing that it will just lead to third parties using other invasive methods to track people's data.

Jason Kint, the CEO of Digital Content Next, also addressed the issue of Google having too much power. Speaking to CNN, Kint described Google as the Internet's "biggest tracker" and said the company is "competing in the same marketplace where they're designing the rules."

Third-party cookies have slowly been phased out over the past few years and will soon be a thing of the past. Although browsers like Google have some ideas for the next phase of online monitoring, only time will tell how this transition affects consumers and marketers alike.

Bahar Ferguson is the president of Wasatch I.T., a Utah IT service provider for small- and medium-sized businesses.



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