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'ALL ABOUT MAKING THIS ERA OF PROSPERITY CONTINUE'

New initiative hopes to see 'Utah Rising'

Brice Wallace

Utah Business Journal

About two decades ago, a vision called "Downtown Rising" led to vast changes in Salt Lake City's core. Now a broader initiative looks to achieve a similar ascension for the entire state.

"Utah Rising" seeks to bring together elements of the private and public sectors to create and implement a vision aimed at replicating the success of Downtown Rising.

"Now we face a situation where this is about more than just Downtown Rising or one single city rising," said Derek Miller, president and CEO of the Salt Lake Chamber, at a news conference announcing the effort. "We have seen growth across our entire state over the last 20 years, and that's why we are calling this a vision for Utah Rising. Utah Rising will ensure that Utah's economy and its people prosper far into the future."

Convened by the Salt Lake Chamber, participants in Utah Rising will focus on addressing issues faced by the state with

innovative and long-term economic solutions for all Utahns. Miller said the initiative "is all about making this era of prosperity continue."

Natalie Gochnour, director of the University of Utah's Kem C. Gardner Policy Institute and the Salt Lake Chamber's chief economist, said Utah is a state in constant change. Its challenges include a slowing economy, housing affordability, growth, congestion and threats to the Great Salt Lake. A shared vision can help address those, she said.

"In Utah, thanks to the Salt Lake Chamber, free enterprise and private-sector leadership, we're not going to be rolling the dice and hoping for the best," Gochnour said. "We will come together, do our research, do our planning, and build the future we want."

Miller said the effort is seeking participation from diverse private organizations, businesses, the public sector, and state and local governments "so that this vision will be able to address critical issues with innovation and with long-term economic solutions for all people who call Utah home."

A steering committee will continue to meet this summer, and the Utah Rising vision and plan will be released this fall,



Derek Miller, president and CEO of the Salt Lake Chamber, unveils the "Utah Rising" economic development initiative at a news conference in Salt Lake City. Listening are (from left) Chris McCormick, president and CEO of the Cedar City Chamber of Commerce; Spencer P. Eccles, chairman of the Utah Rising Steering Committee; and Natalie Gochnour, director of the University of Utah's Kem C. Gardner Policy Institute and the Salt Lake Chamber's chief economist

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CEOs say Utah best western state for business, 9th in nation

CEOs surveyed for *Chief Executive* magazine's annual list of the Best and Worst States for Business ranked Utah as the top western state and the ninth-best state for business overall, moving up from last year's 10th spot. The rankings, released in the spring issue of *Chief Executive*, reflect Utah's ongoing efforts to create a welcoming environment for businesses of all sizes and industries, *Chief Executive* authors said.

The ranking is based on a survey of more than 500 CEOs across the country who were asked to rate states based on their opinion of how easy it was to do business in that state versus others. Utah's high ranking is due in part to strategic policies and smart fiscal decisions, according to the poll.

"Utah's stellar performance as a top state for business underscores its exceptional qualities," said Chris Chalk, publisher, *Chief Executive* magazine. "Its dedication to economic growth and prosperity sets a strong example, making Utah a standout destination for businesses of all sizes and industries."

Large tech and manufacturing deals demonstrate the growth in the Beehive State and underscore its favorable ranking. Texas Instruments announced in February 2023 it will invest \$11 billion and create up to 800 jobs at a semi-conductor wafer fabrication plant in Lehi, while Proctor & Gamble Paper Products Co. announced

SALES OF EXISTING HOMES DOWN 4.3% IN MARCH, SAYS NAR

Existing-home sales slipped in March, according to the National Association of Realtors (NAR). Among the four major U.S. regions, sales slid in the Midwest, South and West, but rose in the Northeast for the first time since November 2023. Year-over-year, sales decreased in all regions.

Total existing home sales, defined as completed transactions that include single-family homes, townhomes, condominiums and co-ops, receded 4.3 percent from February to a seasonally adjusted annual rate of 4.19 million in March. Year-over-year, sales waned 3.7 percent (down from 4.35 million in March 2023).

"Though rebounding from cyclical lows, home sales are stuck because

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News

HealthEquity survey: Benefits managers believe in AI for help in their jobs

HealthEquity Inc., a Draper-based health savings accounts administrator with over 15 million accounts, has released the findings of a new survey on the use of artificial intelligence (AI) in benefits administration. The survey provides a benchmark on senior benefit leaders' attitude toward AI-enabled benefits tools, the company said.

A majority (73 percent) of the more than 800 respondents surveyed believe that AI will have a positive influence on benefits administration. Of the vice president- and director-level benefits leaders surveyed, only 31 percent believed they are knowledgeable about the AI solutions in the market.

"Benefits leaders, like many professionals, are learning about what these new technologies can do and they're optimistic, but they're also realistic," said Shuki Licht, vice president of innovation at HealthEquity. "Consumer-facing AI products have opened the door to creating better member outcomes; one that we're excited about is simplifying the claims process. It's an exciting time but it's important that companies using AI are transparent so everyone can feel confident about the results."

Conducted in February, the survey was administered via Qualtrics to a pool of directors and vice presidents to better understand benefit leader AI perspectives. Additional findings included:

- **High belief, high adoption.** Of those who agreed that AI will have a positive impact on benefits administration, 85 percent indicated they'd be likely to select a vendor using AI, nearly twice as likely as those who only somewhat agreed.

- **Reasons to adopt.** Respondents said improving benefits effectiveness (38 percent) and saving time (29 percent) were the main reasons they would work with a partner that incorporates AI.

- **They want it all.** Recommending health plans, improving member access to care, model optimal plan design, automation and streamlining claims were seen as areas that would have the most AI impact opportunity in benefits administration.

- **Hesitations on privacy and security.** Respondents said their biggest concern regarding AI was data security and accuracy (56 percent).

"These results will help the industry to better understand the places

to build, and where to tread cautiously with new AI technology," said Jess Cloud, vice president of IT operations and transformation at HealthEquity. "We're going to be strategic with our use of AI insights to drive macro-level improvements at HealthEquity, while protecting our members. Our aim is to

utilize the technology to reduce friction points and save time, two areas that are always challenging in the U.S. health-care system."

Survey results, further insights and recommendations can be found on the HealthEquity remark blog at homeequity.com.

WBCUtah announces three grants

The Women's Business Center of Utah (WBCUtah) has awarded three grants as part of its 3,000 Grants Giveaway, which aims to boost the number of listings in the Utah Women-Owned Business Directory, raise awareness of the center and provide funding for three women business owners.

"We are thrilled to present impactful grants to our winners," said Ann Marie Wallace, state director of the Women's Business Center of Utah. "This giveaway played a vital role in expanding the Utah Women-Owned Business Directory to include 3,000 listings, further amplifying its impact in promoting women-owned businesses statewide."

Out of nearly 2,500 entries, three

women entrepreneurs were randomly selected as grant winners. The three recipients are Britt Zale, co-owner of Climb Moab LLC, a gym based in Moab; Chrisella Herzog, owner of Humble & Hustle Studios, a digital marketing agency based in Sandy; and Faith Dickey, owner of Elevate Outdoors LLC, a guided outdoor adventure and educational program company, also based in Moab.

"Receiving a grant is not only a monetary boost, but also a confidence boost," said Dickey. "It takes a lot of work to start a business from scratch, and I feel so grateful for the support from the Women's Business Center of Utah. I can't wait to use the funds to promote my company and get more people outdoors."



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Armstrong World acquires 3form LLC

Salt Lake City-based 3form LLC, a designer and manufacturer of architectural resins and glass for interior applications, has been acquired by Armstrong World Industries, a manufacturer of ceiling and wall solutions based in Lancaster, Pennsylvania.

“We are delighted to welcome 3form to the Armstrong family and to expand our portfolio of highly specifiable ceiling and wall solutions with new translucent materials,” said Vic Grizzle, president and CEO of Armstrong. “3form is a well-established leader in architectural resins and high-performance glass and adds exciting, new complementary materials and design capabilities to our architectural specialties portfolio. With 3form’s deep capabilities in design, color, texture and sustainability, this acquisition meaningfully expands the unique, specifiable solutions we can provide architects and designers and increases our ability to sell more products into more spaces.”

Previously a wholly owned subsidiary of Hunter Douglas Group, 3form was founded in 2002. The business includes three production and design facilities with approximately 390 employees. In 2023, the company generated approximately \$96 million in revenue.

“On behalf of the entire 3form team, we are thrilled to join the Armstrong family and to work together to expand our joint ability to bring the creative visions of architects and designers to life, transforming how people experience spaces,” said Wynn Clayton, CEO of 3form. “We both have a strong culture of teamwork and integrity and a shared commitment to sustainability and innovation.”

Armstrong World Industries had \$1.3 billion in revenue in 2023, employs about 3,100 people and has a manufacturing network of 16 facilities.

Mihalek new CEO at Champion Safe

Thomas Mihalek has been named CEO of Provo-based Champion Safe Co. Mihalek has been under contract as a strategic consultant to Champion Safe for the past few months to learn, assess and provide recommendations for operational improvements at Champion Safe.

Champion Safe is owned by American Rebel Holdings Inc. of Nashville, Tennessee, and markets safe and security products under the American Rebel, Champion Safe, Superior Safe and Safe Guard brands.

Mihalek has designed outreach programs within the shooting, hunting and outdoor industry on both the national and state level and has done lobby work for military and Second Amendment rights programming. He has decades of interaction with the distributor, dealer and consumer sales channels, working for Smith & Wesson and Savage Arms. He brings a blend of manufacturing, operations, sales, marketing skills and bottom-line business experience to Champion Safe, the company said.

“Tom Mihalek is the type of expe-

rienced, successful, hard-working leader that we look for as we build out American Rebel, and we are fortunate that he has accepted the CEO position at our wholly owned subsidiary, Champion Safe Co. We are convinced that Tom is the ideal choice as the next leader of Champion Safe,” said Andy Ross, chairman and CEO American Rebel Holdings. “We’re not just a safe company, we are a patriotic lifestyle brand and a proud supporter of the Second Amendment.”

“Proud to say that I have acquired a great appreciation and understanding of manufacturing operations, both large and small. An efficient process is needed to truly maximize profitability and to continue to consistently deliver products that are of the highest quality to our dealer network and our end consumers,” said Mihalek. “‘Do something you love and you will never work a day in your life’ is one of my favorite quotes. I am bullish about the opportunity to accelerate the introduction of the American Rebel-branded safes and to continue to work with the senior team at Champion.”

Awardco hires Jackson as president

Awardco, a provider of employee recognition and rewards solutions based in Lehi, has announced the appointment of Ryan Jackson as its new president. Jackson has over 15 years of experience in leadership roles at local companies Qualtrics and MX. Most recently, he led the North America Enterprise sales team at Qualtrics.

Awardco said in his new role, Jackson is responsible for driving Awardco’s strategy and growth, focusing on expanding market reach, fostering strategic partnerships and delivering value to clients.

“We are thrilled to welcome Ryan to the Awardco team,” said Steve Sonnenberg, CEO of Awardco. “His deep industry

expertise and leadership experience make him the ideal candidate to lead Awardco’s efforts as we continue to grow and scale. We’re confident Ryan will play a key role in driving our company’s success and delivering value to our clients.”

“I’m absolutely ecstatic to be joining Awardco,” said Jackson. “Helping organizations recognize the good is foundational in today’s work environment, and more and more organizations are seeing that. We have big goals and I’m excited about the future and what it means for our clients as we continue to innovate as the category leader in employee recognition.”

Jackson holds an MBA from Utah State University.

Diversify buys Delaware's Key Advisors

Sandy-based wealth management firm Diversify Advisor Network has acquired Key Advisors Wealth Management, a Delaware-based fee-only firm with \$645 million in assets under management.

Key Advisors was founded by Eddie Ghabour and Doug Ferris in 2000. Ferris retired at the end of 2021, leaving Ghabour as sole owner. Ghabour and his team will now transition to the Diversify Wealth Management Partner Platform and Ghabour will become an equity holder in Diversify and will play an active leadership role in the continued expansion of the organization, a Diversify release said.

“The industry needs to create more aligned partnership solutions for advisors. Part of the design for our Partner Platform was to allow our independent advisors an affiliation model in which they could

monetize their practice, plan for clear succession, and take an equity position alongside our founders,” said Ryan Smith, co-founder and CEO of Diversify. “Eddie and his team at Key represent the exact type of practice we envisioned benefiting from this flexibility. Eddie knows our platform well and is a strong advocate for what we created.”

“I am thrilled with this expanded partnership in Diversify and the opportunity to take a seat alongside the other advisor-founders in helping guide the firm into the future,” Ghabour said. “Joining the Partner Platform was the right move for Key, where we will be able to not only retain the autonomy to run our business and serve our clients as we believe best but also take advantage of the synergies and scale that come from being more fully integrated with Diversify.”



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WLI celebrates 10 years creating gender diversity in business, political sectors

Peri Kinder

The City Journals

Five years ago, the Ken Garff Automotive Group had a 112 percent turnover rate for women on its sales team. It was a warning signal that the company's culture, environment and leadership weren't as healthy as they should have been. Joe Barnard, vice president of human resources at Ken Garff, reached out to Pat Jones, CEO of the Women's Leadership Institute (WLI), to create solutions that would empower both men and women.

"Listening to Pat and listening to our



Former state senator Pat Jones started the Women's Leadership Institute to educate businesses in ways they can help build female leadership. The organization is celebrating its 10th anniversary. (Photo courtesy of WLI/Kinser Studios)

employees caused us to think differently about the employee experience. For the first time in 90 years, we rolled out a fully paid maternity and parental leave program, that is not common in the industry," Barnard said. "There were nearly 700 promotions last year and it's a record for us. More importantly, there was a record number of females promoted in our company, with a 300 percent increase."

Barnard shared his story during an event celebrating WLI's 10th anniversary. The organization is focused on promoting women into leadership positions throughout all industries in the state, including the political realm.

WLI's ElevateHER Challenge encourages organizations to increase the retention rate of women, invite women to serve on boards and commissions, close the gender pay gap, create leadership programs for women and support women in their run for political office.

"Through the support of Utah's key business leaders, we are making headway in changing Utah's business culture to advance women's leadership," Jones said. "We're proactive and positive in our approach and tone. We don't like to blame or shame men. That is not what works and it shouldn't work and it isn't working. We believe that men are allies and advocates of women."

In 2015, Zions Bank CEO Scott Anderson approached Jones with his concerns about the status of women in the workforce. He said although the state was doing well economically, there was a perception that Utah wasn't the best place for women in the workplace. With Jones' background in both business and politics, Anderson felt she was the best person to lead the new WLI initiative.

Although she was ready to retire, Jones accepted the challenge and set out to build a foundation for women that included a political and career leadership series, a rising leader program, the ElevateHER challenge and a golf program to introduce women to

the game, giving them opportunities to network.

"The principles that Pat teaches pay dividends," Anderson said. "They're economically sound, they're sustainable, and they create value for employees, for customers, for communities and for shareholders. And so, as we celebrate this 10-year milestone, I want to thank Pat and honor her for what she has accomplished. She has truly started this process of elevating the stature and status of women in our communities. She has shown that women leaders are everywhere in our communities and that they can do anything they want to do."

Stacy Bernal is a graduate of the WLI political development series. She was elected to the Ogden School Board in 2023 and is currently running for office in Utah State Senate District 3.

"When I took the political development series in 2019, I didn't have intentions of running. I just wanted to learn more about local politics," Bernal said. "When I won the [school board] election, it made us an all-female body. Being connected with the Women's Leadership Institute in my professional work, and now campaigning again, it's just great to have

the support of women."

Since its inception, more than 330 companies have committed to the ElevateHER Challenge and nearly 1,000 graduates are part of WLI's alumni network. The organization has built partnerships with Utah Tech University, ShePlace SheMoney and chambers of commerce statewide.

For its second decade, WLI plans to extend programs, increase data collection and offer an ElevateHER Challenge certification for companies. It remains the exclusive charity partner for the LPGA Epsom Tour and will continue to present its A. Scott Anderson Ally Award, which includes Ken Garff as its second honoree.

"We're more deliberate about our structure and about our culture," Barnard said. "More than 80 percent of primary buying decisions are made or heavily influenced by women. They're smart, they're shrewd and they're talented. Most importantly, they're fantastic listeners. They are a perfect fit for our company, as we've become a better fit for them. Our story isn't fully written, but make no mistake it is a success story, in large part, due to the ElevateHER Challenge and the amazing Pat Jones."

OED gets \$62M 'Solar For All' grant

The Utah Office of Energy Development (OED) has been selected to receive \$62.45 million from the Environmental Protection Agency (EPA) for the Solar For All program. Utah is one of 60 recipients.

The Solar for All program is designed to increase access to the benefits of solar power for traditionally underserved and low-income communities in Utah. OED said its Solar for All program adheres to the three objectives of the Greenhouse Gas Reduction Fund: reducing climate and air pollution, delivering benefits to low-income and disadvantaged communities and mobilizing financing to spur additional de-

ployment of low-cost solar energy.

"We'll be leveraging these funds to supply grants and low-cost financing for those who would normally find the cost of installing solar power prohibitive," said Greg Todd, director of OED. "In turn, funded projects will improve grid resiliency, lower emissions across the state and lower monthly utility bills for program participants. Our office sees this as a win for our utilities, our air and, most importantly, our consumers. We are still working out details with the EPA and will be sharing more information as they are finalized."

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FROM THE COACH

Effective leadership - Aloof or engaged?

Several years ago, I was asked by a client to spend some time with his key executives, providing him with feedback on their respective management styles. I was intrigued by this request; what was this CEO really wanting to know?

It wasn't long before he divulged his concern. Bob, his chief financial officer, had been serving in that role for about six months, having been promoted from a key accounting position. He had been highly competent in that job and had been very personable. Everyone seemed to like him. However, since his promotion, he seemed to have experienced a personality transplant — and the change was uncomfortable for everyone in the company. At best, he was cold and distant; at worst, he was harsh and unkind. Bob's competence hadn't slipped, but his management style had.

I made sure that I met with Bob right away. I began by congratulating him on his promotion to CFO, and then asked him to share the similarities and differences between this new assignment and his job as a staff accountant. He listed the incredible number of additional responsibilities he now carried, and then said, "The old axiom, 'it's lonely at the top' is

true." In asking him to explain this in the context of his own experiences, he said, "Well, you know, as a leader, you must stay away from close relationships."



RICH TYSON

More probing questions led Bob to share that in his prior jobs, he could afford to be friends with others, but now as CFO, he did not have the luxury of friends. He couldn't allow himself to be seen as having favorites; he had to retain a veneer of

toughness in dealing with others in the company. He went on to share some of the problems with which he was dealing, and once again, said how alone he felt in dealing with those problems.

Together, Bob and I defined his management style as "aloof." Bob actually saw this term as complimentary; he expressed his conviction that every great leader had to transition from being "one of the boys" to the loneliness of leadership.

At this point in our conversation, I shared that in my career I have had the opportunity to lead enterprises through turnarounds. Like Bob, I had felt the burden of those responsibilities, and on the first of those experiences, I also felt the need to be aloof. I was quite young, and

I thought I needed to portray myself as seasoned enough for the job. I wanted to inspire confidence through my leadership presence. In effect, I wanted my subordinates to know that I would lead them to success, that I had all the answers to save the company. That was the image I wanted to portray, so I couldn't let anyone see how vulnerable I really was. I had to be aloof.

This attitude led me to make important decisions unilaterally — and when my team failed to implement my strategies properly, my aloofness led me to blame them. They didn't take well to that, and things began to take a downward spiral.

It wasn't until I had a very honest heart-to-heart talk with a mentor from outside the company that I realized my aloofness from my people had cut me off from essential information and support that were necessary for solving our problems. That frank conversation led me to abandon my aloofness, replacing it with active engagement with the members of my team. The challenges we were facing were not resolved overnight, but eventually we (not just me) were able to rescue the enterprise.

I then shared with Bob that in a subsequent turnaround opportunity, right out of the chute, I made it my process to

take every key executive — and many employees — for one-on-one lunches. I engaged, I asked questions regarding each person's views on the company's challenges and how they would handle them if they held my position. And most importantly, I listened, I took notes and I involved these stakeholders in our new strategies. And once again, the business was rescued.

My meeting with Bob was the first of several over the next few weeks. At first, he wasn't fully convinced that he could succeed as a more engaged leader. But over time, he made his way back to his "old self." The tensions eased and he found that it actually didn't need to be so lonely at the top.

Author David Brooks, in his insightful book, *How To Know A Person*, makes this observation: "Remember that the person who is lower in any power structure than you are has a greater awareness of the situation than you do. A servant knows more about his master than the master does about the servant." He also has much to contribute to the ultimate success of that master.

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



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Will food costs keep eating up consumer budgets?

While inflation has leveled out, food costs continue to take a big bite out of the household budget.

Americans have been spending more than 11 percent of their after-tax income on food, reaching levels similar to the 1980s, according to the U.S. Department of Agriculture. That spending is divided nearly equally between eating at home and eating out, the combined cost of which jumped 25 percent from 2019-2023.

However, there may be relief ahead. Food inflation broadly appears to be slowing. Grocery prices stayed flat from February to March, with notable decreases in butter, cereal and bakery products, according to the latest Consumer Price Index. Retail prices on dairy, flour, breakfast cereal, rice and pasta dropped over the past 12 months, while beef, chicken and bakery products increased.

While sticker shock at supermarkets has diminished, restaurant prices have been slower to come down. The CPI's "food away from home index" — which includes food purchased from restaurants, fast-food chains and other eating establishments — rose 4.2 percent from March 2023 to March 2024, compared to a 1.2 percent rise in the "food at home" category.

This disconnect between food-at-home inflation and food-away-from-home inflation illustrates an important dynamic happening broadly in the economy right now. Food pricing is complex because it reflects not only commodity prices, but also the cost of bringing food to market, like labor, transportation and packaging.

In 2020 and 2021, the coronavirus

pandemic shifted consumer behaviors and snarled supply chains, sending food prices skyward. Those effects were compounded in 2022 by an avian flu outbreak impacting egg and poultry prices, and also the war in Ukraine pushing up global energy costs.

As supply chain strains eased over the past couple of years, price inflation for goods also eased. The USDA Food Price Outlook now forecasts slowing food inflation in 2024, predicting a 2.4 percent rise in all food prices in 2024.



ROBERT SPENDLOVE

However, a new dynamic has emerged regarding consumer demand. Consumers have moved their purchasing preferences from goods to services.

Rather than making dinner at home, consumers increasingly prefer to eat dinner at a restaurant. They value the service and ease of having someone else prepare meals for them. Eating at a restaurant also reduces food waste and takes less time for the consumer. And people enjoy the social component of the dining-out experience.

However, eating away from home adds extra service costs to the price of food. After all, those cooks, servers and dishwashers need to be paid. And a persistent labor shortage has caused labor costs to increase, as wage growth has accelerated. The result is that food-away-from-home-inflation now exceeds the inflation of food at home.

Families with the lowest incomes have been hit hardest by rising food prices. In 2022, households in the lowest income bracket spent just over \$5,000 on food, representing nearly a third of their income, while households in the highest

income quintile spent nearly \$16,000 — about 8 percent of their income.

Rising inflation remains one of the biggest challenges to the economy, and the Federal Reserve is determined to achieve its mandate of broad price stability. Historically, goods inflation has been

easier to tame than service inflation. And this seems to be true again in the current economy. The stubbornness of food inflation is an example of how the path back to normal can be bumpy.

Robert Spendlove is senior economist at Zions Bank in Salt Lake City.

The 'New American Dream' may not include home ownership, study finds

Entrata, a Lehi-based AI-enabled multifamily industry operating system, has released its "The New American Dream report," which found that the American Dream is changing as more people are renting by choice and not because they can't afford to own a home. In fact, one in five (20 percent) expect to be lifelong renters, an increase of 33 percent from 2021 (15 percent). This further highlights a clear evolution in consumer psychology as home ownership is no longer perceived as the only path to obtaining the American Dream, report authors said.

"Today's apartment residents are reshaping the traditional American Dream to fit what's most important to them, including flexibility, prime amenities offered in their communities and the ability to live life on their terms," said Adam Edmunds, CEO of Entrata. "Many renters no longer see the need to be tied to a home and a mortgage when apartment communities provide everything they need. Experiences seem to be at the core of the new American Dream and renters are making the most of them."

The New American Dream

For many apartment residents today, not all roads to the American Dream lead to homeownership. Instead, they're increasingly expecting to rent for the long haul as they invest in other areas to build their quality of life. Emphasizing this further, the report found that 41 percent of renters say their American Dream has nothing to do with homeownership.

This is in large part because renting offers flexibility and freedom that fits their lifestyle and finances. Highlighting this further, 66 percent of renters say renting fits their current lifestyle more than owning a home and 23 percent of renters like the location flexibility renting gives them.

Renting: It's Not Just About the Money

The outdated notion that renters are either too young or financially unable to buy a house is a thing of the past. Today's renters are well-established and confident in their professional position. As a matter of fact, one in three renters (33 percent) say they could afford a home that meets their needs in 2024, and a quarter (25 percent) of renters with a strong credit score (above 750) never want to stop renting. Renting also offers flexibility and freedom that fits their lifestyle and finances:

- 66 percent of renters say renting fits their current lifestyle more than owning a home.

- 23 percent of renters like the location flexibility renting gives them and 17 percent like the financial flexibility of not being tied to a mortgage.

Entrata found that 46 percent of renters have the financial means to pursue their hobbies and 65 percent are happy with the direction of their career, with 73 percent seeing a path to pursue their career goals. Additionally, more than a third (35 percent) say being a renter gives them more career opportunities than being a homeowner. A majority of renters (63 percent) even feel they have a similar or better quality of life than their parents at a similar age.

With credit card debt skyrocketing and rainy-day funds plummeting, renters are prioritizing other financial goals over saving for a home:

- 56 percent of renters say they're prioritizing paying off debts right now rather than saving and 43 percent prefer to have their savings in investments and retirement strategies that are easy to liquidate rather than real estate.

- More than a third (36 percent) of renters prefer to invest in retirement than save for a home.

- Nearly three-quarters of renters (74 percent) are spending their discretionary money on experiences like dining, international travel and entertainment (e.g. concerts, sporting events, etc.).

A Strong Community

Undeterred by the lack of a traditional back yard, renters are proud of where they've chosen to live and are choosing to make it their home by hosting social gatherings with neighbors, friends and family by leveraging dedicated common areas that their apartment community provides them. Entrata found that:

- 40 percent of renters have been able to use communal spaces of their apartment community for social gatherings.

- More than a third (34 percent) of renters have their friends or family over at least once a month.

- 29 percent of renters said they'd be interested in spending time with friends in community spaces at their apartment at least once a month.

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

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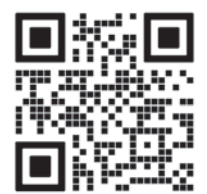

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ASSOCIATIONS

• **NACM Business Credit Services**, based in Salt Lake City, has named **Shane Inglesby** of Geneva Rock Products as chair of its board of directors. Other new officers include Vice Chair **April Tanner** of Kimball Equipment and Treasurer **Kelly Passey** of Plastic Specialties Inc. Passey was elected to the board for a three-year term along with **Jo Anne Mills** of Deseret Book Corp. NACM Business Credit Services is an affiliate of the National Association of Credit Management and is an advocate for business credit and financial management professionals.



Shane Inglesby



Kelly Passey



April Tanner



Jo Anne Mills

BANKING

• **UMB Bank** has named **Jace Johnson** as senior vice president, relationship manager for Utah commercial banking. He develops relationships with middle-market businesses and executives in the Utah market while adding value through deposit accounts, treasury management and more. He also provides direct commercial lending services. Johnson has more than 22 years of experience in the financial services industry, most recently serving as relationship manager for KeyBank, where he spent 15 years of his career managing business and developing commercial client relationships. Johnson earned a bachelor's degree in finance from Weber State University.



Jace Johnson

• **Chartway Credit Union**, based in Virginia, has hired **Nick Whiting** as senior vice president of the Utah region, a newly created role to support members and team members at the 15 Chartway branches in its Utah and Texas markets. Whiting will be based in Salt Lake City. Whiting has 18 years of experience in financial services, including his tenure as part of the branch leadership team at Utah Community Credit Union and roles at Zion's Bank, where he led all aspects of regional branch operations. Whiting earned a master's degree in business administration from the University of Phoenix and a bachelor's degree in business administration from Utah Valley University.



Nick Whiting

CONTESTS

• Applications are being accepted until July 22 for the **2024 Silicon Slopes Hall Of Fame & Awards**. Launched in 1999 by the then-Utah Technology Council, the Silicon Slopes Hall of Fame recognizes technology pioneers and breakthrough leaders who have contributed to the ongoing and growing success of Utah and Silicon Slopes. Awards for individuals include CEO, chief product officer, CMO, CTO, chief people officer and COO. Awards for companies include physical product, marketing, health and wellness, services, software, and Startup of the Year. Recipients will be honored during a Sept. 19 gala and awards ceremony. Details are at <https://halloffame.silicon-slopes.com/?ref=newsroom.silicon-slopes.com>.

CORPORATE

• **Kent Outdoors**, Salt Lake City, has announced a \$100 million credit facility from asset-based lender **Eclipse Business Capital**. The new ABL facility and recent investments are deemed critical to the company's efforts to implement a strategy for future growth and success as it continues to market innovative new products for outdoor enthusiasts and adventure seekers. Kent said that with the financial support of its backers, it expects to make significant operational improvements, as well as bring in new leadership. As part of the capital investment, **Lee Belitsky** joins Kent as executive chairman. He has significant experience in the sporting goods industry

as an executive at Dick's Sporting Goods growth over the past 25 years. Kent also has promoted **Zack Eckert**, who also has extensive experience in the outdoor industry, to general manager of the BOTE brand. Eckert has been with BOTE for more than five years, most recently as vice president of sales, and previously held various leadership positions with West Marine for more than 11 years.



Zack Eckert

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 23 to shareholders of record May 16. The board also declared regular quarterly cash dividends on the company's perpetual preferred shares (series A, G, I and J), payable June 15 to shareholders of record June 1.

ECONOMIC INDICATORS

• **Utah** is ranked No. 9 on a list of "best states for business" in 2024, compiled by **Chief Executive** magazine and based on a national survey of CEOs. Utah was No. 10 in 2023. The survey asked CEOs to rate states based on their opinion of how easy it was to do business in that state versus others. Utah's high ranking is due in part to strategic policies and smart fiscal decisions, the magazine said. It also had the No. 1-rated quality of life. The top-ranked state is Texas. The bottom-ranked state is California. Details are at <https://chiefexecutive.net/best-worst-states-business/>.

• **Salt Lake City** is ranked No. 26 among mid-sized cities in the U.S. for **home price-to-income ratios**, according to a report from **Construction Coverage**. It analyzed data on over 380 U.S. cities and all 50 states. The national figure is 4.7. The ratio is Salt Lake City is 7.1. For comparison, Glendale, California, at 15.2 leads mid-sized cities, while Toledo, Ohio, is lowest, at 2.4. Among small cities, **Provo** is ranked No. 37, at 7.7; **Orem** is No. 65, at 6.2; **Sandy** is No. 72, at 6.0; **West Jordan** is No. 86, at 5.5; **Layton** is No. 100, at 5.0; and **Lehi** is No. 122, at 4.6. That category's highest number is 25.4 in Newport Beach, California. The lowest, 1.4, is in Jackson, Mississippi.

Among large cities, the highest ratio is in Los Angeles, at 12.5. The lowest is in Detroit, at 1.9. Among states, **Utah** is No. 10, at 5.7. The highest ratio is in Hawaii, at 9.1. The lowest is in West Virginia, at 2.9. Details are at <https://constructioncoverage.com/research/cities-with-highest-home-price-to-income-ratios>.

• **Salt Lake City** is included in a list of "Top 100 Best Places to Live," compiled by **Livability.com**, in partnership with **Applied Geographic Solutions**. The list is based on research into economic variables and factors that influence quality of life, with a unique emphasis on affordability. About 100 data points focused on economy, housing and cost of living, amenities, transportation, environment, safety, education and health. Only cities with a median home value of \$500,000 or less were included in the list. Salt Lake City was aided by its economy, healthcare and amenities. Details are at <https://livability.com/best-places/2024-top-100-best-places-to-live-in-the-us/>.

• **Alpine** is ranked No. 2 on a list of U.S. cities with the "most welcoming gyms," compiled by **Lift Vault**, an online resource for powerlifting, bodybuilding and strength training. It analyzed Google review scores and the nature of customer feedback to create a list of 250 American cities with gyms noted for their welcoming nature. Twelve Utah cities are in the top 100. The most-welcoming gyms are in Warren, Maine. The least-welcoming are in Seattle. Details are at <https://liftvault.com/friendliest-gyms/>.

EDUCATION

• **Utah State University** and **Salt Lake Community College** have created a transfer agreement aimed at giving fashion and design students opportunities to pursue further education and careers in the growing outdoor industry. The new agreement allows students who complete two years at SLCC's Fashion Institute to apply to USU's Outdoor Product Design and Development program after submitting a portfolio and being accepted to the program. Students attending USU must also submit portfolios and be formally accepted into the program. SLCC students who are accepted can then graduate with a bachelor's degree after two years of work in OPDD. Prior to the agreement, SLCC Fashion Institute students had to look outside the state to continue their educa-

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from previous page

tion. The first students to take advantage of this new agreement will graduate from SLCC this spring and join USU this fall.

ENVIRONMENT

• The **American Lung Association's** 25th annual **"State of the Air"** report, which grades exposure to unhealthy levels of ground-level ozone air pollution, annual particle pollution and short-term spikes in particle pollution over a three-year period, ranks the **Salt Lake metro area** ninth-worst in the nation for ozone pollution. The ranking was based on the area's worst county's average number of unhealthy days, 24 days per year, an F grade, in Salt Lake County. The metro area also ranked 19th-worst in the nation for short-term particle pollution, based on the area's worst county's average number of unhealthy days, 9.8 days per year, an F grade, in Salt Lake County. For the year-round average level of particle pollution, the area's worst county, Salt Lake County, received a failing grade for pollution levels above the federal standard. The Salt Lake City metro area ranked 37th-worst in the nation. **St. George** is among the nation's cleanest for year-round particle pollution, ranking No. 9. The **Logan metro area** ranked 79th-worst in the nation for ozone pollution and 21st-worst in the nation for short-term particle pollution. **Cache County** received a passing grade for pollution levels below the federal standard that was recently updated by the U.S. Environmental Protection Agency.

• **Nature's Sunshine Products**, a Lehi-based company that markets and distributes nutritional and personal care products in more than 40 countries, has released its **2023 Comprehensive Impact Report**. The report showcases its advancements over the previous 12 months, demonstrating its ongoing commitment to sustainability across sourcing, supply chain and manufacturing, and its investment in its people and processes. Among the achievements, the company received True Gold Zero Waste Certification at U.S. distribution centers, reduced greenhouse gas emissions by 43 percent since 2022, moved to a four-day workweek at its manufacturing facility to reduce weekly operating days by 20 percent, reduced the use of virgin plastic by over 500,000 pounds as a result from converting capsule and tablet bottles to 100 percent post-consumer recycled material, and used 100 percent wind power at its Poland warehouse and distribution center. It also joined a collaboration facilitated by the Sustainable Herbs Program to improve emissions data and accuracy and to determine how to reduce and mitigate the emissions associated with growing, processing and transporting herbs.

FINANCE

• **Driftwood Capital**, a Florida-based commercial real estate firm, has secured \$33 million in refinancing for the **Sheraton Park City** hotel at 1895 Sidewinder Drive, Park City, 200-key hotel. **Berkadia South Florida's** managing directors, Michael Weinberg and Scott Wadler, along with their team members Alec Fox and Edmund Aramayo, arranged the five-year, fixed-rate CMBS loan through **Goldman Sachs Bank USA**.

• **PCF Insurance Services**, a Lehi-based insurance brokerage, has closed \$400 million in incremental debt financing led by **Blue Owl**, a global alternative asset manager that acted as lead arranger and administrative agent. The financing was materially oversubscribed and was upsized from \$300 mil-

lion to \$400 million in response to strong demand from new and existing lenders. In addition, the company reduced the margin on the majority of its debt by 50 basis points, which it said will represent a significant annual savings in ongoing interest expense.

INVESTMENTS

• **Nectar**, an Orem-based company offering software focused on employee recognition and rewards, has announced a \$40 million Series B investment, partnering with growth equity firm **PeakSpan Capital** to accelerate the growth and expansion of its platform and suite of product services. The funds will be used to advance innovation in key areas, including additional features, scalability and user experience, and also to fuel research and development efforts.

• **401GO**, a Sandy-based fintech company providing retirement plans for employers, advisors and individuals, has completed a \$12 million Series A funding round. It was led by **Next Frontier**



Richard Harjes



Tom Peterson

Capital, with additional investors including **Rally Ventures**, **Impression Ventures** and **Stout Street Capital**. The funding will allow 401GO to add products, increase headcount, and further its mission to usher in the modern era for retirement planning and investing. Headcount is expected to more than double, to more than 110 over the next two years. **Richard Harjes** from Next Frontier Capital and **Tom Peterson** from Rally Ventures will be joining the 401GO board of directors.

MEDIA/MARKETING

• **Redhead Marketing & PR**, a Park City-based agency that focuses on public relations, marketing, and branding, has hired **Karen Boe** and **Lucy Nelson**. Boe has more than 30 years of experience and champions Salt Lake's visitor economy ongoing for Visit Salt Lake and has served clients including Kimpton's Hotel Monaco, The Downtown Alliance, the Outdoor Industry Association and the Outdoor Foundation. She has also managed PR for restaurant, retail and sporting event clients. Nelson was a broadcast local news reporter for four years, including most recently for Fox 13 Utah.



Karen Boe



Lucy Nelson

NONPROFITS

• **Mark White** will retire in May after a 31-year career, most recently serving as chief sales and experience officer at **Visit Salt Lake**, a private, nonprofit corporation promoting Salt Lake as a convention, meetings, sports events and travel destination. After competing on the U.S. Freestyle Ski Team, earning his MBA from Utah



Mark White



Tyson Lybbert



Julie Rhoads



Clay Partain

University, and working in the investment and banking industries, White was hired as Visit Salt Lake's first director of ski tourism. He later assumed the role of director of conventions and sports events, and in 2002 he became Visit Salt Lake's chief sales officer. **Tyson Lybbert**, who has served as VSL's vice president of sales, will become chief sales officer. **Julie Rhoads** is being promoted to chief services officer. **Clay Partain** has been named chief sports officer after having served as executive director of Sports Salt Lake.

PARTNERSHIPS

• **Awardco**, a Lehi-based company focused on employee recognitions and rewards, has partnered with **Stripe** to create A-Pay cards, which are digital or physical cards that can be loaded with employee reward points and used like any other card for purchases. When paired with Awardco's Smart Award Network technology, A-Pay cards allow organizations to control reward spending to target desired workforce behaviors.

• **Kizik**, a Lindon-based hands-free footwear company, has announced a partnership with **Unify Brand Partnerships**, a U.K. distributor within the active, outdoor and lifestyle industries. This partnership extends Kizik's reach to consumers across the United Kingdom. Under the new partnership, Unify Brand Partnerships will serve as the distributor for Kizik products throughout the U.K. market.

• **ARUP Laboratories**, Salt Lake City, and healthcare connectivity company **ELLKAY** have entered a partnership aimed at helping health systems establish or expand successful laboratory outreach operations. Hospital laboratories often lack the necessary resources to connect provider offices, electronic health records, billing departments and other systems. The new ARUP and ELLKAY partnership aims to bridge that gap with **LKOrbit**, a laboratory enterprise platform that enables electronic orders, simplifies results delivery, and streamlines reimbursement workflows.

• **Everee**, a Salt Lake City-based payroll company, has announced a partnership with **NextCrew**, based in Illinois, to offer streamlined processes and fast payment options for workers. By integrating Everee's payroll technology with NextCrew's end-to-end staffing platform, the partnership aims to simplify and enhance the payroll experience for staffing companies and temporary workers. With the integration, users can log into Everee and run payroll without any manual data entry, and payments are generated automatically. Additionally, labor data and workforce information flow from NextCrew into Everee in real time by leveraging OpenAPI.

PHILANTHROPY

• **Comcast**, the **Eagle Mountain Chamber of Commerce** and **Eagle Mountain Library** are partnering to launch a **Digital Navigator's Program**, a digital literacy program designed to empower Eagle Mountain's aging population with technical skills. The effort aims to bridge the digital divide and open opportunities for seniors to connect via the Internet with their families, access

State

essential services, and engage with the wider world from the comfort of their homes. Through the program participants will gain knowledge on a variety of topics, including using computers and tablets, accessing the Internet, communicating via email and video chat, using online resources, and staying safe online. Comcast is providing the technological infrastructure and funding necessary to support the program's goals. The chamber is leveraging its network of businesses and community leaders to promote the program and recruit volunteers. Serving as the program's physical hub, the chamber also offers a welcoming space for training sessions and access to digital resources.

RECOGNITIONS

• **LoanPro**, a company offering a lending and credit platform, recently was named the **2023 Fintech of the Year** by the **State of Utah Governor's Fintech Advisory Council**.



Steve Smith

The advisory council, which includes founders, executives, venture capital firms, public education leaders, state-run universities leaders, and others, has a mission to make Utah the innovation hub for fintechs. **Steve Smith** of the University of Utah's Stena Center for Financial Technology was honored as the **"Most Influential Person in Fintech."** Smith and his wife, Jana, partnered with the UofU to launch the Stena Center.

• **Rio Tinto Kennecott** has, for the second time, been awarded the **Copper Mark**, a certificate recognizing the site's responsible production of copper and sustainable mining practices. The Copper Mark was established in 2020 as an assurance framework for copper users to know how their copper is produced. Kennecott was the first recipient of the award and is one of the first to recertify. Every three years, mining sites must undergo a robust audit to keep their Copper Mark by meeting more than 30 environmental, social and governance criteria. Kennecott produces about 12 percent of the U.S. copper supply and is the only mine with a full value chain operation in America, from ore to 99.99 percent pure copper, with byproducts of gold, silver, lead carbonate, platinum, palladium, selenium, molybdenum and tellurium. In addition to Bingham Canyon, Rio Tinto Kennecott operates other facilities, including a refinery, a concentrator and one of only two operating copper smelters in the U.S.

• **Kuali Inc.**, a Lehi-based education technology SaaS company focused on providing administrative software for higher education, has been named to the **World's Top EdTech Companies** list by **Time Magazine**. The fast-growing company ranked in the top 100 of all companies on the list, and in the top 40 of U.S. companies. The new statistical ranking by Time and Statista recognizes 250 companies primarily focusing on developing and providing educational technologies, products, or services. To determine these, Statista analyzed data points such as revenue, funding data, quality and impact of product or service portfolio, and the quality and value of the company's intellectual property. More than 7,000 companies were considered and 250 companies are on the final list.

• The **C-Blu** team recently was named the \$20,000 grand prize winner at the 14th annual **Bench to Bedside Competition** at the Utah State Capitol. Comprised of five University of Utah

BRIEFS

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students, C-Blu developed a blue-light colposcope which increases the sensitivity of images generated during cervical cancer screenings. To decrease high false negative rates, the C-Blu colposcope takes advantage of the unique fluorescent properties of cancerous cells to make pre-cancerous lesions easier for clinicians to identify. The competition field included over 30 other entries. Presented by the Center for Medical Innovation at the University of Utah Health in partnership with the Lasonde Entrepreneur Institute, the Bench to Bedside program offers college students across Utah an opportunity to solve unmet clinical problems and build next-generation medical devices and innovative healthcare technologies. Other winners were **Grand Prize Runner-Up** (\$10,000), **OrthoBolt**; **Legacy Grand Prize** (\$15,000), **SoundPass**; **Patient Safety Technology Challenge** (\$10,000), **Code Clock**; **Best in Medicine** (\$5,000), **Noriscop**; **Best in Business** (\$5,000), **CathSecure**; **Best in Engineering** (\$5,000), **Electronic Grip Gauge (EGG) NeuroRobotic Technologies**; **Best in Digital Health** (\$5,000), **Dream AI**; **Eccles & Marriott Libraries Award** (\$5,000), **AdhesioNix**; and **Consumer's Choice** (\$2,500), **T-Scope**.

• **Harmons Neighborhood Grocer**, based in West Valley City, has awarded **Level Crossing Brewing Co.**, **Chas W. Bangerter & Son Inc.** and **Johnson Family Farms** \$5,000 each as part of its **Local Supplier Development Grant** initiative. The annual grants program, now in its ninth year, rewards local businesses for their dedication to and effort in producing and providing high-quality products for local customers.

• Students from the **University of Utah** earned first place in the graduate track of the **Daniels Fund Ethics Initiative's 12th annual Case Competition**. It immerses college stu-

dents in a challenging business ethics case, mirroring real-world scenarios, and equips them with practical tools for ethical decision-making to apply in their future careers. The UofU team included Gerald Pharin, Shannon Davis, Yasmin Abuomar, Collin Kanyuck, Amy Haywood and Madeline Robles. The Daniels Fund Ethics Initiative Collegiate Program was established in 2010 to instill a high standard of ethics in students and strengthen principle-based ethics education. The program consists of nine university partners in Utah, Colorado, New Mexico, and Wyoming. The Daniels Fund is a private charitable foundation dedicated to making life better for the people of Utah, Colorado, New Mexico and Wyoming through its grants program, scholarship program and ethics initiative.

• **Black Desert** has been awarded the **"Distinguished Golf Destination"** designation by **BoardRoom** magazine in partnership with **Forbes Travel Guide**. Each year, they recognize a select number of exceptional resort, semi-private, daily fee or public golf courses that exceed expectations in the quality of service, facilities, governance, and teamwork of the staff and management.

• The **Park City Chamber of Commerce & Visitors Bureau's Park City Green Business Program** has been named to a list of **"Top 100 Story Awards"** by **Green Destinations**. The program earned third place in the category of **Business & Marketing**. The awards recognize the most inspiring initiatives for sustainable tourism development. **Green Destinations** is a Netherlands-based organization working on the assessment, capacity-building and certification of destinations and businesses committed to sustainable tourism. **Recycle Utah**, a Park City-based nonprofit focusing on waste diversion, started a Green Business program in 2016 to serve Park City and Summit County. The initial program was successful in engaging local businesses to set meaningful waste-reduction goals; however,

it was limited in scope and lacked the structure and capacity needed to scale the program. The Green Business Advisory Committee was formed to update the program to be more rigorous, address more sustainability issues, and provide more resources to businesses. The committee includes representatives from the Park City Municipal Corp., Summit County, Recycle Utah, Park City Community Foundation and Park City Chamber of Commerce. As of June 2023, 65 businesses had started the process of joining the program. Additionally, three successful Green Business Lunch & Learns have sold out attendance each time.

• **ACT Aerospace**, a Gunnison-based composites manufacturing company in the aerospace and defense industry, has been recognized with multiple top-performing supplier awards by **Gulfstream Aerospace Corp.** The awards include **2023 Supplier of the Year**, **2023 Supplier and Small Business of the Year**, and the **2022-23 Above and Beyond Award**. ACT supplies lightweight composite structures to several Gulfstream aircraft.

• **ABC Supply Co. Inc.**, a Wisconsin-based wholesale distributor of roofing and other building products in North America, has announced two recipients of its **Ken Hendricks Award**, including **Leon Clark**, manager of its Mountain West District. The award recognizes associates who demonstrate a commitment to the company's character and its seven core values. Clark joined ABC Supply in 2002 as a branch manager through the company's acquisition of Cameron Ashley. His 21-year tenure includes overseeing the Ogden location. In 2005, he was named managing partner, in 2016 became business manager for the West Region and in 2022 was promoted to Mountain West District manager.



Leon Clark

SERVICES

• **K9 Resorts Luxury Pet Hotel**, a

luxury boarding and dog daycare franchise brand, has announced a multi-unit signed agreement for a location in Omaha, Nebraska, and two in Salt Lake City. K9 Resorts has more than 165 resorts across 28 states currently operating or in various stages of development. Leading the brand's expansion into Utah and Nebraska is **Richard Stull**, a franchise professional with over four decades of experience within the McDonald's system, including roles as a supervisor and multi-unit franchise owner. Utah site selection is underway.

TECHNOLOGY

• **Tracer**, a Salt Lake City-based startup offering AI-powered online brand protection, has announced several senior executive appointments. **Alan Spencer** will serve as Tracer's global chief technology officer to advance Tracer's technology strategy and deepen the market's understanding of how the company addresses the need for



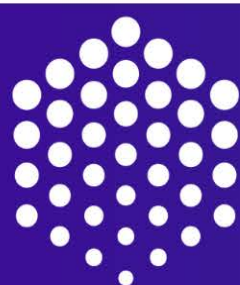
Alan Spencer



Will Fleury

increased cybersecurity and brand protection as genAI threats and fraud proliferate. Before joining Tracer, Spencer had a successful 25-year career with technology companies, including MongoDB, C-Bridge Internet Solutions, MobileAware, LeCalya Technologies, Think Big Analytics, Teradata Corporation and Protegrity, as well as enterprises like Dun & Bradstreet and Misys. **Will Fleury** will serve as vice president of software engineering to lead Tracer's platform and engineering teams in further product innovation. Fleury has held a variety of strategic roles across engineering,

see BRIEFS page 14



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southvalleychamber.com

CALENDAR

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

May 7, 9-11 a.m.

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

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

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

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

“BioHive Live,” a BioHive event celebrating the convergence of research and development, innovation, technology, education and culture. Event features keynote speakers, presentations and demos on cutting-edge technology, research and networking opportunities. Location is Hale Centre Theatre, 9900 Monroe St., Sandy. Early-bird cost is \$199. Details are at <https://biohivelive.com/>.

May 8, 11 a.m.

SBIR 101 Workshop, a Governor’s Office of Economic Opportunity event focused on federal Small Business Innovation Research (SBIR) and Small Business Technology Transfer (STTR) grants and contracts. Event takes place online. Registration can be completed at [Eventbrite.com](https://eventbrite.com).

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

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

May 8, 5-7 p.m.

“Business After Hours,” an Ogden-Weber Chamber of Commerce event. Location is Pandora Box Events, 1821 W. 4000 S., Roy. Free for chamber members and first-time guests, \$10 for nonmember guests. Details are at ogdenweberchamber.com.

May 8, 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 9 and 16, 4-8 p.m.

Trademark Workshop, a two-part event presented by The Mill Entrepreneurship Center at Salt Lake Community College, in partnership with the U.S. Patent and Trademark Office, and focused on the registration process from start to finish. Location is The Mill, SLCC, Building 5, Room 333, 9690 S. 300 W., Sandy. Free. Registration can be completed at [Eventbrite.com](https://eventbrite.com).

May 9, 11:30 a.m.

Monthly Information Session, a Utah Advanced Materials & Manufacturing

Initiative event. Speaker is Alan Hall, founder of Blue Sky Energy, which is developing advanced manufacturing processes that will convert coal into a variety of high-demand carbon-based products. Location is UAMMI, 225 S. Fairgrounds Road, Price. Free. Registration can be completed at [Eventbrite.com](https://eventbrite.com).

May 9, 11:30 a.m.-1 p.m.

Women in Business Luncheon, a Davis Chamber of Commerce event. Speaker Jen Silver, owner of Roofing Utah, business consultant and keynote speaker, will discuss “Seven Challenges Women in Business Face.” Location is La Cappella at Canterbury, 197 E. 500 S., Bountiful. Cost is \$25 for members, \$35 for nonmembers. Details are at davischamberofcommerce.com.

May 9, 3:30-5:30 p.m.

“The Olympics, the Economy and the Built Environment,” presented by the ULI Women’s Leadership Initiative and featuring a panel discussion about the 2034 Olympics, Utah’s economy and the opportunity to leverage events that enhance winter sport venues and augment infrastructure and housing for the Olympics and beyond. Speakers are Catherine Raney Norman, four-time Olympian; Jennifer Wesselhoff, president and CEO of the Park City Chamber of Commerce & Visitors Bureau; Sarah Wright, director of Utah Clean Energy; Jennifer Robinson, chief of staff at the Kem C. Gardner Policy Institute at the University of Utah; and Colin Hilton, president and CEO of the Utah Olympic Legacy Foundation. Location is Utah Olympic Park, 3419 Olympic Parkway, Park City. Cost is \$35-\$45 for members, \$55-\$75 for nonmembers. Details are at <https://utah.uli.org/events-2>.

May 9, 5:30-7:30 p.m.

“Marketing and SEO Workshop.” Instructor is Isaac Kikkert of Lavolt. Location is Bridgerland Technical College, Logan West, Room 1822, 1301 N. 600 W., Logan. Cost is \$30. Details are at <https://btech.edu/bec-workshop-ce/>.

May 9, 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 10, 7:30 a.m.-3 p.m.

Annual Children’s Charity Golf Tournament, a Murray Area Chamber of Commerce event with a four-person scramble format. Check-in begins at 7:30 a.m., followed by 9 a.m. shotgun start. A portion of the proceeds will be donated to MYCC and the Murray Children’s Food Pantry. Location is Murray Parkway, 6345 Murray Parkway Ave., Murray. Cost is \$500 per team. Details are at themurraychamber.com.

May 10, 11:30 a.m.-5 p.m.

Eighth Annual Veteran-Owned Business Conference. Event features a keynote by Chris Fogt, a U.S. Army major, three-time U.S. Olympian and Olympic silver medalist, plus breakout sessions. Location is Miller Conference Center, 9750 S. 300 W., Sandy. Cost is

\$35. Details are at <https://utahvbrc.org/conference>.

May 10, noon-4 p.m.

Spring Pop-Up Market, a Women’s Business Center of Utah event. Location is A La Mode Boutique, 1121 E. 2100 S., Salt Lake City. Details are at wbcutah.org.

May 13-15

Mountain West Trails Conference, a first-ever event for Utah and seven other states for trail advocates, volunteers, land managers, industry professionals, users and community leaders to discuss trail-related challenges, share innovative ideas, and participate in workshops. Keynote speaker is JD Tanner, director of education and training at Leave No Trace. Location is Uintah Conference Center, Vernal. Early-bird cost is \$159. Details are at <https://recreation.utah.gov/events/utah-trails-forum2023/>.

May 14-16

Inaugural Acceler8 Wasatch Week. Activities include a scavenger hunt May 13, 5-7 p.m.; UAMMI Crosstalk Conference and Exhibition on May 14, 9 a.m.-4 p.m.; Ogden Art Walk on May 14, 4-5 p.m.; a networking reception and dinner May 14, 5-8 p.m., at Copper Nickel, 2450 Grant Ave., Ogden; APEX Accelerator Defense Matchmaking event on May 15, 9 a.m.-3 p.m.; Career Awareness with Hill AFB on May 15, 9 a.m.-3 p.m.; Beer & Cheese Mixer on May 15, 3:30-5 p.m.; Wildcat Microfund Pitch Event on May 16, 10 a.m.-noon; and Catalyst Accelerator Ogden Alumni Demo Day on May 16, 2-5 p.m. All events take place at Ogden Union Station, 2501 Wall Ave., Ogden, unless otherwise noted. Registration can be completed at [Eventbrite.com](https://eventbrite.com). Details are at <https://www.acceler8wasatch.com/details?eventID=171778170>.

May 14, 7 a.m.-1:30 p.m.

36th Annual Employment Law Symposium, presented by Parsons Behle & Latimer and Salt Lake SHRM. Registration and breakfast begin at 7 a.m., followed by breakout sessions and lunch, 8 a.m.-1:30 p.m. Topics include regulatory and compliance issues, ADA, FMLA, workplace investigations, labor unions, discipline and terminations and more. Location is Grand America Hotel, 555 S. Main St., Salt Lake City. Cost is \$235 for members and \$295 for nonmembers through May 13, \$340 for members and \$375 for nonmembers thereafter, \$340 for members and \$375 for nonmembers at the door, \$120 for student members of SLSHRM. Details are at <https://slshrm.org/events#!event/register/2024/5/14/employment-law-symposium>.

May 14, 7:15-9 a.m.

Breakfast Speaker Series, an ACG (Association for Corporate Growth) Utah event featuring a corporate capital panel moderated by Spence Hoole of IMA and including panelists Adam Swerdlow, The Chosen; and Kurt Workman, Owlet Baby Care. Location is Willow Creek Country Club, 8505 Willow Creek Drive, Sandy. Free for members, \$40 for nonmembers. Details are at <https://www.acg.org/utah/events/utah-may-2024-breakfast-speaker-series>.

May 14, 8 a.m.-5 p.m.

2024 Zions Bank Wasatch Back Economic Summit, presented by the Park City Chamber of Commerce & Visitors Bureau, the Heber Valley Chamber of Commerce, Heber City, Wasatch County, Summit County and Park City Municipal. Keynote speaker at 8:15 a.m. is Robert Spendlove of Zions Bank providing an overview of current economic conditions and a look-ahead at the opportunities and challenges for 2024 and beyond. Elected officials panel at 12:45 a.m. features Tana Toly, Park City mayor pro tem; Heidi Franco, Heber City mayor; Erik Rowland, Wasatch County Council member, and Malena Stevens, Summit County Council member. Event also features breakout sessions. Location is Summit Hotel in Canyons Village, 4000 Canyons Resort Drive, Park City. Details are at visitparkcity.com/wbes/.

May 14, 8:30 a.m.-5 p.m.

Crosstalk 2024 Conference & Exhibition, presented by the Utah Advanced Materials Manufacturing Initiative and 47G Utah Aerospace and Defense Association. Theme is “Emerging Opportunities for Advanced Manufacturing Small Businesses in Aerospace & Defense.” Location is Union Station, 2501 Wall Ave., Ogden. Free. Registration can be completed at [Eventbrite.com](https://eventbrite.com).

May 14, 10-11 a.m.

“What’s Your Brand?” a Women’s Business Center of Utah event featuring a free professional headshot. Location is 201 S. Main St., No. 2300, Salt Lake City. Free. Details are at wbcutah.org.

May 15, 8 a.m.-noon

“Setting Goals & Managing Performance,” a Small Business Development Center event. Location is Kaysville SBDC at the Davis Applied Technology Center. Cost is \$100. Details are at <https://clients.utahsbdc.org/events.aspx>.

May 14, 9-10:30 a.m.

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

May 15

Women in Business Golf Clinic, a ChamberWest event. Morning session is 8:15 a.m.-12:15 p.m. Afternoon session 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 9, \$125 for members and nonmembers thereafter. Details are at chamberwest.com.

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

“Business Boot Camp,” a South Valley Chamber of Commerce event. Speaker Craig Lloyd, in charge of talent strategy at Wiseman Strategies, will discuss “The Art of Communication: It’s Time to Break Down the Silos,” focusing on how to leverage people data to create

CALENDAR

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a culture of retention using the Predictive Index, a behavioral assessment targeted at measuring an individual's preferred work style. Location is South Valley Chamber, 9800 S. Monroe St., Sandy. Cost is \$35 for members, \$55 for nonmembers. Details are at southvalleychamber.com.

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

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

May 15, noon-1 p.m.

"Walkable Wednesday: The Station at Millrace," a ULI (Urban Land Institute) Utah event. The Station at Millrace is a new Class A apartment community in downtown Provo. Location is The Station at Millrace, 77 W. 500 S., Provo. Free for members, \$20 for nonmembers. Details are at <https://utah.uli.org/events-2>.

May 15, 3:30-6:30 p.m.

"Community Career Fair: Uniting Talent with Opportunity," a Davis Technical College event featuring more than 50 businesses ready to hire. Applicants also can attend a free "Tips for Career Fair Success" workshop, 11:15-11:45 a.m. Location is Davis Technical College, 550 E. 300 S., Kaysville. Registration for the workshop can be completed at davis-tech.edu/calendar/career-fair.

May 15, 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 15, 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 16, 8 a.m.-12:30 p.m.

Home-Based and Small Business Conference, a Box Elder Chamber of Commerce event. Keynote speaker is Juliana Lindsay, Entrepreneurial Operating System. Location is Box Elder County Fairgrounds, Fine Arts Building, 320 N. 1000 W., Tremonton. Cost is \$30. Details are at boxelderchamber.com.

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

2024 Mayors Lunch, a Davis Chamber of Commerce event featuring Davis County mayors discussing business and community issues. Location is Davis Technical College, Allied Health Building, 550 E. 300 S., Kaysville. Cost is \$25 for members, \$35 for nonmembers. Details are at davischamberofcommerce.com.

May 16, 6-8:30 p.m.

31st Annual Distinguished Utahn Gala, a BYU Management Society Salt Lake Chapter event honoring Derek Miller, president and CEO of the Salt Lake Chamber and Downtown Alliance. Reception is 6-6:25 p.m., followed by the gala at 6:30-8:30 p.m. Location is Little America Hotel, 500 S. Main St., Salt Lake City. Cost is \$80. Details are at byums.byu.edu/us-salt-lake.

May 16, 6-8 p.m.

"How to Start a Business 101," a Small Business Development Center event. Location is Orem/Provo SBDC at

Utah Valley University. Details are at <https://clients.utahsbdc.org/events.aspx>.

May 17, 8:30-10 a.m.

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

May 20-22

2024 Utah Aeronautics Conference, a gathering for pilots, airplane mechanics, airport managers and engineers, transportation planners, aviation students, community advocates, policymakers, and other professionals working in Utah's aviation community and focused on safety, best practices and meaningful collaborations. Keynote speakers are former U.S. Rep. Chris Stewart and Brandon Fugal, board member of the Utah Aerospace & Defense Association, EY's Entrepreneur of the Year, and owner of Skinwalker Ranch. Event also includes a career fair, hands-on training, interactive breakout sessions, and mobile tours. Theme is "Life Elevated." Location is Davis Conference Center, Layton. Cost is \$150 through May 10, \$175 thereafter; \$65 for students. Details are at <https://utahaero.com/>.

May 20-22

"Transform Your Business with AI: Create Your AI Vision, Strategy & Roadmap," an AI Mavericks event featuring speakers, case studies and workshop. Location is Salt Lake City. Cost is \$2,499. Details are at <https://aimavericks.ai/join/?ref=newsroom.siliconslopes.com>.

May 21

Construction Opportunity Fair, focused on Texas Instruments' Lehi manufacturing facilities. Open to construction and facility sustaining services suppliers, vendors and subcontractors. Session 1 is 9:30-11:30 a.m.; Session 2 is 1:30-3:30 p.m. Location is Associated General Contractors of Utah, 2207 S. 1070 W., Salt Lake City. Registration can be completed at Eventbrite.com.

RANKING

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in February 2023 a \$400 million capital investment.

"Professional, scientific and technical services remain one of the fastest-growing sectors in the state," said Theresa Foxley, former president and CEO of the Economic Development Corporation of Utah. "The growth in Utah is the result of top-notch higher education institutions and a thriving innovation economy that has been expanding over the past decade."

Here's what some of the CEOs surveyed by *Chief Executive* said about why they ranked Utah so highly:

"Large workforce, low taxes and restrictions, quality of life."

"Utah's workforce is exceptional."

"Friendly, welcoming business growth environment in these states. Utah has created an environment for active collaboration between industry and end-users. The Utah Advanced Materials and Manufacturing Initiative or UAMMI, is a collective group of industry representative, private industry, government organizations and higher education, which provides integration assistance between interested parties. UAMMI has been an overwhelming success in the state of Utah."

May 21, 11 a.m.-1 p.m.

"Sorry, Am I Apologizing Too Much?" a Business Women's Forum event. Speaker Paige Frame will discuss the dangers of over-apologizing, the importance of assertive language, and how to communicate with confidence. Location is Ken Garff University Club, Rice-Eccles Stadium 451 S. 1400 E., Salt Lake City. Details are at slchamber.com.

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

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

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

Professional Development Series, a ChamberWest event. Speaker Craig "Hypr" Andrie, retired U.S. Air Force colonel, will discuss "Taiwan, China, and the Threat of War." Location is Embassy Suites, 3524 S. Market St., West Valley City. Cost is \$25 for members by May 16, \$35 for nonmembers or members after May 16. Details are at chamberwest.com.

May 22, 5-7 p.m.

"Connect After Hours," a South Valley Chamber of Commerce event. Location is Kona Grill, 13252 S. Teal Ridge Way, Riverton. Cost is \$15 for members, \$25 for nonmembers. Details are at southvalleychamber.com.

May 22, 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>.

BRIEFS

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data science, product and consulting. **Mike Monzon** will join as global senior vice president of marketing to accelerate Tracer's global go-to-market efforts. Monzon has two decades of experience



Mike Monzon



Judy Archbold



Taryn Grinsteiner

in the B2B enterprise space; over 15 years of product marketing; and vast involvement in the cybersecurity, fraud and brand protection industries. **Judi Archbold** will serve as senior vice president of legal affairs and will work cross-functionally to support all aspects of the company's legal offerings and interactions. Archbold has more than 30 years of experience as a corporate lawyer, having spent her career advising California- and Idaho-based public and private companies on a broad spectrum of legal issues. **Taryn Grinsteiner** will serve as global vice president of human resources, bringing more than 20 years of HR experience to foster strong company culture at Tracer. Grinsteiner has nearly 20 years of HR experience, most recently at PKG User Interface Solutions.

May 23

Crossroads of the World International Trade Summit, a World Trade Center and Zions Bank invitation-only event featuring information on market diversification, supply chain resilience, and global monetization and economic trends. Location is Grand America Hotel, 555 S. Main St., Salt Lake City. Details are at <https://www.wtcutah.com/tradeevents/crossroads-of-the-world-international-trade-summit-2024>.

May 23, 7:30 a.m.-3 p.m.

Annual UMA Golf Tournament, a Utah Manufacturers Association event. Check-in and breakfast begin at 7:30 a.m., followed by shotgun start at 9 a.m. Location is Soldier Hollow Golf Course, 1370 W. Soldier Hollow Lane, Midway. Cost is \$900 per foursome. Details are at <https://manufacturingutah.com/event/uma-annual-golf-tournament/>.

May 23, noon-1 p.m.

Women in Business Meeting, a Box Elder Chamber of Commerce event. Contact the chamber for location and other details. Cost is \$10. Details to be announced at boxelderchamber.com.

May 23, 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 28, 11:30 a.m.-1 p.m.

Women in Business, an Ogden-Weber Chamber of Commerce event. Speaker Jennie Taylor will discuss "Learn Constantly." Location is Jeremiah's Lodge & Garden, 1329 W. 12th St., Marriott-Slaterville. Cost is \$25 for WIB

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HOME SALES

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interest rates have not made any major moves," said Lawrence Yun, NAR chief economist "There are nearly \$6 million more jobs now compared to pre-COVID highs, which suggests more aspiring home buyers exist in the market."

Total housing inventory registered at the end of March was 1.11 million units, up 4.7 percent from February and 14.4 percent from one year ago (970,000). Unsold inventory sits at a 3.2-month supply at the current sales pace, up from 2.9 months in February and 2.7 months in March 2023.

"More inventory is always welcomed in the current environment," Yun said. "Frankly, it's a great time to list with ongoing multiple offers on mid-priced properties and, overall, home prices continuing to rise."

The median existing-home price for all housing types in March was \$393,500, an increase of 4.8 percent from the previous year (\$375,300). All four U.S. regions registered price gains.

According to the monthly Realtor Confidence Index, properties typically remained on the market for 33 days in March, down from 38 days in February but up from 29 days in March 2023.

First-time buyers were responsible for 32 percent of sales in March, up from 26 percent in February and 28 percent in March 2023.

All-cash sales accounted for 28 percent of transactions in March, down from 33 percent in February but up from 27 percent one year ago.

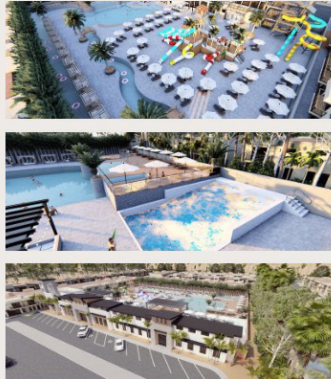
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CALENDAR

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members and first-time guests, \$35 for nonmembers. Registration deadline is May 21 at noon. Details are at ogdenweberchamber.com.

June 5, 11:30 a.m.-1 p.m.

“Strategic Growth Planning,” a Park City Business University event that is part of the four-part “Power Growth for Business” series. Location is Blair Education Center, Intermountain Park City Hospital. Details are at <https://www.visitparkcity.com/members/chamber-bureau-events/>

June 6-7

SheMoney Summit 2024, a gathering focused on women’s financial wellness, agency and advancement. Topics include societal, historical and technological perspectives on money, financial health and trauma, investment strategies, negotiation skills, entrepreneurship, and other money-related topics. Location is Hyatt Regency in Salt Lake City. Cost is \$349. Details are at <https://www.shemoneysummit.com/about-she-money-summit-2024>.

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

Second Annual Cybersecurity Summit, a CRA event designed to connect C-suite and senior executives responsible for protecting their companies’ critical infrastructures with solution providers and information security experts. Event features keynote presentations and panel discussions titled “Defining Cybersecurity-Readiness: How Do You Evaluate Yours?”; “2024 & The Biggest Threats to Your Business”; and “Conceptualizing Cloud Security & Why It Matters Today.” Location is Sheraton Salt Lake City Hotel, 150 W. 500 S., Salt Lake City. Cost is \$250, \$195 for government attendees. Details are at <https://cybersecuritysummit.com/summit/saltlakecity24/>.

June 6, 8:30 a.m.-5 p.m.

Employer Tax Workshop, a Small Business Development Center event. Location is Salt Lake SBDC at Salt Lake Community College, Building 5, MCPC 333, 9750 S. 300 W., Sandy. Cost is \$25

for early birds, \$30 for regular registration. Details are at <https://clients.utahsbdc.org/events.aspx>.

June 6, 9 a.m.-2 p.m.

“A Bolder Way Forward” Summit, presented by the Utah Women & Leadership Project and focused on having more girls and women thrive in any setting. Location is Zions Bancorporation Technology Center, 7850 S. Bingham Junction Blvd., Midvale. Free (register online in advance). Registration can be completed at [Eventbrite.com](https://eventbrite.com).

June 7, 8 a.m.

Golf Tournament, a Box Elder Chamber of Commerce event. Shotgun start is at 8 a.m. Event is a four-person scramble format. Location is Eagle Mountain Golf Course, 960 E. 700 S., Brigham City. Cost is \$400 per foursome. Details are at boxelderchamber.com.

June 10, 9 a.m.-5 p.m.

One-U Industry Partnership Summit, focusing on the One-Utah Responsible AI Initiative and opportunities for partnership. Event will feature panel discussions on the integration of AI into healthcare, workforce development and policy, and provide opportunities to engage with University of Utah researchers in these areas. Location is Cleone Peterson Eccles Alumni House, University of Utah, 155 Central Campus Drive, Salt Lake City. Registration is required. Registration deadline is May 31. Details are at <https://lu.ma/awa7tlku>.

June 12, 7 a.m.-3 p.m.

Annual Golf Classic, a ChamberWest event with a four-person scramble format. Location is Stonebridge Golf Club, 4415 Links Drive, West Valley City. Cost is \$450 per twosome, \$800 per foursome. Details are at chamberwest.com.

June 12, 9-10:30 a.m.

“Coffee Chat with the CEO,” a Park City Chamber of Commerce & Visitors Bureau event in which CEO Jennifer Wesselhoff is available for an informal conversation. Location is Clockwork Café, 1650 Bonanza Drive, Park City. Free and open to the public, but registration is required. Details are at <https://www.visitparkcity.com/members/chamber-bureau-events/>.

CLASSIFIED

CAREERS

STAFF QA ENGINEER

Staff QA Engineer (multiple positions available) sought by **Vivint, Inc.** in Provo, UT to perform test planning & quality delivery of complex features in iOS & Android applications. Position allows for telecommuting from anywhere in the U.S. \$95,472 - \$152,131/year. Email resume to: recruiting@vivint.com. Must specify job code VNWM.

UTAH RISING

from page 1

likely to be updated every two years over the next decade.

While event speakers said the plan will be flexible, they announced several guiding principles:

- Common ground and collaboration for a shared vision of sustainable growth and statewide prosperity.
- Bold vision and pragmatic action to harness market forces and achieve results that reimagine the possible.
- Quality of life and upward mobility that creates opportunity for all Utahns.
- Culture of hard work and community building that give Utah a distinct competitive advantage.
- Private-sector innovation and public-sector support to unleash the power of free enterprise.

“So, the journey ahead is both exciting and essential,” said Spencer P. Eccles, chairman of the Utah Rising Steering Committee and co-founder and managing partner of The Cynosure Group. While the economy will rise and fall, he said, “our effort is to create a vision that enables us to be resilient and proactive. As we mentioned, it calls for leadership and a visionary-yet-pragmatic, ambitious-yet-grounded effort.”

Utah has reaped the benefits of prior visionary efforts, and Utah Rising will shape the state’s future in a responsible

and innovative way that will also be inclusive and reflective of Utah’s values, he said.

“Do not underestimate the power of alignment,” Gochnour cautioned. Downtown Rising was successful because it aligned visions, she said.

“When you align big business with small business, with different regions of the state, with local government, with the nonprofit sector and state government, you can do amazing things in this state,” Gochnour said.

Chris McCormick, president and CEO of the Cedar City Chamber of Commerce, called upon every chamber in the state to create their own plan in line with the Utah Rising vision.

Miller said that like Downtown Rising, Utah Rising will bring people together, but with the state’s growing population and expanding diversity, even more people will need to be involved. Eccles said Utah Rising does not replace visionary efforts of the past but instead will expand upon them. Utah, he said, has proven that it can come together to solve problems.

“These things that we’ve mentioned here,” Eccles said, “build upon all of that in the past, but this is a moment in time where we need to have a bold effort, a unified effort that is collaborative and coordinated across the state, and we all would be well off if we would think in terms of solutions and not in problems.”

Details are available at utahrising.com.



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