

## INSIDE

### ■ SUMMIT COUNTY

Kent Outdoors names Randy Hales as its new CEO. **page 2**

### ■ UTAH COUNTY

Any Hour Group buys firms in California & Minnesota. **page 3**

### ■ TRAFFIC CONTROL

UDOT trying LiDAR-controlled system in Murray. **page 4**

**Industry Briefs**  
**pages 10-12**

**Business Calendar**  
**page 13**

## OF NOTE



### The best to you each morning

Logan's Crumbl Cookies, a franchise chain of bakeries with more than 1,000 outlets in the U.S. and Canada, has reached another growth and popularity milestone. The company has partnered with the Kellogg Co. of Battle Creek, Michigan, to launch Crumbl Chocolatey Chip Cereal, said to deliver the taste of Crumbl's signature milk chocolate chip cookie. The cereal is expected to be introduced nationwide this summer.

## MILESTONE FOR UTAH GEOTHERMAL ENERGY

### Fervo Energy signs PPAs with SoCal power company

**John Rogers**  
*Business Journal*

Fervo Energy's 400-megawatt Cape Station power project, currently under construction near Milford in Beaver County, has reached a critical milestone on its way to becoming the largest geothermal generating station in the United States. Houston-based Fervo has announced the execution of two power purchase agreements (PPAs) totaling 320 megawatts with Southern California Edison (SCE), one of the nation's largest utilities.

When Fervo announced the project and began drilling test holes in 2023, the company said the project would begin delivering around-the-clock, clean power to the grid in 2026 and reach full-scale production in 2028, while providing a significant boost to Beaver County's economy. Fervo said that during its construction, Cape Station would provide around 6,600 jobs and 160 full-time jobs during its operation, generating over \$437 million in earned wages in its first 10 years.

"Utah is no stranger to energy leadership. For decades, oil and gas workers in the Uinta Basin have produced energy vital to the growth of not just our state but our nation," Gov. Spencer Cox said when ground was broken for Cape Station. "Geothermal innovations like those pio-



Fervo Energy crews drill test wells at the Cape Station geothermal power generating facility next to a wind farm in the desert near Milford in Beaver County. With the recent signing of power purchase agreements with Southern California Energy, the bulk of the station's planned 400-megawatt electricity generating capacity is now under contract.

neered by Fervo will play a critical role in extending Utah's energy leadership for generations to come."

Combined with a previous PPA, Fervo has now contracted 373 megawatts of its 400-megawatt capacity for Cape Station. In 2022, Fervo contracted 53 megawatts

of power to a California community power aggregator. Fervo's commercial geothermal pilot project in Nevada came online in November and is sending electricity

**see CAPE STATION page 14**

## UIPA board OKs Castle Country port project

**Brice Wallace**  
*Business Journal*

Officials in Carbon and Emery counties are hoping a new Castle Country Inland Port Project Area will spur companies to put operations there and reverse the flow of young people out of the area.

"Green River's greatest export, and you can find it riddled in our city minutes, is its children," Green River Mayor Ren Hatt said before the Utah Inland Port Authority board approved the project area's creation at a recent meeting. "The median age continues to go up, per census, without there being any real change in population, and so we're los-

ing more and more of our young people, and the primary reason for that is there is no job."

The board approved the area, which includes several pieces of land occupying a total of over 2,185 acres along primary roads and rail arteries, including Interstate 70 and US-6. Elected officials in Carbon and Emery counties and Green River City had adopted resolutions calling for the project area's creation. Industries that will be a focus there are hydrogen and other alternative energy sources, manufacturing, carbon fiber, warehousing and distribution, rail infrastructure utilization and CO2 sequestration.

Green River has "a broad spectrum"

of companies it is trying to attract, including those in both renewable and nonrenewable energy, logistical management, agriculture, technology, medicine and mineral processing, Hatt said.

"We're making a lot of efforts on our own to attract partners to come into Green River; however, with the backing of the Inland Port Authority, we would have much stronger bargaining position to make sure that we could take care of our people, our workers," he said.

Carbon County Commissioner Larry Jensen said a diversified economy could help shift the local tax base. Coal

**see UIPA page 15**



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# NEWS

## Kent Outdoors names Hales CEO

Kent Outdoors, a watersports and ski equipment manufacturer that moved its headquarters to Summit County from Ohio last year, has named Randy Hales as its new CEO.

Hales brings decades of consumer product experience to Kent Outdoors, having held executive positions in several high-growth companies, including serving as CEO at Next Level Apparel; CEO at ZAGG Inc.; and CEO of Back to Basics, a kitchen appliances manufacturer.

Hales serves on the board of directors of the Boise State University Foundation, volunteers with the Make-a-Wish Foundation and is a National Association of Corporate Directors fellow.

“We’re honored to have Randy take the helm as CEO. His appointment marks a significant milestone for Kent Outdoors as we focus on building the brands and positioning the company for future growth,” said Kent Executive Chairman Lee Belitsky. “He brings a transformative leadership style and deep consumer product experience in both direct-to-consumer and business-to-business environments. The combination of his professional background and personal passion for the outdoors make Randy an ideal match for Kent’s brand portfolio.”

“I’m excited and honored to be joining the Kent team,” said Hales. “Kent has an incredibly strong portfolio of brands and a track record for adapting to market changes, driving new product innovation and leveraging the growing consumer interest in outdoor recreation. It’s an exciting time as the company is positioned for continued growth and market leadership.”

Founded in 1959 in New London, Ohio, Kent Outdoors is a diverse platform of outdoor brands with a product base that includes personal flotation devices, wakeboards, water skis, towable tubes, snowboards and other products.

## PCF Insurance Services announces acquisition of 4 insurance companies

PCF Insurance Services, a Lehi-based insurance brokerage with operations in 40 states, has acquired four insurance businesses: Ignitist, based in Pennsylvania; The Brady Agency, based in North Carolina; Roseberry Insurance Agency, based in Mississippi; and Sinnott Agency, based in Iowa.

“At PCF Insurance, we are committed to accelerated and strategic expansion through M&A — not to be confused with high-volume,” said Brooke K. DeWyze, chief development officer at PCF Insurance. “Our approach to M&A enables us to grow our operations in key markets, based on our analysis for growth potential and alignment with our current footprint, while ensuring that each new business that we integrate aligns with our long-term vision and enhances our capabilities and specialization in key industry verticals. Our re-

cent acquisitions are a testament to this strategy, providing us with significant opportunities to better serve our clients and expand our presence in strategically important markets.”

The Brady Agency, serving North Carolina and Virginia, offers commercial and personal insurance lines to the Research Triangle area. The company will join forces with Insurance Associates of the Triad, a business of PCF Insurance in Asheboro, North Carolina.

Ignitist specializes in Medicare and senior benefits, while Roseberry Insurance Agency expands PCF’s presence in the Southeast. Roseberry is a tech-forward insurance business specializing in property and casualty coverage.

The Sinnott Agency adds to PCF’s growing Midwest region and aligns well with PCF’s core business offerings, the company said.



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## Any Hour Group acquires home service businesses in California and Minnesota

The Any Hour Group, an Orem-based provider of home services, has acquired McQuillan Home Services of St. Paul, Minnesota, and Divine Electric of San Rafael, California. Any Hour is a portfolio company of Knox Lane, a San Francisco-based private equity firm.

Through its partnership with McQuillan, Any Hour has expanded its presence in the greater Minneapolis and St. Paul areas, marking the platform's second partnership in Minnesota. The addition of Divine has broadened the company's footprint in the Bay Area of Northern California, adding a third location for Any Hour in the region and expanding the platform's local offering to include electrical services.

"McQuillan has built a successful business with meaningful scale over the course of generations," said Wyatt Hephworth, CEO of Any Hour. "We are honored the company has trusted Any Hour

to continue its legacy and are excited to work together to continue building out Any Hour's presence in the Midwest. Divine is yet another important addition for Any Hour, with a strong brand and proven track record of growth."

Jeremy Hansen, chief operating officer of Any Hour, added, "We couldn't be happier to bring McQuillan and Divine into the Any Hour Group. Both companies have cultures, values and visions that closely align with our group, and we're excited to partner together to serve more customers in these strategic markets and accomplish even greater success."

Founded in 1961, Any Hour Group provides residential customers with a full suite of HVAC, plumbing and electrical services, including repairs, replacements and maintenance. The company has a workforce of more than 2,000 employees and technicians.

## GreGreenix buys Insight Pest Solutions

Orem-based Greenix Pest Control has acquired the operations of Insight Pest Solutions in Wisconsin, Ohio and Indiana. "This most recent strategic acquisition marks a significant step in Greenix's ongoing expansion and further enhances our presence in the upper Midwest," the company said.

With the addition of Insight Pest Solutions, Greenix now operates in 19 states, serving over 200,000 households across the Mid-Atlantic, Midwest, Northeast and its home state of Utah.

"We couldn't be more excited to welcome the Insight team to the Greenix family," said Bob Nilsen, chairman and CEO of Greenix. "This new partnership integrates seamlessly with our operations, offering an exciting opportunity for both

customers and employees alike. Our ongoing commitment to providing customers with award-winning effective solutions remains true. We believe every customer deserves a service that is not only incredibly effective but environmentally responsible."

"We're thrilled to partner with the Greenix team," said Adam Villareal, Insight CEO. "Their focus on taking the very best care of customers is very much in line with ours. I'm highly confident the customers in these regions will experience the same great service that they've come to expect."

Greenix was recently ranked as the 14th-largest pest control provider in the U.S. by *PCT Magazine*, employing over 1,000 people.

## Smith named CEO at Addax Overland

Addax Overland, a Lehi-based manufacturer of truck- and trailer-mounted camping systems, has appointed Marshall Smith its new CEO. Smith is the former president of Manly Bands, a Utah wedding ring designer and manufacturer, and chief operating officer of online shoe marketer Taft of Provo.

Smith has more than 15 years of executive experience, driving revenue, market share, margin growth, manufacturing, and operations. He has been involved in eight acquisitions and is a long-time overlanding adventurer, most recently building his own overland

camper from the ground up.

"As an overland enthusiast myself, I'm excited to be a part of Addax, a company that excels in designing rugged and capable products that complement overlanders' different preferences and styles," said Smith. "Addax's commitment to exceeding customers' expectations is a big part of its success. A top priority will be to scale up manufacturing to keep pace with the surging demand for our outstanding overlanding products."

Smith received bachelor's and MBA degrees from Brigham Young University.

## Lehi's ClientSuccess acquires Baton

ClientSuccess, a Lehi-based customer onboarding platform, has acquired Baton, a competing customer onboarding and implementation platform based in New York City. Baton is designed to "deliver rapid, scalable solutions for customer onboarding, streamline customer-focused projects and enhance customer engagement," ClientSuccess said about its new partner.

"This acquisition further accelerates ClientSuccess's commitment to delivering unparalleled customer onboarding and implementation solutions, which can be leveraged as a stand-alone solution or a fully integrated offering within our leading customer success platform," the company said.

"By adding Baton, we're enhancing our suite of solutions to offer a comprehensive, all-in-one platform for managing customer relationships from onboarding through the entire journey," said Dave Blake, founder and CEO of ClientSuccess.

"Our customers will benefit from a more comprehensive solution designed to streamline workflows and accelerate time-to-value, aligning perfectly with our mission to provide extraordinary customer experiences, high retention, and significant revenue growth," Blake added. "Our customers have spoken and confirmed their desire for a unified solution to manage their entire post-sales experience, rather than bouncing between several siloed tools."

Financial details of the acquisition were not disclosed.

## Merit Medical buys EndoGastric Solutions

Merit Medical Systems Inc., a healthcare technology and medical device manufacturer based in South Jordan, has acquired the assets of Redmond, Washington-based EndoGastric Solutions Inc. for a total cash consideration of approximately \$105 million. EndoGastric Solutions makes a device that delivers a minimally invasive non-pharmacological treatment for patients suffering from GERD, a digestive disorder that occurs when the lower esophageal sphincter doesn't tighten correctly, allowing acid from the stomach to enter the esophagus.

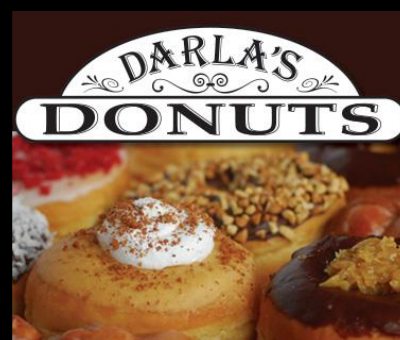
"This acquisition is consistent with our continued growth initiatives. It enhances our product portfolio in existing clinical specialties while expanding our global footprint in the multi-billion-dollar gastrointestinal market," said Fred P. Lampropoulos, Merit's chairman and CEO. "We look forward to helping more patients by providing clinicians with a sustained and minimally invasive treatment option for chronic GERD."

Lampropoulos said Merit expects the acquisition to add approximately \$30 million in annual sales to the company balance sheet.

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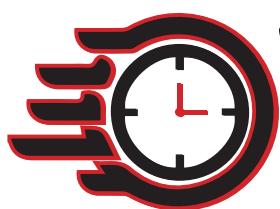
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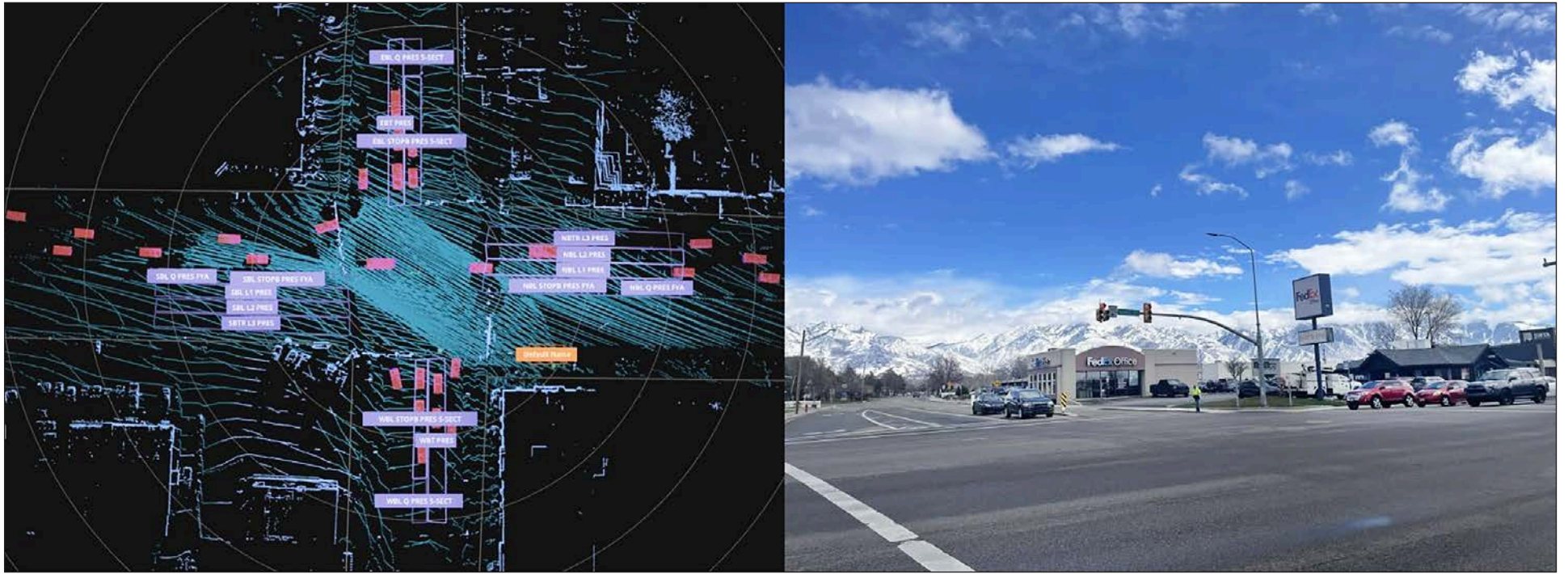
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# NEWS



A computer generates signals sent by sensors on each corner of the Murray intersection of 5900 South and State Street (right) into a traffic pattern that controls the traffic signals in the intersection. The LiDAR-driven system enhances safety and convenience for automobile drivers and other traffic such a bicycles and pedestrians. The system is the first in the nation to use LiDAR for traffic control.

## Murray intersection traffic signal system is first in nation powered by LiDAR

Seoul Robotics, an industrial autonomous driving company based in Korea, has deployed the United States' first traffic signal system powered by LiDAR sensor data at the intersection of State Street and 5900 South in Murray.

The system installation was initiated by the Utah Department of Transportation (UDOT).

LiDAR, which stands for "light detection and ranging," is a remote sensing method that uses light in the form

of a pulsed laser to measure distances. The advanced sensor technology can detect, count and track vehicles and other road users under any weather conditions. The installation in Murray is powered by Seoul Robotics' 3D Perception engine,

housed in a compact edge device, and utilizes LiDAR sensors at each corner of the intersection. The system creates

**see LiDAR page 9**

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The Salt Lake Business Journal is published weekly by Loyal Perch Media LLC, 9500 S. 500 West, Suite 205, Sandy, Utah 84070. Application to mail at periodical postage prices at Salt Lake City, UT. Postmaster: Send address changes to: Salt Lake Business Journal, 9500 S. 500 West, Suite 205, Sandy, Utah 84070.

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Subscription rate: \$85 per year.

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#### SALT LAKE BUSINESS JOURNAL

9500 South 500 West, Suite 205  
Sandy, UT 84070

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# Work Daze

## The answer to your career problems: Hang up the phone

Remember phone calls?

Remember when the phone rang — and you answered? There was never a worry that your caller was a spam factory in Kyrgyzstan, helpfully informing you that a valuable package was hung up in customs and all they needed to release it was the number of your credit card, your 16-digit PIN and the ZIP code

of your phlebotomist.



**BOB GOLDMAN**

Or it was you who was the caller. You urgently needed to pass on a juicy tidbit of gossip about the CFO, who was involved in a torrid affair with the CMO, or the CTO or the COO. Or maybe it was all the C's, and a few D's and E's, too.

If a telephone was a vital part of your work life, it's time to wake up and smell the dial tone.

Today, there are rules of etiquette about when to use the phone and when to choose other means of communication. I'm talking email, text, Skype, Zoom and Slack. And don't forget smoke signals from the roof of your office. Trust me, they're coming back.

If you want to know more about phone etiquette, call Heather Kelly, or maybe not. Kelly is the author of "The new phone call etiquette: Text first and never leave a voice mail," a helpful article in *The Washington Post*.

According to Kelly, "phone norms change quickly, causing some people to feel left behind and confused." Since I don't want you to feel even more confused than you already are, here are four rules to remember.

No. 1: Voicemail is for losers.

"Voicemails are an artifact of the days before text messages," writes Heather Kelly. So, if your manager needs even more proof that you are a dog far too old to learn new tricks, leave a voicemail.

Beyond aging you, today's phones automatically transcribe voicemails, which can result in career-destroying messaging mistakes as you say, "I have this new manager," and your devil phone types out, "I hate this new manager."

No. 2: Text before texting.

"Calling someone without warning can feel stressful to the recipient," say the etiquette experts. There's stress for the caller, as well. A recipient is less likely to answer if they don't know who is calling. (They're definitely not going to answer if they do.)

The solution is to text first, announcing when and why you're going to call. This sounds polite, but is it enough? I suggest you first send an email, announcing to your recipient they are going to receive a text announcing you're going to call.

To be totally considerate, send a special delivery letter announcing the email announcing the text announcing the phone call. To make sure they

received the special delivery, follow up with a telegram. (If you don't know what a telegram is, ask your phlebotomist.)

This is a very effective way to communicate, if, by the time you start punching in numbers, you can remember what it is you are calling about.

No. 3: The time to answer your phone is never.

Just because someone calls you, it doesn't mean you have to answer.

In fact, never answering your phone says you are working hard — and you are working hard, deciding which phone calls not to answer. Though etiquette experts say you shouldn't answer a call when you're in a meeting, there is one exception. That's if the meeting is with your manager, whom we will call Alex. Set up a phone call, which you answer, responding loudly to an imaginary person whom you identify, sotto voce, as your manager's manager.

"I don't care what the team thinks," you say. "I am 100 percent loyal to Alex, despite the obvious deficiencies in skill level and character."

You can hang up then. Alex will soon be off to a new job, and you can take his place — and their phone.

No. 4: Everyone loves it when you're on speakerphone.

You don't need a podcast. Just pick up your phone and you're broadcasting.

It's the perfect opportunity for sharing your thoughts about everything that's wrong with the company. Your co-workers will know you're being honest, because you don't know anyone is listening in — or so you can claim. It's a career hack that's sure to get you promoted or fired, whichever comes first.

I hope you now understand how your phone can accelerate your career, assuming you never use it. If you don't agree, give me a call. I won't be able to answer, of course. I'm working way too hard.

Bob Goldman was an advertising executive at a Fortune 500 company. He offers a virtual shoulder to cry on at [bob@bgplanning.com](mailto:bob@bgplanning.com).

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# Excess of existing low-rate mortgages lock out new Utah homebuyers

Thirty-year fixed mortgage rates have been hovering around 6 percent to 7 percent for nearly two years, but most Utah homeowners have locked in a much lower rate. In fact, 72 percent of Utah homeowners have a mortgage with an interest rate at 4 percent or lower — the greatest share of homeowners in any state, according to an analysis by the University of Utah's Kem C. Gardner Policy Institute.

One reason for Utah's high percentage of low-rate mortgages is the state's strong housing market. Surging home values over the past decade helped existing homeowners build equity, allowing many to refinance their mortgages and take advantage of historically low rates.

While rock-bottom rates benefited those who were able to refinance or get a new mortgage before rates

shot up, the surplus of existing low-rate mortgages has created a lock-in effect in the market.

Current homeowners unwilling to give up their lower rates are freezing up housing inventory, making it more difficult for younger and lower-income families to enter the state's already-tight housing market.

Utah's average home value was \$522,754 in May, well above the national average of \$360,681, according to the Zillow Home Values Index. A Zions Bank analysis of U.S. Census Bureau and Zillow data found that housing costs are taking a much bigger bite of the household budget than they were a decade ago. In 2022, a typical Utah family spent five-and-a-half times their annual income on a new house, up from just over three times

their annual income in 2012. The result is that Utah's housing market is the most unaffordable in our state's history.

The Beehive State's homeownership rate dropped from 71.2 percent to 70.3 percent from 2022 to 2023, which isn't surprising given that more than 90 percent of renter households can't afford a median-priced home.

To address housing affordability, Utah needs more housing units, more housing density and a variety of housing options, including more multi-family units and mother-in-law apartments. The Gardner Institute projects 153,000 new housing units will be needed by 2030 to meet growing demand and keep the housing market in balance.

Utah also needs more starter homes, and those starter homes need to be less expensive. This will require a reassessment of what homebuyers

demand and what homebuilders provide. For example, I bought my first home in 1999, an 1,100-square-foot house with a carport. Today, a young family would be hard-pressed to find a similar cost-effective option along the Wasatch Front.

Housing affordability is a tough issue, but if we don't address it, it will impact the state's future workforce. Utah may start losing young families to more affordable parts of the country, or transition away from a homeownership society to become a rental society like Europe.

Regardless of one's personal housing situation, affordable housing is foundational to health and well-being, educational outcomes, social stability and the economic vitality of our communities, state and nation.

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



ROBERT SPENDLOVE

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# FROM THE COACH

## Baseball and business: Rules for measuring success

I've coached youth baseball for over 50 years. In fact, I'm enjoying the opportunity to coach my 7-year-old grandson right now. Between my sons and grandchildren, I've coached nine of my family members and hundreds of other kids. For the most part, it's been an incredible delight for me.

My son is the head coach for the team that his son (and my grandson) plays on, and from the very first practice, my son has established three team rules:

1. Think.
2. Play hard.
3. Have fun.

I've added two rules of my own as part of every practice— and every game:

- Each player, and as a team, everyone is routinely asked: "What did you learn?" This takes their thinking from game-time and practice experiences to downloading those experiences into skill development over the course of a season.

- The second rule is to have a short memory. This may seem somewhat contrary to the first rule since we want each player to remember what they have learned. However, since baseball is a game of imperfection, everyone is going

to strike out or make errors. If they dwell on those mistakes, they won't improve. So, while we want them to learn from their mistakes, we don't want them to see themselves as failures. If they do, they can't keep my son's rule No. 3: Have fun.

So, you might ask, "What does this have to do with running a successful business?"

While you might do well in simply applying these five rules in leading your enterprise, a bit deeper thinking will be beneficial here. The great nuclear physicist Enrico Fermi

provided guidance in this regard when he said, "If the result confirms the hypothesis, then you've made a measurement. If the result is contrary to the hypothesis, then you've made a discovery."

If Fermi was coaching baseball, he would have undoubtedly suggested that players needed to test different hypotheses regarding hitting and fielding to see which ones delivered the best outcomes. That said, he would not have ignored the times that the hypotheses failed. These failures constitute valuable learning discoveries.

Let's apply Fermi's insights to a few desirable business outcomes:

### • Revenue Growth.

Hypothesis confirmation (measurement): If revenue growth aligns with company forecasts, it confirms that your market expansion efforts are effective.

Contrary result (discovery): If revenue growth fails to meet expectations, you have discovered that your market expansion efforts are not working and that market trends, customer behaviors and/or internal inefficiencies must be addressed.

### • Employee Productivity.

Hypothesis confirmation (measurement): If employee productivity meets or exceeds targets, it confirms that your workforce is efficient and resources are being utilized effectively.

Contrary result (discovery): Lower-than-expected productivity, if carefully examined, can discover issues with processes, employee motivation and/or resource allocation. Such discoveries unearth training needs, process improvements and motivational strategies.

### • Return on investment (ROI).

Hypothesis confirmation (measurement): An ROI that meets expectations confirms that investments are yielding the expected returns and that resource allocation is efficient.

Contrary Result (discovery): Lower-than-desired ROI should lead to a reas-

essment of investment decisions and market conditions. This, in turn, focuses attention on discovering more effective investment strategies and a reallocation of resources.

The point here is that every hypothesis, or plan that you enact, is an opportunity to learn — to learn what works and what doesn't, to use what you've learned to zero in on measuring the right things and to discover what needs to be changed.

When you do this effectively, batting averages improve, as do important business outcomes.

And what about the last rule: having a short memory? I would amend it slightly for business purposes. While you want to discover what needs to be changed or improved, your focus should not be on blaming your people for the failure, but rather on improving your processes. Have a short memory regarding *who* has failed, along with a deepening understanding of *what* has failed, *why* it failed and the discovery of *how* it can be improved.

Batter up!

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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# LiDAR

from page 4

a digital twin of the intersection to feed data to optimize traffic flow and reduce congestion.

The project is a collaboration among Seoul Robotics, Gades Sales Co. and Blue Band. Gades Sales, the Salt Lake City distributor, installed and ensured the system was integrated into the local infrastructure. Meanwhile, Florida-based

Blue-Band's software acts as an interface, translating the data processed by Seoul Robotics into signal commands compatible with existing traffic controllers.

UDOT said that since its installation in March, the system has been operating flawlessly using precise stop-bar detection, advanced vehicle detection up to 300 feet from the stop bar and detection of red light running. Additionally, the system boasts a vehicle-counting accuracy of 99.8 percent at the stop bar.

"Since its installation, our LiDAR-based traffic management system has consistently demonstrated excellent detection and tracking of objects, ensuring reliable performance across all weather conditions," said Lee Han-bin, CEO of Seoul Robotics, "This technology not only meets but exceeds the demands of modern traffic systems."

Beyond managing vehicle flow, the system also enhances traffic engineering by accurately counting and monitoring vulnerable road users (VRUs),

such as pedestrians and cyclists at crosswalks and curbsides. This data is crucial for traffic engineers aiming to further develop and improve intersections for the safety and convenience of VRUs. The technology opens the way for smart crossings where the traffic controller can adapt to the different mobility needs of pedestrians by adjusting the green-light time.

UDOT will use results from the pilot program to determine if the LiDAR system will be installed at additional sites.



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# Industry Briefs

Industry Briefs are provided as a free service to our readers. Company news information may be sent to [brice.w@thecityjournals.com](mailto:brice.w@thecityjournals.com). The submission deadline is one week before publication.

## ASSOCIATIONS

• The **Park City Chamber & Visitors Bureau** has announced the outcome of the board of directors election for 2024-25. New board members will be seated for a four-year term on Aug. 20: **Beth Armstrong**, Intermountain Hospital; **Dan Bullert**, Stein Eriksen Lodge; **Chris Lawing**, Pendry Park City; **Jocelyn Scudder**, Arts Council of Park City & Summit County; **Gar Trayner**, Woodward Park City; and **Sherry Weaver**, Hyatt Centric Park City. The new board chair is **Susie English**, succeeding **Rhonda Sideris**. Departing board members are **Brooks Kirchheimer**, Hearth and Hill; **Shaydar Edelmann**, Park City Mountain; **Chelsea Steinbach**, RMC Park City; **Greg Gendron**, Stein Eriksen Lodge Management Corp.; and **Lindsay Arnold**, Deer Valley Resort.

## CONTESTS

• Nominations are being accepted through July 8 for the **ChamberWest 2024 Annual Awards**. Categories are Business of the Year, Small Business of the Year, Best Place to Work and Volunteer of the Year. Three finalists in each category will be announced and featured at the Annual Awards Gala, scheduled for Aug. 28 at the Maverik Center. The nomination form is at <https://files.constantcontact.com/8872d0f4101/3d2223a0-5ff2-4046-9409-ba5b3f0666c2.pdf?rdr=true>. Details are available at (801) 977-8755.

## ECONOMIC INDICATORS

• **Utahns** earning a minimum wage take an average of 34.1 years to **afford a home down payment**, according to a study by **BadCredit.org**. That is the highest amount of any state. With a state median income, the same goal would be met in 6.5 years. The study compared Zillow home prices over the past year to minimum wages in every state. Nationally, if minimum wages started saving 10 percent of their paycheck at age 18, they could afford an 8 percent down payment in roughly 23.1 years at age 41. Salaried workers making the U.S. median income achieve the same milestone in 5.1 years. Minimum-wage workers in Illinois can afford a down payment in 8.6 years.

• **Brigham Young University** is the best U.S. college for **studying finance**,

including stocks and trading, according to a study by **CreditDonkey**. It used 19 metrics in five categories: admission standards, career outcomes, cost, finance specialization and education quality. While BYU did not score in the top 10 for any individual metric, its consistently strong scores across the board earned it the top spot overall.

• A **Lake Powell houseboat experience**, at No. 73, is the highest-ranked Utah item on a list of the **"Most Coveted Luxury Weekend Experiences"** in the U.S., a list compiled by **CardRates.com**. It conducted a poll of credit card points-rich cardholders to determine the list of 130 top experiences. Other Utah experiences on the list are No. 90, a **Park City luxury ski weekend**, and No. 116, a **Moab adventure and spa retreat**. The top-ranked experience overall is a Maui Beachfront Resort Stay in Hawaii. Details are at <https://www.cardrates.com/studies/most-desired-credit-card-rewards-escapes/>.

• The **Butch Cassidy childhood home** in Circleville, at No. 84, is the highest-ranked Utah location on a list of **"Top Celebrity Landmarks,"** compiled by **Tarotoo** via a poll. The **John Moses Browning Firearms Museum** in Ogden is ranked No. 88. The top overall celebrity landmark is Elvis Presley's Graceland in Memphis, Tennessee. Details are at <https://tarotoo.com/blog/eternal-icons>.

• **Salt Lake City**, at No. 57, is the highest-ranked Utah city and **Sandy** is among 21 cities tied for last overall on a list of **"Best Barbecue Cities"** in the U.S., compiled by **Lawn Starter**. It ranked the 500 biggest U.S. cities, considering access to barbecue vendors and smokehouses, consumer ratings, competition awards, and the number of barbecue festivals. The bottom-ranked cities, **Lawn Starter** said, had few or zero barbecue establishments or smokehouses, no barbecue festivals, and no prize-winning cooking teams. The top-ranked city overall is Kansas City, Missouri. Details are at <https://www.lawnstarter.com/blog/studies/best-bbq-cities/>.

• **West Valley City** is ranked No. 61 on a list of **"Cities with the Least-Trusted Tap Water,"** compiled by **ITAMG.com**, based on traveler surveys. Salt Lake City is No. 233, meaning it is among the most-trusted. The least-trusted city for tap water taste and safety is Detroit. Details are at <https://www.itamg.com/blog/survey-worst-tap-water/>.

• **Thirty-six percent of Utah parents** monitor their **children's online**

**habits daily**, according to a survey by **HostingAdvice**. According to the survey, 63 percent of Utah parents actively control the websites and social media sites their children visit, compared to a national average of 52 percent. The highest level of controlling children's online access is in South Dakota, at 80 percent. The lowest is 30 percent, in Nebraska. Details are at [hostingadvice.com/blog/screen-safety-survey](https://hostingadvice.com/blog/screen-safety-survey).

• **Federal Heights** in Salt Lake City, at No. 242, is the highest-ranked Utah location on a list of **"Top Sleep Sanctuaries"** in the nation, compiled by mattress company **Amerisleep**. The company conducted a poll to reveal the most coveted urban sanctuaries that offer a tranquil, suburban atmosphere. The top-ranked location is Del Mar in San Diego, California. Details are at <https://amerisleep.com/blog/sleep-sanctuaries/>.

coordination within the Governor's Office of Planning and Budget. Hanson joined



Laura Hanson

GOPB in 2021 as state planning coordinator. Prior to that, she served as the planning director for the Utah Transit Authority and was the first executive director of the Jordan River Commission.

She has also worked as a consultant specializing in long-range planning, strategic planning, small area/downtown revitalization projects, and environmental planning. Hanson earned bachelor's degrees in urban planning and environmental studies and a master's degree in urban planning from the University of Utah.

• The **Salt Lake City Council** recently approved a \$100,000 **Economic Development Loan Fund** loan for **Eats Bakery**, which will help with the build-out of its first brick-and-mortar location at 592 West and 200 South. Eats Bakery, which opened in 2020, specializes in making vegan sweet rolls, doughnuts and cookies. The EDLF program aims to stimulate business development and expansion, create employment opportunities, encourage private investment, promote economic development, and enhance neighborhood vitality and commercial enterprise in Salt Lake City by making loans available to businesses.

## INDOOR RECREATION

• **Pickleball Kingdom** has expanded into American Fork, the second franchise announced in Utah. It is operated by Kaleb and Brittaney Scholes and John and Mandie Peterson.

## INVESTMENTS

• **Route**, a Lehi-based company offering a package tracking and protection solution, has announced a \$40 million Series C funding round at a \$1.4 billion valuation. The round was led by **Hanaco VC**, with participation from **JAWS Ventures**, **Madrona Ventures** and **Granger**. **Financial Technology Partners** served as exclusive advisor on the transaction. Route achieved \$100 million in revenue in 2023 and in June surpassed \$15 billion in protected merchandise.

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## ENERGY

• **SFC Energy AG**, a Germany-based company that provides hydrogen and methanol fuel cells for stationary, portable and mobile hybrid power solutions, recently celebrated the official grand opening of U.S. subsidiary **SFC Energy LLC** in Orem. The new SFC site was announced in December. SFC Energy LLC integrates sales, customer service and logistics.

## GOVERNMENT

• **Gov. Spencer Cox** has appointed **Laura Hanson** as his senior advisor of long-range planning. She will continue serving as managing director of planning

see BRIEFS next page

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from previous page

**LAW**

• **Dentons Durham Jones Pinegar** has added shareholders **Aaron Clark**, **Peter Donaldson**, **Michael A. Gehret** and **Trinity Jordan** along with of counsel attorneys **Kristin A. Baughman** and **Jordan Westgate** and associate **Jake R. Lee** to its litigation practice. They previously practiced in the Salt Lake City office of Armstrong Teasdale LLP. Clark, a former assistant U.S. attorney, has nearly two decades of litigation experience where he has focused his practice on financial and white-collar crime. His knowledge encompasses statutes governing fraud, money laundering, national security, voting and tax fraud, trafficking of narcotics and firearms, public corruption, mail and identity theft and immigration. Donaldson is returning to Dentons. He is a trial lawyer who handles commercial litigation matters, including disputes regarding contracts, real property, land use, corporate governance, fraud, business torts, fiduciary duties, employment, insurance, franchising, creditors' rights, intellectual property, probate and trust, receivership, securities and other matters. Gehret has served as national litigation and bankruptcy counsel for many large companies in Utah and across the country. He represents financial institutions, private equity funds, solar and power companies, healthcare, pharmaceutical and biotech companies, developers, commercial property owners, title companies and owners associations, casinos and ski resorts. Jordan, a former assistant U.S. attorney, is a trial lawyer



Aaron Clark



Peter Donaldson



Michael Gehret



Trinity Jordan



Kristin Baughman



Jordan Westgate

focuses his practice in federal criminal defense, entertainment law, nonprofit and corporate litigation. While his practice primarily involves federal law matters, he also regularly represents clients in state and federal court. In the entertainment industry, Jordan has worked with several independent movie producers, writers and artists; has represented privately owned companies in the United States; and many local businesses, contractors and individuals in government investigations. Baughman has more than a decade of experience in commercial litigation and appeals. Her practice spans a wide range of skill sets, including counseling clients in complex commercial litigation, intellectual property litigation, commercial loan restructuring, receiverships, and real estate litigation. Westgate focuses her practice on a variety of civil matters, including commercial litigation, collections, employment law, domestic litigation and appeals. She has experience in legal research and review, as well as drafting motions and legal memoranda, and attending hearings and trials. Lee has experience gained through numerous judicial clerkships, leading research and assisting in writing on various appellate issues and briefs on appeal.

• **Spencer Fane Snow Christensen & Martineau** has hired **John B. Allen** for its Litigation and Dispute Resolution practice group as an associate in the firm's Salt Lake City office. Allen focuses on clients' intellectual property rights, creating and strengthening meticulous plans to protect patents, trademarks, trade secrets and copyrights. His background includes biology, general litigation and concentrated IP matters. Allen's education includes earning his undergraduate degree and master's in biology at Brigham Young University.

**MANUFACTURING**

• **Leitner-Poma of America** recently celebrated the opening of the company's new **Skytrac** manufacturing facility in the Tooele Business Park. The company is known for engineering, producing, installing and servicing all types of cable transport systems for the ski industry, amusement parks and urban transport. The new campus will serve as the headquarters and sole manufacturing base for Skytrac, an LPOA subsidiary. The new facility also provides expanded production for LPOA to assist with increasing demand in the ski industry and growth in urban markets, including serving as a regional distribution and service center for LPOA's affiliate companies Prinoth, which produces snow groomers, and Demacenko, which produces snowmaking systems. The new campus in Tooele is LPOA's largest facility in the country at more than 130,000 square feet of manufacturing. The company invested more than \$27 million in the new campus. As an LPOA subsidiary, Skytrac focuses on the production, design, installation and service of fixed-grip ski lifts. The new, larger facility will allow

the business to increase production and expand headcount up to 120 employees, with further growth possible in additional phases of the project. The campus features a wind turbine developed by LPOA affiliate company LEITWIND that is capable of covering up to 100 percent of a plant's electricity needs.

• **Superior Industrial Refrigeration**, a company focused on industrial refrigeration solutions, has promoted **Jeff Galloway** to director of sales for **SIR Utah**. Construction manager at SIR,



Jeff Galloway

Galloway will add to his responsibilities as director of sales for SIR Utah, overseeing and coordinating the construction and installation of industrial refrigeration projects for clients. Galloway's experience includes starting as a welder and progressing through various roles, including construction foreman and construction manager.

**NONPROFITS**

• **Children's Miracle Network Hospitals**, a Salt Lake City-based nonprofit organization raising funds and awareness for local member children's hospitals across the U.S. and Canada, has added three people to its Board of Trustees. **Craig Aasved** is a healthcare executive known for his ability to design and implement strategies that enhance profitability and market share. He is CEO at Shodair Children's Hospital in Helena, Montana. **Treasa Bowers** is executive vice president and chief human resources officer at 7-Eleven Inc. **Adam Starkman** is president and CEO of Canada's Children's Hospital Foundations and has experience building philanthropic partnerships, designing organizational structures, and establishing operational frameworks.

**Craig Aasved**



Treasa Bowers



Adam Starkman

**PARTNERSHIPS**

• **Miller Sports+Entertainment** has announced a multi-year partnership across its baseball and entertainment businesses with **LiveView Technologies**, an American Fork-based company that provides life safety and security technology. In an expanded alliance beyond the current Smith's Ballpark and Salt Lake Bees agreement, LVT is now a founding sponsor as the exclusive surveillance security partner of MSE properties and

the preferred surveillance security partner of Larry H. Miller Real Estate. MSE encompasses the Bees, the new Daybreak Field at America First Square opening in 2025, the Big League Utah coalition working to bring a Major League Baseball team to Salt Lake City, Larry H. Miller Megaplex Theatres, and Larry H. Miller Megaplex Entertainment. LVT's mobile security systems will be deployed at the new Daybreak Field at America First Square and operating at seven Larry H. Miller Megaplex Theatres and its new cinema entertainment centers.

**PHILANTHROPY**

• **Pluralsight**, a Draper-based technology workforce development company, has announced \$2 million in cash grants from the **Pluralsight One Fund**, a corporate-advised fund managed by Silicon Valley Community Foundation. These grants, in addition to more than 25,000 donated Pluralsight Skills licenses, will help nonprofit organizations expand access to technology skills development for historically underrepresented populations in the communities they serve. The recipients are **AnnieCannons**, **Auticon Training Institute**, **Codepath**, **Empowr Co.**, **Girls Who Code**, **I.C. Stars**, **Junior Achievement Utah**, **LaunchCode**, **LGBT Tech**, **NPower**, **Tech-Moms**, **Unlocked Labs** and **Year Up**.

• **Driven 2 Teach** and the **Larry H. & Gail Miller Family Foundation** recently sent 66 Utah history teachers to United States historical sites for a unique learning experience at no cost to participants. The Driven 2 Teach program, underwritten by the **Miller Family Foundation** and **Zions Bank**, takes elementary, junior high and high school history teachers out of the classroom and to historical locations. This year, participants studied the civil rights movement in South Carolina, Georgia and Alabama and the founding of the United States in Philadelphia; Boston; Washington, D.C.; and more. This year included 26 elementary school teachers and 39 secondary school teachers from 21 school districts. At the end of the summer, participants will gather and present their plans for implementing their field study curriculum in the classroom to the Miller family, representatives of Zions Bank and their cohorts.

**REAL ESTATE**

• **Capstone Advisors**, a California-based real estate investment, development and advisory firm, has purchased the **Trail Crossing Shopping Center** at 5414 W. Daybreak Parkway, South Jordan, from **Wright Development Group**. Financial terms were not disclosed. The shopping center was built in 2017 and has 38,397 square feet of retail shopping space spanning five buildings. Currently at full capacity, the center is

see BRIEFS page 12

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# Industry Briefs

from page 11

anchored by Smith's Food & Drug. It is in the Daybreak master-planned community.

- The **Syracuse Medical Office Building** development, a 20,399-square-foot medical building, will be built at 3000 W. Antelope Drive, Syracuse. To be completed in 2025, the building is 100 percent pre-leased by three regional physician groups. **JLL Capital Markets**, a commercial real estate and investment management company, arranged an equity placement for the development. JLL advised **Fort Street Partners** to secure the equity through **Chestnut Healthcare Real Estate**.

- **Aspen Laser Systems LLC** and **TheraLight LLC**, two co-owned and co-operated, privately held U.S.-based medical device companies specializing in photomedicine, have completed an expansion of their corporate headquarters and warehouse in Lindon. It adds 6,000 square feet to the warehouse, supplying the space needed for increased service/repair and production needs, and 1,500 square feet in the office for additional employees. The companies' facilities now total more than 15,000 square feet.

## RECOGNITIONS

- **Amy Petersen**, a corporate leader for Smith's Food & Drug Stores, has been selected among the "Top Women in Grocery" by *Progressive Grocer* magazine for 2024. The annual recognition honors thousands of women across the country in the food retail industry who are committed to serving the community. Petersen is Smith's customer experience and frontline performance manager.



Amy Petersen

*Progressive Grocer* called for nominations across the country of females who are exemplary representatives in the grocery industry. The 400 finalists were selected from 1,000 nominations of women who demonstrate outstanding leadership, wield influence, and show strong involvement in the community.

- The **Texas Instruments Inc.** selection of **Utah** for its next 300mm semiconductor wafer fabrication plant has been named "Project of the Year" by *Area Development Magazine* in its annual Gold and Silver Shovel awards program. The awards recognize state economic development agencies that drive significant job creation through innovative policies, infrastructure improvements, and processes that attract new employers and investments in new and expanded facilities. TI will build the facility in Lehi, adding capacity and up to 800 jobs in a \$11 billion capital investment, making it the largest investment in Utah history. Utah was also recognized with a Silver Shovel, making this 14 out of the past 17 years that Utah's economic development efforts have been recognized by *Area Development*. The magazine noted that Lakeshore Learning Materials will build a distribution facility in Garland, ultimately creating 540 jobs in a \$219 million project.

- **InMoment**, a South Jordan-based experience improvement solutions company, has won the "Best AI-Based Solution for Retail" award in the seventh annual **AI Breakthrough Awards** program conducted by market intelligence organization **AI Breakthrough**. The awards recognize innovation and success in a range of AI and machine learning related categories. This year's program attracted more than 5,000 nominations from over 20 countries worldwide. Spotlight uses AI to help clients achieve the goal of providing a well-rounded CX journey.

- A pair of UTOPIA Fiber leaders have been named finalists for the **2024 Fiber Forward Amplify Awards**, presented by the **Fiber Broadband Association**. The awards honor individuals, companies and



Kim McKinley



Nicole Cottle

innovations that significantly advance the fiber broadband industry. **Kim McKinley**, UTOPIA Fiber's chief marketing officer and deputy director, is a finalist for the "Women Changing Fiber for Good" award, which recognizes women whose contributions are set to make a lasting positive impact on the fiber broadband industry. McKinley has been with UTOPIA for over 14 years. **Nicole Cottle**, UTOPIA Fiber's general counsel and director of government relations, has been nominated for the "Advocacy Allstars" award, which highlights individuals who are advancing the fiber broadband agenda at both state and federal levels. She joined UTOPIA in 2023 with over two decades of experience in public-private partnerships and municipal government roles. Award winners will be unveiled at Fiber Connect 2024 in late July.

## RESTAURANTS

- **Seven Brothers Burgers** has opened locations at 1060 Park Lane, Suite 3, Farmington; 55 W. South Temple, at City Creek in Salt Lake City; and 6658 S. 2500 E., Uintah. Seven Brothers Burgers was founded in 2009 in Hawaii by Art and Peggy Hannemann as a way to bring them and their seven sons together through serving their community. It has been franchising since 2022. The company has 10 locations: four in Hawaii, five in Utah, and one in Arizona. It plans to open four more in Utah.

## RETAIL

- **Sevana Petrosian**, CEO and founder of **SEV MedSpa**, has signed to open Utah's first SEV MedSpa at 4655 S. 2300 E., Holladay, on Aug. 12, offering laser hair removal. Petrosian in 2012 launched her hair removal practice in a small salon.

## SCHOLARSHIPS

- **Mountain America Credit Union**, based in Sandy, through its **Mountain America Foundation**, recently awarded 120 students with \$2,500 **Elevate Scholarships** totaling \$300,000. The

scholarships were awarded to students from 79 high schools across the credit union's six-state footprint. The foundation was created to strengthen the credit union's humanitarian-driven commitment to serve the communities within Utah, Montana, Arizona, Nevada, Idaho and New Mexico. In the second year of the scholarship program, Mountain America received more than 400 applications.

## SERVICES

- **MS Consultants**, a provider of cost segregation and energy efficiency studies, has opened an office at 159 W. Broadway, Suite 200-334, Salt Lake City. Founded in 1996, MSC has completed more than 23,500 studies, saving clients over \$5.1 billion. The company said the new location enables it to be closer to clients on the West Coast. Led by **Jeff Hyer**, the office will offer services including cost segregation studies, 1031 exchange services, energy efficiency studies, and ensuring compliance with tangible property regulations.

- The **Any Hour Group**, an Orem-based provider of home services, has announced that **McQuillan Home Services** and **Divine Electric** have joined Any Hour's platform. Through its partnership with McQuillan, Any Hour has expanded its presence in the Greater Minneapolis and St. Paul areas in Minnesota. The addition of Divine broadened the company's footprint in the Bay Area.

## SPORTS

- The inaugural **Picklr Utah Open** will take place Aug. 21-25 at the Salt Palace Convention Center, with the **Carvana PPA Tour** event featuring pro players from around the world. The Carvana PPA Tour was founded by Connor Pardoe in Salt Lake City in 2019. **The Picklr** is a Utah-based indoor pickleball franchise. Amateur competition kicks off Aug. 21, and pro play begins Aug. 22. The Picklr Utah Open will be broadcast on PickleballTV and the PPA Tour YouTube channel, with championship Sunday coverage on Tennis Channel.

- **Smith Entertainment Group** and the **Utah Hockey Club** have announced their plans to partner with the **Utah Olympic Legacy Foundation** and its Utah Olympic Oval facility in Kearns and contribute several million

dollars to renovate 17,400 square feet of the existing facility to develop a practice site for the team's inaugural season. The enhancements and renovations will include converting one of the ice sheets at the facility from Olympic size to meet NHL-standard regulations, building out an NHL locker room and training and treatment facilities, and adding offices for Utah Hockey Club coaches and staff. The upgrades will provide the new team with an NHL-quality headquarters for their inaugural year and create lasting benefits for youth and Olympic athletes who train in hockey and skating programs at the Oval for years to come. The hockey team will move to a permanent practice and training facility at the site of The Shops at South Town in Sandy upon its completion.

## TRANSPORTATION

- **American Airlines** will begin expanded service Oct. 7 from Provo Airport to its hubs at **Fort Worth International Airport** (DFW) and **Phoenix Sky Harbor International Airport** (PHX). Starting Nov. 5, the airlines will increase its service offerings to DFW from two daily flights to three daily flights. American's service between Provo and Phoenix will be flown once daily, complementing service to DFW with connections to destinations in the western U.S., Hawaii, and Mexico. It will use 65-seat Bombardier CRJ 700 regional jet aircraft.

- **Seoul Robotics**, a Korean industrial autonomous driving company, has deployed a traffic signal system powered by LiDAR sensor data at the intersection of State Street and 5900 South in Murray. It says it is its first intersection in the United States, where traffic signals are controlled directly by LiDAR technology, setting a new standard in traffic management. Initiated by the **Utah Department of Transportation**, the project is designed to address needs for advanced sensor technology that can detect, count, and track vehicles and other road users under any weather conditions. **Gades Sales Co.** installed and ensured the system was optimally integrated into the local infrastructure. **Blue-Band** software acts as a critical interface, translating the data processed by Seoul Robotics' 3D Perception Engine into signal commands compatible with existing traffic controllers.

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# Calendar

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

## July 8, 6-9 p.m.

**Top of Utah Military Affairs Big Hat Awards Dinner** honoring Col. Jeffrey Holland, 75th ABW commander, a Davis Chamber of Commerce event. Location is Hill Aerospace Museum. Cost is \$45. Details are at [davischamberofcommerce.com](https://davischamberofcommerce.com).

## July 9-11

**Frontline Leader Series**, a Utah Manufacturers Association event. Topics during the three half-day workshops are "Fundamentals of Leadership," "Effective Communication" and "Emotional Intelligence & Difficult Conversations." Location is AGC Utah Training Center, 2229 S. 1070 W., West Valley City. Registration can be completed at [Eventbrite.com](https://eventbrite.com).

## July 9, 11, 16, 30

**Safety Training**, a Utah Manufacturers Association series. Events are "Lock Tag Try" on July 9, "Advanced First Aid" on July 11, "Safety Incident Reporting & Investigation" on July 16, and "Machine Safety & Guarding" on July 30. Each one-hour event takes place online. Details are at <https://manufacturingutah.com/events/>.

## July 9, 7:15-9 a.m.

**Breakfast Speaker Series**, an ACG (Association for Corporate Growth) Utah Chapter event. Speaker is Dan Griffiths, president of Lume Deodorant. 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-june-2024-breakfast-speaker-series>.

## July 9, 10-11 a.m.

**Utah Business Bridge STEP Grant Webinar**, a World Trade Center Utah event covering key considerations for international growth and insights into the financial assistance available through the SBA STEP Grant. Event takes place online. Details are at <https://www.sba.gov/event/49434>.

## July 9, 11:30 a.m.-1 p.m.

**Patriotic Chamber Luncheon**, a Point of the Mountain Chamber of Commerce event. Speaker is U.S. Army retired Sgt. Josh Jansen. Location is The Rooftop, 139 Hunters Grove Lane, No. 400, Lehi. Details are at [thepointchamber.com](https://thepointchamber.com).

## July 10, 11:30 a.m.-1 p.m.

**"Women in Business: Entrepreneur Success Story,"** a Cache Valley Chamber of Commerce event. Speaker is Brenna Taylor, owner of NUM Gourmet Desserts. Location is Adams Wealth Advisors, 701 S. Main St., Suite 400, Logan. Cost is \$20 for WIB members, \$23 for nonmembers, \$25 at the door. Details are at [cachechamber.com](https://cachechamber.com).

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

**"How to Provide Excellent Customer Service in 2024,"** a Salt Lake

Chamber event. Location is the Salt Lake Chamber, 201 S. Main St., No. 2300, Salt Lake City. Cost is \$25. Details are at [slchamber.com](https://slchamber.com).

## July 11, 11:30 a.m.

**Mental Health Town Hall**, presented by Silicon Slopes and Promise2Live and exploring how strong connections play a crucial role in fostering mental health and preventing suicide. Presenters are Chris Provost, president of Provost Park Pass; Steve James, executive director of ResilientYOU; Adam Fisher, HollywoodHillsHomestead.com; Brandy Vega, founder of Promise2Live and Vega Media Studios; and Dr. Dave Morgan, director of mental health awareness at Silicon Slopes. Location is Silicon Slopes, 2600 W. Executive Parkway, Suite 140, Lehi. Details are at <https://app.siliconslopes.com/events/>.

## July 15, 6:30 a.m.-3 p.m.

**July Golf Tournament**, a Davis Chamber of Commerce event. Registration and breakfast begin at 6:30 a.m. Location is Valley View Golf Course, 2501 E. Gentile St., Layton. Details are at [davischamberofcommerce.com](https://davischamberofcommerce.com).

## July 15, 8 a.m.-2 p.m.

**Slopes Cup 2024**, presented by Silicon Slopes and the Point of the Mountain Chamber of Commerce. Check-in begins at 8 a.m., followed by golf 9 a.m.-2 p.m. Location is Alpine Country Club, 5000 W. Alpine Country Club Lane, Highland. Details are at [slopescup.com](https://slopescup.com).

## July 16, 11 a.m.-1 p.m.

**Business Women's Forum**. Speaker Kathleen Bodenlos, executive director of the Discovery Gateway Children's Museum, will discuss "Take Your Networking to the Next Level." Location is Ken Garff University Club, Rice-Eccles Stadium, 451 S. 1400 E., Salt Lake City. Cost is \$25 for members, \$50 for nonmembers. Details are at [slchamber.com](https://slchamber.com).

## July 16, 11:30 a.m.-1 p.m.

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

## July 16, 5-7 p.m.

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

## July 17, 11:30 a.m.-1 p.m.

**"Empower Your Business Now with Practical Applications of AI,"** a Salt Lake Chamber event. Speaker Earl Foote, founder/CEO of Nexus IT, will discuss how AI is driving success in customer service, marketing, finance and more. Event takes place online via Zoom. Free, but registration is required. Details are at [slchamber.com](https://slchamber.com).

## July 17, 11:30 a.m.-1 p.m.

**Business Alliance Luncheon**. Location is Boondocks Fun Center, 525 Deseret Drive, Kaysville. Free (lunch is available for purchase). No RSVP needed. Details are at [davischamberofcommerce.com](https://davischamberofcommerce.com).

## July 18, 8-9:30 a.m.

**"Setting 90-Day Goals (And Actually Accomplishing Them),"** part of the South Valley Chamber of Commerce "Sharpen the Axe" Summer Workshop Series. Location is Discover Strength, 527 E. 12300 S., Draper. Free. Details are at [southvalleychamber.com](https://southvalleychamber.com).

## July 18, 9 a.m.-3 p.m.

**"Cutting Through the Noise: Marketing Masterclass for Global Change,"** a Utah Global Diplomacy event. Location is Utah Cultural Celebration Center, 1355 W. 3100 S., West Valley City. Free and open to the public. Details are at <https://utahglobaldiplomacy.org/events/full-calendar/world-affairs-symposium-series/cutting-through-the-noise-marketing-masterclass-for-global-change>.

## July 18, 4:30-6 p.m.

**"Unveiling Utah Clean Energy's Climate Innovation Center,"** a ULI (Urban Land Institute) Utah event. Location is Utah Clean Energy, 215 S. 400 E., Salt Lake City. Cost is \$35 for members, \$55 for nonmembers, with certain discounts available. Details are at <https://utah.uli.org/events-2>.

## July 19, 8:30-10 a.m.

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

## July 29-Aug. 1, 8 a.m.-4 p.m.

**OSHA 30-Hour General Industry Training**, focused on creating and maintaining a culture of safety and tailored for professionals in manufacturing, healthcare, warehousing, and other general industry sectors. Location is Mountainland Technical College, 2353 Triumph Blvd., Lehi. Cost ranges from \$195 to \$550. Registration can be completed at [Eventbrite.com](https://eventbrite.com).

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

**Women in Business**, an Ogden-Weber Chamber of Commerce event. Location is YCC, 2261 Adams Ave., Ogden. Cost is \$25 for WIB members and first-time guests, \$35 for nonmembers. Details are at [ogdenweberchamber.com](https://ogdenweberchamber.com).

## Aug. 6, 9-11 a.m.

**"Ms. Biz,"** a Women's Business Center of Utah event that is a four-week class for aspiring entrepreneurs or those in the beginning stages of running a business. Classes are once per week for two hours. Event takes place online. Free. Details are at [wbcutah.org](https://wbcutah.org).

## Aug. 6, 2-3:30 p.m.

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

## Aug. 7, 11:30 a.m.-1 p.m.

**Business Alliance Luncheon**. Location is Boondocks Fun Center, 525 Deseret Drive, Kaysville. Free (lunch is available for purchase). No RSVP needed. Details are at [davischamberofcommerce.com](https://davischamberofcommerce.com).

## Aug. 7, 11:30 a.m.-1 p.m.

**"Marketing for Massive Influence,"** part of the four-part "Power Growth for Business" series presented by Park City Business University. Location is Blair Education Conference Center, 900 Round Valley Drive, Park City. Free, but registration is required. Details are at <https://www.parkcitychamber.com/events/>.

## Aug. 8, 11:30 a.m.-1 p.m.

**Women in Business Luncheon**, a Davis Chamber of Commerce event. Cost is \$25 for members, \$35 for nonmembers. Details to be announced at [davischamberofcommerce.com](https://davischamberofcommerce.com).

## Aug. 8, 5-7 p.m.

**"Business After Hours,"** an Ogden-Weber Chamber of Commerce event. Location is Peery's Egyptian Theatre, 2415 Washington Blvd., Ogden. Free for chamber members and first-time guests, \$10 for nonmember guests. Details are at [ogdenweberchamber.com](https://ogdenweberchamber.com).

## Aug. 8, 5-7 p.m.

**"Business After Hours" Mixer**, a Park City Chamber of Commerce & Visitors Bureau event. Location is Mountain Trails Foundation, 5792 Highland Drive, Snyderville. Free. Details are at <https://www.parkcitychamber.com/events/>.

## Aug. 8, 6-8 p.m.

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

## Aug. 8, 6:15-8:15 p.m.

**24th Annual WIB Summer Social**, a Women's Business Center of Utah event. Location is Cactus & Tropicals, 2735 S. 2000 E., Salt Lake City. Cost is \$65 (\$75 late fee). Details are at [wbcutah.org](https://wbcutah.org).

## Aug. 13, 1-2 p.m.

**"Human Resources: Retention and Tough Conversations,"** a Women's Business Center of Utah event. Speaker is Sarah Bronson, founder of Silver Pro Solutions. Event takes place online. Free. Details are at [wbcutah.org](https://wbcutah.org).

## Aug. 14, noon-1:30 p.m.

**Membership Luncheon**, a Utah Valley Chamber event. Location is Provo Marriott Hotel & Conference Center, 101 W. 100 N., Provo. Details are at [thechamber.org](https://thechamber.org).

## Aug. 14, 9-10:30 a.m.

**"Coffee Chat with the CEO,"** a Park City Chamber of Commerce & Visitors Bureau event in which CEO Jennifer Wesselhoff is available for an informal conversation. Location is Park

## CALENDAR

from page 13

City Chamber & Visitors Bureau, 1850 Sidewinder Drive, Suite 320, Park City. Free and open to the public, but registration is required. Details are at <https://www.parkcitychamber.com/events/>.

### Aug. 14, 6-7:30 p.m.

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

### Aug. 15, 11:30 a.m.-1 p.m.

**Chamber Lunch**, a Davis Chamber of Commerce event. Cost is \$25 for members, \$35 for nonmembers. Details to be announced at [davischamberofcommerce.com](https://clients.utahsbdc.org/events.aspx).

### Aug. 15, 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>.

### Aug. 16, 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](https://chamberwest.com).

### Aug. 20, 7:30 a.m.-noon

**Third Annual Housing Summit**, a ULI (Urban Land Institute) Utah event. Theme is “Private and Public Solutions for Strong Communities.” Keynote speaker is Nolan Gray, urban land use regulation expert and research director at California YIMBY. Location is Ken Garff University Club, Rice-Eccles Stadium, 451 S. 1400 E., Salt Lake City. Costs vary. Details are at <https://utah.uli.org/events-2/>.

### Aug. 20, 11:30 a.m.-1 p.m.

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

### Aug. 21, 7:30 a.m.-3 p.m.

**Chamber Golf Classic**, an Ogden-Weber Chamber of Commerce event.

Check-in and breakfast begin at 7:30 a.m., followed by 8 a.m. shotgun start and 1 p.m. lunch and awards presentation. Location is Mount Ogden Golf Course, 1787 Constitution Way, Ogden. Cost is \$250 for individual golfers, \$1,000 per foursomes. Details are at [ogdenweberchamber.com](https://ogdenweberchamber.com).

### Aug. 21, 11:30 a.m.-1 p.m.

**Business Alliance Luncheon**. Location is Boondocks Fun Center, 525 Deseret Drive, Kaysville. Free (lunch is available for purchase). No RSVP needed. Details are at [davischamberofcommerce.com](https://davischamberofcommerce.com).

### Aug. 21, 5:30-6:30 p.m.

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

### Aug. 21, 6-8 p.m.

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

### Aug. 22, 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](https://boxelderchamber.com).

### Aug. 22, 5-7 p.m.

**“Business After Hours,”** a Salt Lake Chamber event. Location to be announced. Free for members and \$30 for nonmembers before Aug. 19, \$20 for members and \$40 for nonmembers thereafter. Details to be announced at [slchamber.com](https://slchamber.com).

### Aug. 22, 6-7 p.m.

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

### Aug. 23

**Chamber Golf Tournament**, a South Valley Chamber of Commerce event. Locations is River Oaks Golf Course, 9300 Riverside Drive, Sandy. Details to be announced at [southvalleychamber.com](https://southvalleychamber.com).

### Aug. 27-28

**2024 Utah Outdoor Recreation Summit**, featuring a kickoff dinner, educational content and outdoor activities.

controlled conditions, which cause pre-existing fractures to reopen, creating permeability and power-generating steam.

“Geothermal stands as the dependable and adaptable solution essential for California’s journey toward a fully decarbonized grid,” said Dawn Owens, vice president and head of development and commercial markets for Fervo Energy, in a release. “As electrification increases and climate change burdens already fragile infrastructure, geothermal will only play a bigger role in U.S. power markets. Fervo looks forward to continuing to meet these needs, providing firm, clean power to help balance California’s energy portfolio.”

“This announcement is another milestone in California’s commitment to clean, zero-carbon electricity,” said California Energy Commission Chair David Hochschild. “Enhanced geothermal systems complement our abundant wind and solar resources by providing critical base load when those sources are limited. This is key to ensuring reliability as we continue to transition away from fossil fuels.”

Location is Ruby’s Inn, Bryce Canyon. Cost is \$199. Details are at <https://utahoutdoorsummit.com/>.

### Aug. 27, 11:30 a.m.-1 p.m.

**Women in Business**, an Ogden-Weber Chamber of Commerce event. Location is Jeremiah’s Lodge & Garden, 1329 W. 12th St., Marriott-Slaterville. Cost is \$25 for WIB members and first-time guests, \$35 for nonmembers. Details to be announced at [ogdenweberchamber.com](https://ogdenweberchamber.com).

### Aug. 27, 2-5 p.m.

**Utah Valley Job Fair**, a Utah Valley Chamber of Commerce event. Location is Utah Valley Convention Center, 220 W. Center St., Provo. Free for those seeking employment. Employers must register before Aug. 20, 5 p.m. Details are at [thechamber.org](https://thechamber.org).

### Aug. 28, 5-8:30 p.m.

**Annual Awards Gala**, a ChamberWest event. Details to be announced at [chamberwest.com](https://chamberwest.com).

### Aug. 28, 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>.

### Sept. 3, 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>.

### Sept. 4, 9-11 a.m.

**2024 Annual Meeting**, a Park City Chamber of Commerce & Visitors Bureau event. Location is Pendry Park City, 2417 High Mountain Road, Park City. Details to be announced at <https://www.parkcitychamber.com/events/>.

### Sept. 4, 11:30 a.m.-1 p.m.

**Business Alliance Luncheon**. Location is Boondocks Fun Center, 525 Deseret Drive, Kaysville. Free (lunch is available for purchase). No RSVP needed. Details are at [davischamberofcommerce.com](https://davischamberofcommerce.com).

### Sept. 4, 11:30 a.m.-1 p.m.

**“Operational Excellence for Sustainable Success,”** part of the four-part “Power Growth for Business” series presented by Park City Business University. Location is Blair Education Conference Center, 900 Round Valley Drive, Park City. Free, but registration is required. Details are at <https://www.parkcitychamber.com/events/>.

### Sept. 11, 5-7 p.m.

**“Business After Hours,”** an Ogden-Weber Chamber of Commerce event. Location is BMR Auto Detailing, 2108 S. 1100 W., No. 1, Ogden. Free for chamber members and first-time guests, \$10 for nonmembers. Details are at [ogdenweberchamber.com](https://ogdenweberchamber.com).

### Sept. 11, 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>.

### Sept. 12

**UMA Manufacturing Conference**, a Utah Manufacturers Association event. Location is Zions Bancorporation Technology Center, Midvale. Details to be announced.

### Sept. 12, 11:30 a.m.-1 p.m.

**Women in Business Luncheon**, a Davis Chamber of Commerce event. Location is 525 Deseret Drive, Kaysville. Cost is \$25 for members, \$35 for nonmembers. Details are at [davischamberofcommerce.com](https://davischamberofcommerce.com).

### Sept. 12, 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>.

### Sept. 13

**Chamber Golf Tournament**, a South Valley Chamber of Commerce event. Locations is Glenmoor Golf Club, 9800 S. 4800 W., South Jordan. Details to be announced at [southvalleychamber.com](https://southvalleychamber.com).

### Sept. 16, 7 a.m.-2 p.m.

**Utah Valley Chamber Golf Classic**. Location is Riverside Country Club, 2701 N. University Ave., Provo. Details to be announced at [thechamber.org](https://thechamber.org).

### Sept. 18, 11:30 a.m.-1 p.m.

**Business Alliance Luncheon**. Location is Boondocks Fun Center, 525 Deseret Drive, Kaysville. Free (lunch is available for purchase). No RSVP needed. Details are at [davischamberofcommerce.com](https://davischamberofcommerce.com).

### Sept. 18, 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>.

### Sept. 18, 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>.

### Sept. 19, 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, Sandy. Cost is \$25. Details are at <https://clients.utahsbdc.org/events.aspx>.

### Sept. 19, 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>.

### Sept. 19, 6:30-9 p.m.

**Business Awards Banquet**, a Davis Chamber of Commerce event. Registration and networking take place 6:30-7 p.m., followed by the awards program 7-9 p.m. Location is Davis Conference Center, 1651 N. 700 W., Layton. Cost is \$75. Details are at [davischamberofcommerce.com](https://davischamberofcommerce.com).

### Sept. 20, 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](https://chamberwest.com).

### Sept. 24-27

**Utah Tourism Conference**, presented by the Utah Tourism Industry Association. Location in Layton to be announced. Cost is \$379 for members, \$399 for nonmembers. Details are at <https://www.utahtourismconference.com/>.

## CAPE STATION

from page 1

to the local grid that powers Google data centers.

The two PPAs with SCE call for the utility to buy up to 80 percent of the output of the Cape Station plant for 15 years, virtually assuring the project’s success. SCE said the purchase will provide electricity for the equivalent of 350,000 homes across Southern California and will “support SCE’s vision to help California transition to a cleaner energy future.”

Fervo is in the process of drilling up to 125 wells designed to tap the Earth’s natural heat in an “enhanced geothermal system.” Unlike existing geothermal projects, the enhanced process doesn’t require the presence of hot springs or geysers to deliver heat and pressure for generating power. The system consists of a man-made reservoir, created where there is hot rock but insufficient fluid saturation. Water is then injected into the subsurface under carefully

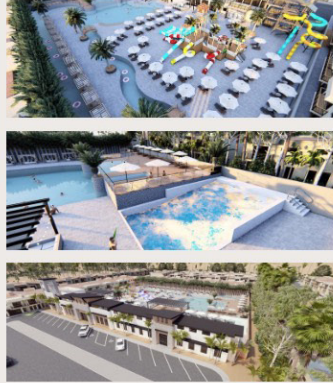
# Marketplace

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## CALENDAR

from previous page

### Sept. 24, 9 a.m.-4:30 p.m.

**Women Empowered Leadership Conference**, hosted by Ogden-Weber Chamber of Commerce Women in Business. Location to be determined. Costs range from \$55 to \$75. Details are at [ogdenweberchamber.com](http://ogdenweberchamber.com).

### Sept. 26, 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](http://boxelderchamber.com).

### Sept. 26, 7:30-9 a.m.

**"Tourism: The Impact on Business,"** a Box Elder Chamber of Commerce event. Location is Tremonton's Hampton Inn, 2155 W. Main St., Tremonton. Cost is \$10. Details are at [boxelderchamber.com](http://boxelderchamber.com).

### Oct. 2, 11:30 a.m.-1 p.m.

**Business Alliance Luncheon.** Location is Boondocks Fun Center, 525 Deseret Drive, Kaysville. Free (lunch is available for purchase). No RSVP needed. Details are at [davischamberofcommerce.com](http://davischamberofcommerce.com).

### Oct. 7-9

**One Utah Summit.** Speakers include Gov. Spencer Cox; Jonah Goldberg, co-founder and editor-in-chief, The Dispatch; Shawn Nelson, founder and CEO, LoveSac; First Lady Abby Cox; and Gail Miller, co-founder, Larry H. Miller Co. Location is Southern Utah University. Cost is \$350. Details to be announced at <https://oneutahsummit.utah.gov/>.

### Oct. 9, 5-7 p.m.

**"Business After Hours,"** an Ogden-Weber Chamber of Commerce event. Location is Jeremiah's, 1307 W. 12th St., Marriott-Slaterville. Free for chamber members and first-time guests, \$10 for nonmembers. Details are at [ogdenweberchamber.com](http://ogdenweberchamber.com).

### Oct. 10-11

**The Summits**, a Utah Valley Chamber of Commerce business executive summit. Location is Sundance Mountain Resort, 8841 Alpine Loop Scenic Byway, Sundance. Costs start at \$360 for chamber members. Details to be announced at [thechamber.org](http://thechamber.org).

### Oct. 15

**Crossroads Business Expo & Job Fair**, an Ogden-Weber Chamber of Commerce event. Expo takes place 9-11:30 a.m. Lunch is 11:30 a.m.-noon. Crosstalks take place noon-2 p.m. Location is Union Station, Ogden. Early-bird pricing is in place through July 15. Expo is free. Crosstalks cost is \$60 for members, \$70 for nonmembers. Details are at [ogdenweberchamber.com](http://ogdenweberchamber.com).

### Oct. 16, 11:30 a.m.-1 p.m.

**Business Alliance Luncheon.** Location is Boondocks Fun Center, 525 Deseret Drive, Kaysville. Free (lunch is available for purchase). No RSVP needed. Details are at [davischamberofcommerce.com](http://davischamberofcommerce.com).

### Oct. 22, 7:30 a.m.-6 p.m.

**Trends Conference**, a ULI (Urban Land Institute) Utah event. Theme is "Future Forward: Unleashing Innovation for a Thriving Utah." Event is a gathering of local, regional and national experts in real estate, business and economics. Keynote speaker Nikki Greenberg, real estate technology and innovation strategist, will discuss "AI & The Future of Commercial Real Estate." Location is Hyatt Regency Salt Lake City, 170 S. West Temple, Salt Lake City. Cost ranges from \$190 to \$250 for members, \$275 to \$340 for nonmembers. Details are at <https://utah.uli.org/events-2/>.

### Oct. 22, 11:30 a.m.-1 p.m.

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

## UIPA

from page 1

production shouldered most of the tax burden for over 130 years but now the county has no coal being produced. As a result, since 2012, the 63 percent of the tax base once supplied by coal has moved to local homeowners, he said.

"So, we're really in a spot, I think, unlike most counties or places in the state, where we really need some additional growth," Jensen said. "We have companies that are interested in coming here and locating. They would utilize a lot of the local things that we have here that would benefit their industries, but some of the infrastructure is far enough away that the cost of getting it there is prohibiting them from coming. So, your involvement as a board and having some money to infuse here in our community, we anticipate will change that."

In a prepared statement, Ben Hart, UIPA's executive director, said that establishment of the Castle Country area positions its economic base to transform from traditional industries to more diversified and sustainable sectors. "This initiative will attract investments into the region, creating a ripple effect of benefits for local communities," he said.

In a new wrinkle, the board committed to the preservation of the historical and cultural sites within the project area, saying it will not support "development or construction that would destroy cultural and archaeological resources."

As part of the cultural resources strategy, landowners are required to work with the Utah State Historic Preservation Office to determine buffer zones around any cultural and archaeological artifacts and sites that have been identified within the project area.

"We are deeply committed to protecting the historical and cultural heritage that makes Castle Country unique," Hatt said in a UIPA news release about the strategy. "Our development efforts will include measures to conserve these invaluable sites, ensuring that growth and preservation go hand in hand."

Chris Merritt of the preservation office lauded the process spelled out in the strategy.

"I am quite happily surprised at their requirements," Merritt said. "They have the most restrictive development procedures I have seen in the state, particularly in requiring buffers and avoidance protocols, even though in this case they are not mandated by state or federal cultural resources laws."

The Castle Country Project Area becomes the state's 10th. Others are an area in Salt Lake County, including in the Northwest Quadrant of Salt Lake City and parts of West Valley City and Magna; the Iron Springs Inland Port near Cedar City; the Verk Industrial Park project area in Spanish Fork; the Golden Spike project area in Garland, Tremonton, Brigham City and other parts of Box Elder County; the Central Utah Agri-Park in three parts of Juab County; the Mineral Mountains project area, consisting of four zones in Beaver County in parts of Beaver City, Beaver County and Milford City; the Tooele Valley area; the Twenty Wells area in Grantsville in Tooele County; and an area in western Weber County.

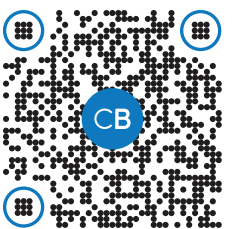
Hart told the UIPA board that the next area to be considered is in Fillmore, with approval coming perhaps in August. After that, the board likely will approve only one more area by year-end.

"It's no secret, if you look around the state, there've been a lot of communities that have adopted resolutions" urging approval of project areas, Hart said. "We're not going to be able to get to all of those. ... Next year, I'm going to just say, we're probably going to be doing two to three. That would be my guess. We don't have any plans right now, but we'll probably be looking at an additional two to three. ..."

However, Hart said that revisions to existing project areas likely will become more common. "Amendments," he said, "are going to become a regular part of the process. ... Our hope is that we only do one amendment per project per year."

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