

## Focus

### GOLF

Page F1

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## GOED joins voices favoring equality bill

**Brice Wallace**  
*The Enterprise*

The Governor's Office of Economic Development (GOED) board, which rarely takes a stance on individual bills in the legislature, has joined the voices supporting a bill calling for non-discrimination in employment and housing based on a person's sexual orientation or gender identity.

The board voted unanimously to support the measure, currently in the form of SB100, after hearing from a pair of corporate executives.

As of the middle of last week, SB100 remained in the Senate Rules Committee and had not been heard by a standing committee. Such a non-discrimination bill has been proposed in previous years, but is expected to have a better chance of passing this year because the Church of Jesus Christ of Latter-day Saints is supporting legislation across the nation that provides protections in housing, employment and other areas for lesbian, gay, bisexual and transsexual (LGBT) people if those measures do not compromise religious freedom.

"It's an important initiative," GOED

board member Jerry Oldroyd said of SB100. "It's important to make a statement. I agree absolutely, fundamentally, we should state we support non-discrimination as a matter of what we do as a state, for no other reason than have companies realize how important and how committed we are."

see GOED pg. 5

## Lack of lease may muddle stadium offer

**Brice Wallace**  
*The Enterprise*

The development of a soccer stadium at the Utah State Fairpark has hit a governmental snag big enough to have one state senator worried that the developer "could just walk and leave this thing alone and go somewhere else."

The Utah State Fairpark Corp. board and Real Salt Lake owner Dell Loy Hansen have agreed on a term sheet for the construction of an 8,000-seat stadium to be home of the new Real Monarchs SLC minor league team, with Hansen picking up the entire cost of its construction, operation and maintenance. But the term sheet hinges on the state extending the corporation's lease on the Utah State Fairgrounds that is set to lapse in 2017.

At issue is that the legislature believes it already has granted authority to the state, through the Division of Facilities, Construction and Management (DFCM), to sign an extension with the fairpark corporation. Meanwhile, Roger Beattie, chairman of the fairpark corporation board, said the governor's office has said the matter is "a legislative decision, a policy decision going forward."

Sen. Scott Jenkins, R-Plain City, recently urged the Natural Resources, Agriculture and Environmental Quality Appropriations Subcommittee to send letters to the gover-

see FILM pg. 6

see FAIRPARK pg. 4



*Crow Town Ventures Inc. will employ 82 Utahns for its cast and crew when it begins shooting its "iBoy" science fiction film here in April. Will Poulter stars as Tom Harvey, a youth who has parts of a smartphone embedded in his head as the result of an accident. Seven separate production companies have announced plans to spend a total of \$8.6 million and hire more than 400 for production work in the state over the next several months.*

## Film productions coming to Utah, will hire locals and spend \$8.6M

On the heels of the Sundance Film Festival, six film productions and one television pilot have announced plans to shoot in Utah. In total, the productions are expected to spend \$8.6 million and hire more than 400 cast and crew members in Utah.

"It's no secret that the Sundance Film Festival puts Utah on the map every year and is a significant boost to the state's economy," said Virginia Pearce, director of the Utah Film Commission. "What some might not know is how effective the festival is at putting Utah on filmmakers' radar,

too. These new projects will not only produce in-state spending, they will also add to Utah's reputation as an ideal filming location."

State tax credit incentives are part of the impetus behind the influx of film production. The Governor's Office of Economic Development (GOED) board, at its February meeting, approved the incentives, part of the state's Motion Picture Incentive Program.



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# UMA launches 'Made in Utah' initiative to spread word on manufacturing

A pair of Utah Manufacturing Association initiatives is helping spread the word about Utah-produced items and the work needed to create them.

The UMA's "Made in Utah" initiative is designed to support the consumption of Utah-made products. The association's Utah Capabilities Assessment Network, known as Utah CAN, aims to increase revenue for in-state businesses.

The goal of the projects is to boost awareness of employment opportunities available in the manufacturing industry.

"There have been a lot of campaigns helping consumers connect with local companies," said Matthew Holton, UMA's director of operations. "We thought, with so many things that are made in Utah — from ICBM missiles down to doughnuts — this would be a great initiative to increase awareness.

"A lot of people don't know

these products are made in Utah by their neighbors — right in their own backyard. We want to help companies get out there because Utahns are very proud of this state and who we are as a people."

The UMA initiative includes a branding campaign to support local products. Participating businesses will receive "Made in Utah" stickers to place in their storefronts. UMA will distribute digital versions of the logo for use in letterheads, company websites and social media.

The initiative will also tell the story of Utah's manufacturing industry, its impact and its people. Utah's manufacturing industry provides employment to more than 130,000 Utahns, and the total industry payroll exceeds \$6.1 billion. With more than 3,800 manufacturers in the state, the initiative will put a face to these companies and their employees while making manufacturing jobs more appealing to the future workforce.

"The success of these companies will depend on people choosing to buy Utah products," Holton said. "Future success of these companies will also depend on how well kids connect to that product and say, 'This really cool gadget — that I love — is made in my backyard. Maybe making something like that is what I want to do when I grow up.' Then, we as a state are better off."

Holton said that businesses can support this initiative by not only purchasing Utah-made products, but also getting involved in social media. For example, posting a picture of a company product and using #madeinutah can help connect the diverse range of local products while engaging younger audiences.

Participating businesses are also invited to offer their Utah-made products at a discounted price during this year's Manufacturing Week, which will take place in October.

Meanwhile, the Utah CAN initiative features a network that connects Utah manufacturers to Utah businesses, with a goal to reduce supply-chain costs, increase manufacturing revenues and grow the number of jobs in Utah.

The network identifies the full range of manufacturing information for in-state companies and can perform searches by certifications, capacity, industrial codes, products and more. Businesses participating in Utah CAN have the ability to upload bids, communicate with other manufacturers and manage and track the bidding and supply-chain process.

Utah CAN has already proven successful, according to Holton. One large manufacturer complained about the lack of a local supplier of defense-related antenna rays. The manufacturing company was outsourcing to the northeastern U.S., which cost extra money and staff travel time.

Utah CAN connected the company to a local structural steel company that could meet the manufacturer's needs, resulting in a \$70 million in-state contract.

"The Utah Manufacturers Association is just so proud of the opportunity to promote local products, and we're grateful for the other Utah product awareness efforts that are out there," Holton said.

"We want to put forth the same effort when it comes to manufacturing. Manufacturing is producing your quality of life. Everything you use — from the beginning of your day to the end — someone made that product. What Utah makes, makes Utah. And that's something we're proud to support.

Details about "Made in Utah" are at [umaweb.org](http://umaweb.org). More information about Utah CAN is at [utah-can.net](http://utah-can.net).

## Why *The Enterprise*?



Wilford W. Clyde,  
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*"Advertising in The Enterprise has been a valuable component in our marketing strategy for many years. It provides a superb opportunity to specifically target key decision makers in our business community, and has always met our expectations."*

## Firms to develop Draper site

Salt Lake City's The Boyer Co. and Gardner Co. have recently acquired land at Vista Station, a prominent transit-oriented development located at Draper Front-Runner Station. An operations building for eBay is currently located at Vista Station. The 64-acre site is located west of Interstate 15 and just north of Bangerter Highway and is near the Draper Peaks shopping center, with dozens of restaurants and retailers. Also in the fast-growing business district are IKEA, RC Willey, Ashley Furniture and others.

The multi-phase Boyer/Gardner development plan for the site includes up to 1.15 million square feet of additional office buildings with the potential for parking garages and complementary multi-family residential development of 1,100 units. The adjacent development, known as Draper Pointe, will be re-named and branded as Vista Station. Over 400,000 square feet is currently under construction for three companies: 1-800 Contacts, Progressive Finance and Storage-

Craft.

The Boyer Co., founded and headquartered in Salt Lake City, is one of the largest full-service real estate development firms in the western United States. During the past 43 years, The Boyer Co. has developed more than 30 million square feet of commercial and government projects in Utah and across the country. The firm currently controls an ownership portfolio that exceeds 14 million square feet and manages more than 17 million square feet of commercial space.

Gardner Co. is a full-service real estate company specializing in the development of office, retail and medical office buildings. Gardner Co. was founded and is directed today by Kem C. Gardner, its CEO. Gardner Co. specializes in designing and developing projects around the unique needs of its clients and has developed award winning buildings for Adobe, Overstock.com, 1-800 Contacts, Vivint Zagg, Savage Services and FLSmidth.

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## Report: Exports support 340,000 jobs in Utah

International trade supports more than 374,000 jobs in Utah, and in 2013, \$16 billion in goods and \$6.1 billion in services were exported from Utah, according to Business Roundtable, a conservative group of chief executive officers of major U.S. corporations formed to promote pro-business public policy. These numbers and other facts about the benefits of trade to Utah's economy are found in a new state-by-state analysis from the group, based in Washington, D.C.

"Trade is vital to economic growth and jobs in Utah and the United States," said Business Roundtable president John Engler. "To help local businesses reach 95 percent of the world's customers who live outside the United States, we must continue to create

new trade opportunities."

Drawing from new Business Roundtable research and U.S. government data, the facts and figures highlighted in the Utah state analysis provide in-depth details on the economic benefits of trade and U.S. trade agreements, including:

- Utah's trade-related employment grew 2.2 times faster than total employment from 2004 to 2013.

- Eighty-six percent of Utah exporters are small- and medium-sized companies with fewer than 500 workers.

- In 2013, 21 percent (\$3.3 billion) of Utah's goods exports went to U.S. free-trade agreement partners.

- Customers in 204 countries buy Utah-made goods and servic-

es, including billions of dollars in annual exports to top markets like Hong Kong, China and Canada.

"To help ensure the best possible outcomes for American workers, businesses and farmers in current and future U.S. trade negotiations, Business Roundtable continues to urge Congress and the president to work together to enact bipartisan trade promotion authority (TPA) as soon as possible," said Engler.

Groups like Business Roundtable have long deemed TPA critical to helping complete high-standard U.S. trade agreements. Business Roundtable leads the Trade Benefits America Coalition, a broad-based group of nearly 250 business and agricultural associations and companies.

## Delta employees share \$50M

Utah employees of Delta Airlines will receive nearly \$50 million in profit sharing, the company announced last week. The money is part of the company's \$1.1 billion total payout for 2014 – the largest payment in the company's history – in recognition for its employees' performance.

"At Delta, we believe that people, values and culture drive our success," said Richard Anderson, Delta's chief executive officer. "We call it the 'Delta Difference.' It is essential for our employees to have an ownership stake in our business and share in the record-breaking achievements they helped create. Thank you to Delta's 80,000 people worldwide, who made 2014 an exceptional year by taking great care of our customers."

Total individual payouts will equal more than 16 percent of employees' eligible 2014 earnings, which equates to an average of nearly two months' salary. In October, Delta paid a 5 percent advance on profit sharing to employees. The 2014 payout is a record for the airline industry, and among the highest for any U.S. corporation.

In addition to profit sharing, Delta's Shared Rewards program pays out monthly bonuses for meeting corporate operational goals throughout the year.

## ArbiterSports acquires game official pay company

ArbiterSports of Sandy has acquired PayOGFE, a privately held company that handles payments for game officials and other staff workers within a number of collegiate conferences. Details of the acquisition were undisclosed. PayOGFE is located in Irving, Texas.

"Our industry customers are continually demanding systems that enable them to do their jobs better and faster," said Jeff Triplette, president and CEO at ArbiterSports. "This acquisition is indicative of our mission to dramatically streamline and simplify all aspects of athletic event management, including payment processing."

As a result of the acquisition, collegiate administrators will be able to pay all independent contractors working at sporting events electronically within one unified system. The time and cost savings of this solution will amount to thousands of dollars annually, according to a release from ArbiterSports.

"We have created a significant presence in the electronic payment segment of the market by solving a real need," said PayOGFE founder, CEO and president Steve Pace. "The timing was right to combine our efforts and bring a unified solution to the industry that spans all

aspects of athletic event management."

Current PayOGFE customers won't experience any differences as ArbiterSports continues to operate the PayOGFE platform to which they are accustomed for an undetermined period. Over time, ArbiterSports will work to integrate and streamline the way payments are made across all sports organizations to ensure time and cost savings are realized using its ArbiterPay platform.

"Our PayOGFE customers can expect a smooth transition as our companies work closely together on a solid solution that le-

verages our strengths," said Pace.

ArbiterSports markets game management solutions, helps athletic departments and sports leagues simplify the process of scheduling games, assigning officials and paying all participants. The complete product suite, which includes ArbiterOne, ArbiterGame, ArbiterPay, ArbiterWorks and Arbiter360, delivers control and visibility over the entire game management process and is built on a cloud-based system that allows secure access from anywhere and provides seamless integration and add-on features.

## Jafflz to open base in Park City

Jafflz, a fast-casual, gourmet food concept based on the classic South African toasted jaffle pocket sandwich, has opened its headquarters and a café in Park City. The café will be an extension to Du Monde Gourmet commissary kitchen on North Silver Creek Road. South African native Meryl van der Merwe will run the Park City operation.

A jaffle is a toasted pocket sandwich filled with sweet or savory filling, made in a jaffle iron (a type of closed metal skillet) and placed over heat. The resulting sandwich is a sealed, stuffed pocket to which van der Merwe

has added her own twist.

The venture is backed by Kevin Plank, founder and CEO of Under Armour, with whom van der Merwe was employed as a private chef.

The restaurant will offer customers the option of watching their jaffles being made or choosing from a pre-made selection.

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## MityLite buys Wisconsin manufacturer

Orem-based MityLite has purchased Carroll Chair Co., of Wisconsin. Carroll Chair is a producer of tables and chairs for the restaurant and foodservice industries and was a division of Hospitality International LLC. Over the next three months, MityLite will move all Carroll Chair operations to Orem from its current location in Wisconsin, according to a statement from the company released last week.

"This acquisition furthers MityLite's commitment to expanding our restaurant furniture product mix and will be the foundation on which we grow this strategic channel," said MityLite CEO John Dushash. "While our expansion into restaurant and foodservice tables

and chairs was a natural progression for MityLite, it is through high-profile customer accounts such as Chili's, Moe's Southwestern Grill and Culver's that we will continue to secure credibility in this space with top-tier restaurant chains."

MityLite was founded in Utah in 1987 and currently employs about 250 people. MityLite has not determined how many new hires will be required when the Carroll operations move to Orem.

Carroll Chair was acquired by the previous owner of L.B. White Co. Inc. in 1996, and has operated as a sister company to La Crosse Cooler under Hospitality International. Carroll Chair Co. shared re-

sources and manufacturing space with La Crosse Cooler at the company's headquarters in Onalaska, Wisconsin.

L.B. White Company CEO Rick Diermeier said, "We have been very pleased with the growth and performance of Carroll Chair Co. Many leading U.S. restaurant chains have come to rely on Carroll Chair as a supplier of high quality, metal-framed seating, table bases and tabletops. We are very pleased to complete this transaction with MityLite, a significant and well-resourced manufacturer of seating and table products."

Transfer of ownership was effective Feb. 9. Terms were not disclosed.

## FAIRPARK

from page 1

nor's office and DFCM calling for the signing of a lease extension of 50 years, but the subcommittee rejected the motion.

Michael Steele, executive director of the fairpark, said the fairpark corporation cannot sign contracts beyond its lease term. He said the state needs to sign a 50-year lease with the fairpark corporation, which in turn would then be able to sign a 40-year agreement with Hansen related to the soccer stadium.

"In 50 years, there's never been anything better" is how Jenkins described Hansen's proposal for the fairpark. Typically, developers want the state to bond or guild "or do something," but Hansen has agreed to spend the money to build the stadium if he can lease the property.

Jenkins acknowledged that some legislators, including those in a subcommittee working group that reviewed the matter, wonder if Hansen is getting a "sweetheart deal" and believe the site should be subject to requests from proposals (RFPs) to see if something better can be proposed for the fairpark.

"He [Hansen] is anxious, of course, to get going here, and if we choose to hold this thing up and go to RFPs and do all this stuff as the clock ticks, he very well could just walk and leave this thing alone and go somewhere else," Jenkins said. "That's a very high probability at this point, we

determined."

Rep. Justin Miller, D-Salt Lake City, said he was disappointed that the executive branch has not signed a lease with the fairpark corporation.

"But I do not want see the signing of a fairpark lease with the fairpark board held hostage based on what people may or may not think about that soccer stadium. ... Whatever your opinion may be about the stadium, we do need to sign the fair lease with the board," Miller said.

Sen. Jim Dubakis, D-Salt Lake City, said that "the executive branch has just thumbed their nose and said, for whatever reason, 'We're not going to do that....'"

The *Deseret News* subsequently reported that Gov. Gary Herbert's office released a statement saying Herbert "looks forward" to reviewing Hansen's "thoughtful" proposal. "The governor and his staff are working with the legislature to ensure the ultimate resolution for the State Fairpark has buy-in from both the legislative and executive branches. The State Fair will only be successful if both branches agree on the best path forward," the statement said.

The 11-day Utah State Fair is a money-maker but even with 200-plus events annually, the fairpark does not generate enough revenue to be self-sustaining. The legislature has given the fairpark corporation the authority to find ways to turn that around and end state funding.

Beattie said the stadium proposal represents a \$23 million

private investment. No taxpayer money would be needed, and the corporation would see least \$3.3 million in revenues over 20 years, starting at \$100,000 annually. The stadium also would be available for activities other than soccer, with the corporation needing only to pay for basic maintenance and utility costs, he said.

"We believe strongly that we do not have the luxury of kicking this can further down the road," Beattie told the subcommittee. "We further believe that now is the time to act and that after all of our outreach, analysis and planning, the opportunity at hand represents potential that we must simply not allow to pass by. ... We are to develop the park to where it no longer needs state support, and this would be the first major step."

At a pair of subcommittee meetings, some members wondered if the state would be on the hook financially if the soccer stadium were built and the team eventually folded. Beattie said a stadium would present "new market opportunities" for concerts and other events and would be beneficial even without the new soccer team.

"If somebody wants to build a building on my property for \$23 million and I get some exchange every year of about \$100,000, I'd consider that," Sen. Kevin Van Tassel, R-Vernal, said. "And if they get excited and want to move on, so be it. [Then] I've got a \$23 million facility. I don't know what I'd do with it, but I think I could do something."

## CORPORATE EARNINGS

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

### Questar

Questar Corp., based in Salt Lake City, reported net income of \$62.5 million, or 35 cents per share, for the fourth quarter ended Dec. 31. That compares with \$68.1 million, or 39 cents per share, for the same quarter in 2013.

Revenues in the most recent quarter totaled \$373.2 million, down from \$397.9 million in the year-earlier quarter.

For the full year 2014, Questar reported company-record net income of \$226.5 million, or \$1.29 per share. That compares with \$213.6 million, or \$1.21 per share, in 2013. Revenues in 2014 totaled \$1.19 billion, down from \$1.22 billion in 2013.

Questar has three lines of business. Questar Gas Company provides retail gas distribution in Utah, Wyoming, and Idaho. Wexpro Co. develops and produces natural gas from cost-of-service reserves for Questar Gas customers. Questar Pipeline Co. operates interstate natural gas pipelines and storage facilities in the western U.S. and provides other energy services.

Questar Gas contributed \$55.2 million of net income in 2014. Wexpro net income totaled \$122.8 million. Questar Pipeline's net income was \$60.6 million.

In announcing the results, Ronald W. Jibson, chairman, president and chief executive officer, noted that Questar Gas had 5 percent earnings growth for the year, while Wexpro's net income rose 11 percent and Questar Pipeline's income matched its 2013 level on an adjusted basis.

"We are very pleased to have achieved record earnings in 2014," Jibson said. "On a consolidated basis, Questar earned \$1.29 per diluted share, near the top of our raised 2014 earnings guidance range of \$1.25 to \$1.30 per share."

### SkyWest

SkyWest Inc., based in St. George, reported a net loss, including special items, of \$27.9 million, or 54 cents per share, for the fourth quarter ended Dec. 31. That compares with net income of \$8.6 million, or 17 cents per share, for the same quarter in 2013.

The most recent quarter's special items includes expenses of \$70 million pre-tax (\$43.6 million

after-tax) due to the accelerated retirement of EMB-120 turboprop aircraft and a code-share agreement modification that shortened the contract term for ExpressJet's operation of the ERJ145 aircraft type.

Total operating revenue in the most recent quarter was \$813.9 million, up from \$894.4 million in the year-earlier quarter.

For the full year 2014, the company's net loss, including special items, was \$24.2 million, or 47 cents per share. That compares with net income of \$59 million, or \$1.12 per share, for 2013.

Total operating revenue in 2014 totaled nearly \$3.24 billion, down from nearly \$3.3 billion.

SkyWest is the holding company for two scheduled passenger airline operations and an aircraft leasing company. The passenger airlines are SkyWest Airlines Inc., also based in St. George, and Atlanta-based ExpressJet Airlines Inc. Systemwide, SkyWest serves markets in the United States, Canada, Mexico and the Caribbean with approximately 3,600 daily flights and a fleet of 749 regional aircraft.

"SkyWest made significant progress in executing our long-term strategy in the fourth quarter, including reducing the total number of unprofitable aircraft and flying over time," Jerry C. Atkin, SkyWest's chairman and chief executive officer, said in announcing the results.

"We expect these changes to continue through 2017, as we continue to work with our major airline partners to meet their needs with larger RJ opportunities during that same period. We expect that reducing our total fleet count while improving the overall fleet composition will put us on a path of continued financial and operational improvement."

### Ancestry.com

Ancestry.com LLC, based in Provo, reported a net loss of \$7.1 million for the fourth quarter ended Dec. 31. That compares with a loss of \$23.3 million for the 2013 fourth quarter.

Revenues for the most recent quarter totaled \$155.2 million, up from \$145 million in the year-earlier quarter.

For the full year 2014, the company reported a net loss of \$18.3 million, which compares

**GOED**

from page 1

It is a good economic development effort....”

SB100, sponsored by Sen. Stephen Urquhart, R-St. George, would add sexual orientation and gender identity to a list of prohibited bases for discrimination in employment and housing practices. The list already includes race; color; sex; pregnancy, childbirth or pregnancy-related conditions; age, if a person is 40 years old or older; religion; national origin and disability.

The bill notes that “employer” does not include religious organizations or associations. It also says an employer does not include “an organization engaged in public or private expression if employing an individual would affect in a significant way the organization’s ability to advocate public or private viewpoints protected by the freedom of expressive association described in decisions of the United States Supreme Court or the Utah Supreme Court.”

At the GOED board’s February meeting, Michael Weinholtz, executive chairman of CHG Healthcare Services, and Megan Holbrook, senior vice president of government relations for Zions Bank, both spoke in support of SB100.

“We’ve grown this business

by adding great people,” Weinholtz said about CHG. “We predominantly hire Utah-based people but occasionally we have to recruit from the outside — executive talent, technology talent — and very often particularly the younger workers have questions about moving to Utah and diversity and fairness, and I think nothing could be a better example of fairness than to have a statewide non-discrimination bill.”

Weinholtz, whose physician staffing services company has more than 1,000 employees and operates in all 50 states, said passing such a measure would help Utah attract top talent. The “war for talent” has existed for the past decade and is projected to worsen, he said.

“I think it benefits businesses to cast their net as wide as possible to as broad a possible sector of potential employees and not overlook certain sectors of the potential employee base,” he said.

“Occasionally when we are talking to people from out of state who want to relocate to our headquarters here, they do ask about diversity and fairness, they do ask about if there is a non-discrimination law in place here. I would tell you, not every employee asks about that, but it does come up. And in a situation where there is a war for talent for businesses [that is] growing, I think it makes great business sense, it’s a great business case, for having a statewide

non-discrimination bill.”

His company has employees living in several Utah counties and he worries that some “may not be getting the same fair treatment based on where they live” because not all localities have non-discrimination ordinances.

“I think it would be great for businesses to have clarity on the statewide non-discrimination law. And I also think it would attract more people moving to Utah, and I think it would just be one more feather in the cap of Utah as a great place to do business. This would be one more positive aspect in which the state would be viewed,” he said.

“Just taking all these other kinds of arguments out, I think it’s just great for business because it shows that the state is not only open for business but it’s open to everyone for business.”

After the board vote, chairman Mel Lavitt said he hopes the bill passes and that the board’s support is one of the reasons.

“What makes Silicon Valley work — and we’re trying to emulate them all the time — is they don’t care what race, color, sexual preference, religion, etc., anybody is,” Lavitt said. “All they care is, are you smart and do you want to work hard? And that’s what makes it work. You need to have the same view here in Utah or else our companies will never grow because it’s just too hard to get the talent that

we need to grow.”

Following the church’s Jan. 27 announcement, the Salt Lake Chamber issued a statement saying it was “grateful” for the church’s stance “that balances non-discrimination protections with religious liberties.”

“In 2009, the Salt Lake Chamber supported Salt Lake City’s non-discrimination ordinance. We believe a standardized statewide law protecting against employment and housing discrimination while guaranteeing religious liberty is good for Utah’s economy,” Lane Beattie, the chamber’s president and chief executive officer, said in the statement. “We are hopeful that the legislature will act to ensure these protections for all involved. We encourage a civil and

mutually respectful discussion on this issue.”

There still are concerns that SB100 will clash with other legislation. For example, HJR5, sponsored by Rep. Jacob Anderegg, R-Lehi, proposes a constitutional amendment that would prevent a religious organization, institution or entity, or individual acting in a role connected with a religious organization, institution or entity, from being required to “perform, solemnize, execute or recognize any rite, ceremony, service or ordinance that the religious organization, institution or entity determines to be inconsistent with its tenets, doctrines or beliefs.”

As of the middle of last week, HJR5 was in the House Rules Committee.



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# OptConnect to merge with Canadian firm

OptConnect, a Kaysville company that specializes in providing wireless connectivity solutions for ATMs and kiosks, has announced plans to merge with DPL. Headquartered in Rothesay, New Brunswick, Canada, DPL is a provider of wireless machine to machine (M2M) communications.

The combined entity will be a subsidiary of Grant Victor and will join its family of companies. It will provide expanded wireless network coverage, technical support services and a broader product offering to customers.

"DPL has a 40-year history of creating high quality and innovative products while providing customers with an impressive level of service," said Jeff Matthews, CEO of Grant Victor, OptConnect's parent company. "We are excited to welcome DPL to the Grant Victor family and are eager to combine our competencies to deliver more value to our customers."

"We have been very impressed with OptConnect's ability to bring new products to the market," said Marc Albert, CEO of DPL. "Adding DPL's manu-

facturing, engineering and managed network service capabilities to OptConnect's vast industry

knowledge and leadership will provide clear benefits to our markets."

## EARNINGS

from page 4

with a loss of \$79.7 million for 2013.

Revenues in 2014 totaled \$619.5 million, up from \$540.4 million in 2013.

Ancestry.com is an online family history resource, with more than 2 million paying subscribers across all its websites.

"Ancestry.com ended the year on a positive note, with solid growth in adjusted EBITDA (earnings before interest, taxes, depreciation and amortization) and improving subscriber trends," Tim Sullivan, chief executive officer, said in announcing the results.

"After a year of strategic investments, we are focused on strong execution in the core business in 2015. We remain very pleased with AncestryDNA, which doubled its customer base in 2014, just launched in its first international markets, and is demonstrating its potential for broadening the base of consumers seeking to discover more about their family history."

## Dynatronics

Dynatronics Corp., based in Salt Lake City, reported a net loss of \$133,543, or 5 cents per share, for the fiscal second quarter ended Dec. 31. That compares with net income of \$44,095, or 2 cents per share, for the same quarter a year earlier.

Sales totaled \$7.3 million, up from \$7.1 million in the same quarter a year earlier.

Dynatronics manufactures, markets and distributes medical devices, orthopedic soft goods and supplies, treatment tables and rehabilitation equipment.

Kelvyn H. Cullimore Jr., chairman and president, said sales under the company's Amerinet contract that took effect July 1 accounted for the majority of the total sales increase in the last half of 2014.

"The 2.2 percent increase in sales for the six months ended Dec. 31, 2014, is a significant increase over the 7 percent annualized decline in sales experienced for the same period during the prior two years," he said.

## FILM

from page 1

Touchstone Television Productions LLC, doing business as ABC Studios, was approved for an incentive between \$1 million and nearly \$1.3 million for the pilot of "Boom," the story of an ambitious young family in the energy business in North Dakota.

The pilot is expecting to hire 186 cast and crew, with principal photography set for March 9-27. The production is expected to spend \$5.1 million in Utah.

The GOED board approved a tax credit of between \$280,000 and \$350,000 for Crow Town Ventures Inc., which will spend \$1.4 million in Utah on its action/science fiction feature "iBoy." Principal shooting is scheduled for April 7-May 7. The company is expecting to hire 82 cast and crew.

Code of Honor Productions LLC was approved for an incentive of between \$233,000 and \$291,300 for the independent action/adventure film "Code of Honor." It is expected to spend more than \$1.1 million in Utah, including during principal photography set for Feb. 28-March 28.

"It's great to be back in Utah shooting another film," said Los Angeles-based director Michael Winnick. "The film commission and the crews are so friendly and supportive, and the incentive makes it an easy choice to come

here."

Mountain Lighting was approved for a tax credit of up to \$76,000 for "Young Evil," an independent horror feature film. The production is expected to spend \$380,000 in Utah, including during principal photography March 16-April 10.

Tim Timmerman, Hope of America LLC is expecting to shoot the independent feature drama "Tim Timmerman, Hope of America" April 10-May 2. The company was approved for a tax credit of up to \$57,000, based on expected Utah spending of \$285,000 and the hiring of 90 cast and crew.

Mirror Films LLC was approved for an incentive of up to \$50,000 for its independent feature drama "Book of Wishes." The production is expecting to hire 47 people, spend \$250,000 in Utah and begin principal shooting in March.

"The goal of the Utah Film Commission is to act as an advocate to both incoming film companies and our local industry," Pearce said. "This surge in film production is great news for our local economy and industry members, not to mention the cultural significance and the proud Utah ties some of the projects already have. The overall message today's meeting has for the film industry is that Utah is ready, willing and able to support a diverse range of projects."



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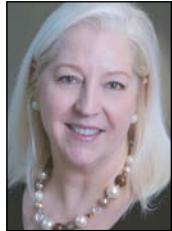


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# Industry Briefs

## ASSOCIATIONS

• The Utah chapter of the **CREW Network** (Commercial Real Estate Women) has elected **Ronda Landa** as its 2015 president. Landa is the sales director at First American Title, Salt Lake City. **Jami Marsh** was elected president-elect for 2015 and will



Ronda Landa



Jami Marsh

be president in 2016. Marsh is vice president of Jones Lang LaSalle, Salt Lake City. The other CREW Utah executive board members are **Cristina Coronado**, Ballard Spahr LLP, Utah past president; **Amy Mills**, Okland Construction, treasurer; **Anna Mkrtyan**, Wells Fargo, secretary. Directors are **Michele Jakob**, Van Drimmelen & Associates Inc., advisory chair; **Lindsay Vieta**, InterNet Properties Inc., marketing chair; **Michele Sauk**, Zions Bank, membership chair; **Julie Kilgore**, Wasatch Environmental Inc., events co-chair; **Heather Bogden**, Coldwell Banker Commercial Intermountain, philanthropic co-chair; **Cathy Shipley**, Interior Solutions Inc., philanthropic co-chair; **Karin Fife**, CCG Howells, gala committee co-chair; and **Joe Ann Terburg**, Galloway, gala committee co-chair.

• The **Salt Lake Chamber** has appointed **Matt Lusty** as manager of communications and marketing. Lusty will oversee all media relations, communications and marketing, including serving as the chamber's media contact. Lusty previously



Matt Lusty

was an associate with Spencer Stokes, owner of Stokes Strategies. He graduated from the University of Utah with a degree in strategic communication. He will take the communications role that was most recently held by Justin Jones, who will now devote his time to public policy, as well as his role as the executive director of Prosperity 2020 and Education First.

## EDUCATION/TRAINING

• An annual report on the **Utah Cluster Acceleration Partnership (UCAP)** indicates that \$2 million was used to help create 25 new certificate or degree programs, expand capacity for six existing programs and support three economic development projects. In all, the actions created 875 new training slots annually for Utahns seeking to improve their skills. UCAP is a collaboration among the Governor's Office of Economic Development (GOED), the Utah System of Higher Education and the Utah Department of Workforce Services. The three agencies team up to approve grant applications that must build a pipeline from classroom to workplace and have the support of local education institutions and employers. The report indicated that the \$2 million in direct funds was enhanced by \$3.3 million in leveraged funds. The new training openings are designed to equip Utahns with skills in high-demand, growing fields. Often, the skills taught in these programs are directly related to growth clusters as defined by the GOED.

## MANUFACTURING

• **BSD Medical Corp.**, Salt Lake City, has appointed **Ben Beckham** as vice president of North American sales. Beckham has more than 20 years of experience in medical sales management and marketing. He previously was vice president of sales for the Americas for Solta Medical; vice president of sales and marketing for Lifecore Biomedical; and held various leadership positions at Interpore International and GE Medical Systems. BSD also announced that **Gerhard W. Sennewald** and **Douglas P. Boyd** have resigned as members of the company's board of directors.



Ben Beckham

• **Stoneway Capital**, Provo, has announced the acquisition of its portfolio company Luvaire LC

by an undisclosed private equity firm. Luvaire creates home décor diffusers for the essential oil market. Stoneway, part of the Osborn Cos., has founded and sold several companies over the years and has invested in more than 50 early- and mid-stage companies, many of which are Utah companies.

• **Chums**, Salt Lake City, has announced that **Tiffany Berger** will join its product development team. Based in the company's office in Sun Valley, Idaho, Berger will oversee research, strategy and execution of new and existing Chums product line introductions. Berger joins Chums after four years as Scott USA's optics product manager. She has more than 13 years of experience managing the evolution of new and existing product lines. Prior to her role at Scott USA, Berger served as global product developer at Nike Golf for nine years.



Tiffany Berger

## PHILANTHROPY

• **Wells Fargo** has announced that it donated more than \$1.6 million to schools and nonprofit organizations in Utah last year. The funds were distributed to more than 200 agencies statewide to support education, the arts and human services. Helping with community challenges such as hunger, affordable housing and the environment also were special focus areas for Wells Fargo. The company is inviting local nonprofits to apply for charitable grants in 2015. Eligible nonprofits can review Wells Fargo's giving guidelines, eligibility requirements and online application for submitting a grant request for 2015 at [www.wellsfargo.com/donations](http://www.wellsfargo.com/donations).

• **America First Credit Union**, Riverdale, recently donated funds for snow boots to the students of **Transition Academy at Jordan Valley School**. In a learning activity created to teach the students about financial literacy, each student received a Visa gift card for the purchase of snow boots to be used for upcoming school field trips. Jordan Valley School is the Canyons District's school for students with severe disabilities. The Canyons Transition Academy provides students with disabilities the opportunity to make choices in a safe environment with person-centered planning, hands-on training, community access and inclusion in community activities that lead

to greater independence for living and employment.

## RECOGNITIONS

• **Allison P. Riddle** has received the **Horace Mann Award for Teaching Excellence**. Riddle, a fifth-grade educator at Foxboro Elementary School in North Salt Lake, received the award and the accompanying \$10,000



Allison Riddle

at the NEA Foundation's "Salute to Excellence in Education" awards gala Feb. 13 in Washington, D.C. The NEA Foundation and the National Education Association jointly present the awards with support from NEA Member Benefits, the Horace Mann Companies, Scena Media, Promethean, and California

Casualty. The awards recognize, reward and promote excellence in teaching and advocacy for the profession. Riddle was nominated for the award by the Utah Education Association, the state's National Education Association affiliate.

## RURAL UTAH

• The **Governor's Office of Economic Development (GOED)** board, at its February meeting, endorsed a \$50,000 Rural Fast Track grant for **Maple Leaf Co.**, based in Ephraim. The company will buy and build additional storage and material handling equipment to accommodate business growth and have a more economical way to receive, clean, store and bag seed. As a result of the expansion project, expected to cost \$137,644, the company will hire four to five new full-time positions.

## Why The Enterprise?



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President, Red Rider Creative



Red Rider Creative

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## Keynote Speaker



**DeLyle Bloomquist**  
**President, Global Chemicals Business, Tata Chemicals Ltd.**

As the President of a business unit for a multinational conglomerate, DeLyle is keenly aware of what it takes to manage a growing and thriving operation. DeLyle will share his experiences with corporate M&A, IPOs, private equity financings and how it all relates to Utah's fertile corporate growth climate.

## Conference Agenda

11:00-12:00	Registration
12:00-1:45	Lunch and keynote
1:45-5:00	Panel Discussions and DealSource
2:00-5:00	Panel Discussions
5:00-8:00	Capital Connection, Bar, Hors d'oeuvres and Dinner

To register, go to [acg.org/utah](http://acg.org/utah).

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# Is it a great year so far?

How's it going? I mean, this year so far? Accomplishing what you thought you would? On the path of amazing achievement? Or are you stuck in neutral — or worse, reverse?

I am AGAINST “having your best year ever,” but I am in favor of “having a great year.” How's your year so far?

Having a great year is not a matter of doing one thing right — or even making one thing better — it's a matter of making everything better, so that you can get to GREAT or BEST in whatever you do.

Here is my list of challenges for your GREAT year. Read them carefully and begin with one or two. But all must be initialized and put into action to really have a GREAT year.

1. Define yourself.
2. Develop a sales mission statement.
3. Have a deep belief in the five critical areas of selling.
4. Develop greater pride in accomplishment.
5. You are what you eat.
6. Get rid of one time-waster.
7. Read a book every two months.
8. Get your (sales) pipeline full.
9. Meet your monthly sales quota by the second week of the month.
10. Start branding yourself socially.
11. Get up earlier.
12. Begin capturing your thoughts and ideas in writing.
13. Give one speech.
14. Write one article your customers will read.
15. Make sales at breakfast.
16. Keep your present customers loyal to you and your company.
17. Double your testimonials.
18. Double your referrals.
19. Record your sales presentation.
20. Start every morning with Yes! attitude.
- 20.5. You're not alone. Create a mastermind.

Here are two of the challenges that are the kick off of this series. I will elaborate on several others over the next few weeks.

**2. Develop a sales mission statement.** Your company has a mission statement and you can't recite yours to me or even come close.

The reason? Because it's a bunch of corporate marketing drivel that you don't believe in, let alone memorize. Dude, IT'S THE MISSION. What you need is a sales mission — a reason to walk in the door with information the customer can use, be memorable

about it and walk out the door with a signed contract and a check. The mission that you can all embrace and live by is: “Get the customer to buy from me, make the experience so memorable that they buy again and tell other people how great my product is and how great I am.” That's an easy mission for you to live by. Mission statements are not meant to be memorized. Mission statements are meant to be incorporated into your philosophy as something that you carry with you as a statement of action. It's the MISSION.

**6. Get rid of one time-waster.** I'm asked one question more than any other: “Jeffrey, how can I better manage my time?” Let me give you the answer to that question: You already know what to do with your time — what the hell are you asking me for? I'm going to write a book on time management titled *You Already Know What to Do, You're Just Not Doing It*. You don't need a course in time management (which by the way I consider the biggest waste of time). What you need is a lesson in how not to procrastinate. It's not a matter of managing your time, it's a matter of doing what you know you have to do but are just not doing it. The easiest way for me to describe this procrastination situation is to offer you a tip — a time management tip. Here it is: Get rid of **one** thing that is currently wasting your time. The example I most often give is watching TV news programs — or watching television dramas. If you spent as much time studying how to get your voicemail messages returned as you did watching some stupid television show, in a year you could be a world-class expert giving seminars for high fees on how to get your voicemail returned. You don't need to manage your time, you need to allocate your time. You need to invest your time in things that matter, in things that will build your success and in things that will allow you to have a great year.

Well, there are two sales shots in the butt. Two or three more next week. I am determined to give you the insight and the tools to have a great year.

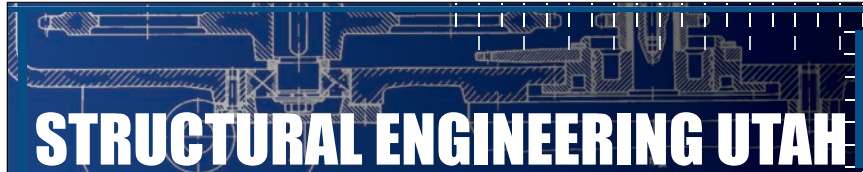
I'd love to know what you are doing to have a great year. Send an email to [yes@gitomer.com](mailto:yes@gitomer.com) and some of your ideas will be posted on my Facebook page.

Jeffrey Gitomer is the author of 12 best-selling books, including *The Sales Bible*, *The Little Red Book of Selling*, *The Little Gold Book of Yes! Attitude*, and *21.5 Unbreakable Laws of Selling*.

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JEFFREY GITOMER



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## Where do you stand?

Perspective is everything! Perhaps one of our greatest frustrations in life is that others cannot see things from our same perspective. Our perspective is based on position. This position is determined not only by where we currently stand, but also where we have come from. To change one's perspective usually requires movement, not simply understanding. I may cause you to temporarily change your perspective towards structural engineering services by providing you with certain engineering facts and/or results that I am familiar with. But unless you adjust your position through positive movement this perspective may be fleeting. Significant events in our lives can also cause us to change our position, and as a result, we formulate a new perspective. Take a few seconds and look back over your life for such events. What events have caused a perspective change for you?

Many of my past columns have made an attempt to compare the design profession, architects and engineers to those other licensed professions. As in the medical and legal professions, professional engineers are licensed to be accountable to the public for their work. And not surprisingly, there are large gaps between the knowledge and expertise of individual engineers, as there are with those who practice law and medicine.

However, the big differences are your personal perspective and expectations.

Recently, I had knee surgery. My perspective, thankfully, was that of a well-insured individual. Given this fact,



RON DUNN

I was able to seek out the best doctors, nurses and hospital facilities. You can only imagine how many choices I had. After all, it is my knee. For me, paying my deductible and co-pay were the worst-case scenario. As a consumer, I have the experience to know not all are so lucky. I am also involved in a business matter

that makes it essential to seek the best qualified attorney, no matter what the cost. After all, it is my financial matter. I am sure that each of us can relate to these simple examples where I am quite certain our perspectives align.

When the perspective change is within the design profession, your viewpoint may not have the necessary history and experience to instigate a change in perspective. If you could see, or more importantly feel, the force of a damaging earthquake, your perspective would quickly align with mine. I would not have to say a word. For over 30 years, my efforts have tried to align the perspective of the qualified structural engineer, building owners and tenants. I believe that through our joint efforts, our mutual perspectives can come together. I look forward to sharing my perspective with you.

## Enabling Great Design



Dixie State University Holland Centennial Commons



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# Calendar

## Feb. 23, 12:15-1:45 p.m.

**Annual Utah Manufacturers Association Membership Meeting.** Guest speaker is Val Hale, executive director of the Governor's Office of Economic Development (GOED). Event also is an opportunity for UMA members to have lunch with legislators and get a glimpse of expected activities and legislative issues for 2015. Location is Little America Hotel, 500 S. Main St., Salt Lake City. Cost is \$50. Details are available at (801) 363-3885 or [umaweb.org](http://umaweb.org).

## Feb. 24, 11:30 a.m.-1 p.m.

**Murray Women in Business Lunch Meeting.** Speaker is from South Valley Sanctuary. Location is Marriott Residence Inn, 171 E. 5300 S., Murray. Cost is \$20 prepaid, \$25 after 3 p.m. Feb. 23 or at the door. Details are at [murraychamber.org](http://murraychamber.org).

## Feb. 24, 11:15 a.m.-1:15 p.m.

**Women in Business Luncheon,** an Ogden Weber Chamber of Commerce event. Location is Hub 801 Event Center, 3525 Riverdale Road, Ogden. Cost is \$20. Details are at [ogdenweberchamber.com](http://ogdenweberchamber.com).

## Feb. 24, 11:30 a.m.-1 p.m.

**"Sweet Success,"** a Salt Lake Chamber Business Women's Forum (BWF) Luncheon. Event will feature a panel of successful business owners discussing how they came to own and run successful businesses. Panelists include Ashley Cintas, Kosha; Cindy Johnson, Hair Love Wigs; Hasen Cone and Teri Rosquist, Sweet Lakes Limeade; and Jay Starks, Platinum Venture Group. Moderator is Julianna Christie, Gray Matter Consulting LLC. Location is the Salt Lake Chamber, 175 E. University Blvd. (400 South), Suite 600, Salt Lake City. Cost is \$30 for BWF members, \$40 for nonmembers. Details are at [slchamber.com](http://slchamber.com).

## Feb. 24, 11:30 a.m.-1 p.m.

**Women in Business Luncheon,** a Sandy Area Chamber of Commerce event. Speaker Susan Madsen, a professor of management in the Woodbury School of Business at Utah Valley University and founder and director of the Utah Women and Leadership Project, will discuss "Why Do We Need More Women Leaders in Utah?" Location is All Star Bowling & Entertainment, 12101 S. State St., Draper. Cost is \$20 for members prepaid, \$25 for guests prepaid, \$30 at the door. Details are at [sandychamber.com](http://sandychamber.com).

## February 24, 3-5 p.m.

**"The Equity Compensation Life Cycle of a Private**

**Company,"** a Utah Technology Council (UTC) Holland & Hart clinic. Holland & Hart partners Matt Wells and John Ludlum will discuss the typical equity instruments used at different stages of maturity for private companies, including the tax, incentive, compliance and corporate governance reasons behind the practices. A few special situations, such as repricings and option exchanges, also will be covered. Location is Holland & Hart LLP, 222 S. Main St., Suite 2200, Salt Lake City. Free for UTC members, \$40 for nonmembers. Details are at [www.utahtech.org](http://www.utahtech.org).

## February 25, 7:30-9 a.m.

**"Powerhouse Utah Women,"** a Salt Lake Chamber Women's Business Center (WBC) "Business Essentials" event. Cost is \$20. Other details to be announced later. Website is [slchamber.com](http://slchamber.com).

## Feb. 25, 11 a.m.-5 p.m.

**"Secrets of a Winning SBIR-STTR Proposal,"** a workshop presented by the SBIR-STTR Assistance Center (SSAC). Event will help attendees learn about SBIR-STTR proposals and how to improve them. Location is Northfront Business Resource Center, 450 S. Simmons Way, Kaysville. Free, with lunch and materials included. Details are at <http://www.innovationutah.com/sbir/workshops/>. A similar event takes place March 11, 11 a.m.-5 p.m., at Salt Lake Community College's Miller Campus, 9750 S. 300 W., Sandy.

## February 25, 3-5 p.m.

**"The Government: Your Next Customer,"** a Salt Lake Chamber Women's Business Center (WBC) "Business Essentials" presentation about government contracting. Location is the Salt Lake Chamber, 175 E. University Blvd. (400 South), Suite 600, Salt Lake City. Cost is \$10. Details are at [slchamber.com](http://slchamber.com).

## Feb. 26, 6:45-8:15 a.m.

**Utah Technology Council (UTC) Legislative Breakfast.** House Speaker Greg Hughes and Senate President Wayne Niederhauser will discuss tech issues during the legislative session. Location is Salt Lake City Marriott City Center, 220 S. State St., Salt Lake City. Cost is \$35 for UTC members, \$65 for nonmembers. Details are at [www.utahtech.org](http://www.utahtech.org).

## Feb. 26, 11:30 a.m.-1 p.m.

**Lunch & Learn,** a Murray Area Chamber of Commerce event. Topic to be determined. Location is Buca di Beppo, 923 E. Fort Union Blvd., Midvale. Cost is \$14 for members, \$19 for

nonmembers. Details are at [murraychamber.org](http://murraychamber.org).

## Feb. 26, 11:30 a.m.-1 p.m.

**Lunch & Learn,** a West Jordan Chamber of Commerce event focusing on training for Chambermaster. Location is West Jordan City Hall, Community Room, 8000 S. Redwood Road, West Jordan. Free for chamber members (event is open only to current members). Details are at [www.westjordanchamber.com](http://www.westjordanchamber.com).

## Feb. 26, 11:30 a.m.-2 p.m.

**Southern Utah International Business Forum,** hosted by the World Trade Center Utah in partnership with the Utah Department of Workforce Services. Event will try to demystify the process of international expansion and exporting. Event will feature a keynote by Derek Miller, president and chief executive officer of WTC Utah, who will discuss "Every Business is an International Business," followed by a business roundtable focusing on "10 Tips to Help You Think, Act and Succeed Globally." Location is Dixie State University's Gardner Center Ballroom, 225 S. 700 E., St. George. Free. Details are at [wtcutah.com](http://wtcutah.com).

## February 26

**Speeches by Radia Perlman,** who has a Ph.D. in computer science from MIT, is a 2014 Inductee into the Internet Hall of Fame, and played a key role in the development of the modern Internet. The first speech, "Network Protocol Folklore," is intended for a technical audience. It takes place at noon in Shepherd Union Ballroom C. Perlman will discuss the evolution of the Ethernet. The second speech, "Creating a Culture to Foster Creativity and Collaboration," is intended for a general audience and is set for 1:30 p.m. in Shepherd Union Room 312. In an informal setting, Perlman will outline her career path and lessons learned. Activities are sponsored by the Weber State University Society of Women Engineers and the Technology Outreach Center in the College of Applied Science & Technology as part of National Engineers Week. Details are at [http://www.weber.edu/WSUToday/021815\\_InternetHallofFamePerlman.html](http://www.weber.edu/WSUToday/021815_InternetHallofFamePerlman.html).

## February 26, 5-7 p.m.

**Business After Hours,** a Salt Lake Chamber event. Location is 50 West Club & Café, 50 W. Broadway, Salt Lake City. Cost is \$10 for members, \$15 for nonmembers. Details are at [slchamber.com](http://slchamber.com).

## February 26, 7:30 p.m.

**"Startup Conversation"**

**Series,** presented by Beehive Startups and the Utah Valley Entrepreneurial Forum. Panel will feature Julie Penner, Techstars Boulder Program manager; Robb Kunz, founder and chief executive officer of BoomStartup; and moderator Clint Betts, founder and chief executive officer of Beehive Startups. Location is Utah Valley University Centre Stage, 800 W. University Parkway, Orem. Free, with dinner provided. Details and registration are at [Eventbrite.com](http://Eventbrite.com).

## February 27-28

**2015 Women in Business Conference,** with the theme "Fearless." Event features Feb. 27 keynotes by Veda Haskins, conference executive director, and Susan Madsen of Utah Valley University; Feb. 28 keynotes by Carine Clark, chief executive officer of MaritzCX, discussing "Fearless Leadership," and Katie Liljenquist, assistant professor of organizational leadership and strategy at Brigham Young University, discussing "How to Negotiate with Confidence"; breakout sessions and panel discussion. Location is Provo Marriott Hotel, 101 W. 100 N., Provo. Cost is \$150, with discount tickets for individual days; student rates starting at \$50. Sponsorship opportunities are available. Details are at [https://byums.org/event?event\\_id=943](https://byums.org/event?event_id=943).

## March 3, 8 a.m.-3 p.m.

**Utah Outdoor Recreation Summit.** Among the speakers are Jerry Stritzke, chief executive officer and president of R.E.I., discussing "Brand: Your Connection to the Customer"; Ivan Levin, senior director of Outdoor Nation for the Outdoor Foundation, discussing "Engaging Today's Generation in Outdoor Recreation"; Chris Warner, founder and chief executive officer of Earth Treks Climbing, discussing "High Altitude Leadership: Building Teams That Succeed in the Face of Tremendous Challenges"; and a panel discussing the topic "Can Outdoor Recreation Development Grow in Conjunction with Energy Development?" Event also includes breakout sessions. Location is the Salt Palace Convention Center, 100 S. West Temple, Salt Lake City. Cost is \$115. Details are at <http://utahsummit.com/outdoor/>.

## March 3, 9-11 a.m.

**"Secrets to Financing Your Business,"** sponsored by the Zions Bank Business Resource Center and the Wayne Brown Institute. Location is Zions Bank Business Resource Center, 120 S. Main St., Salt Lake City. Details are at [Eventbrite.com](http://Eventbrite.com).

## March 3, 10 a.m.-2:30 p.m.

**Business Expo,** a Sandy Area

Chamber of Commerce event. Location is South Towne Expo Center, 9575 S. State St., Sandy. Details are available by contacting Leesha Francis at (801) 727-4503 or [leesha@sandychamber.com](mailto:leesha@sandychamber.com).

## March 3, noon-8 p.m.

**2015 Intermountain Growth Conference and Capital Connection,** an Association for Corporate Growth (AGC) Utah event. Lunch keynote speaker is DeLyle Bloomquist, president of global chemicals business at Tata Chemicals Ltd. and president, CEO and director of Tata Chemicals North America Inc. Panel topics include "M&A Review and Outlook for 2015," providing insight into what 2015 holds for Utah and the nation from M&A and PEG experts; "\$20 Million and Beyond," featuring best practices in managing scaled growth; and "How to Buy and Build," focusing on using accretive acquisitions to accelerate growth. Location is Marriott City Center, 220 S. State St., Salt Lake City. Details are at [www.acg.org/utah](http://www.acg.org/utah).

## March 4-5

**Utah Council for Worksite Health Promotion Annual Conference.** Event will feature information about health promotion research, program guidelines, resources and services throughout the state of Utah. The council also sponsors the Healthy Worksite Awards presented at the conference. Event will feature presentations by Ryan Picarella, president of the Wellness Council of America (WELCOA); Gail Miller, owner of the Larry H. Miller Group of Companies, discussing the importance of diabetes prevention in the workplace and the community; and breakout sessions about successful wellness programming for both new and experienced organizations, nutrition and cooking for cancer risk reduction, how to support health behavior change, and evidence of the impact of wellness on business productivity and performance. Location is Utah Valley University's Sorenson Student Center, 800 W. University Parkway, Orem. Details are at [www.utahworksitewellness.org](http://www.utahworksitewellness.org).

## March 5-6

**Sixth Annual Intermountain Sustainability Summit,** hosted by Weber State University and the Utah Recycling Alliance. Conference is March 5, with workshops March 6. Keynote speaker is David W. Orr, professor of environmental studies and politics and senior advisor to the president at Oberlin College. Sessions feature topics including energy efficiency

**see CALENDAR next page**

**CALENDAR**

*from previous page*

and renewable energy, air quality and pollution, water quality and conservation, recycling and waste reduction, and sustainable food and agriculture. Location is Weber State University, Shepherd Union Building, 2910 W. Campus Drive, Ogden. Cost is \$100 until Feb. 25, \$120 thereafter; \$85 for URA/WSU/USEE members until Feb. 25, \$100 thereafter; \$85 for faculty until Feb. 25, \$100 thereafter; and \$25 for students. Details are at <http://www.intermountain-sustainabilitysummit.com/>.

**Mar. 5, 11:30 a.m.-1 p.m.**

**Lunch & Learn**, a Murray Area Chamber of Commerce event. Topic is the Affordable Care Act. Location is Brio Tuscan Grille, 6173 S. State St., Murray. Cost is \$14 for members, \$19 for nonmembers. Details are at [murraychamber.org](http://murraychamber.org).

**Mar. 5, 11:30 a.m.-1 p.m.**

**Legislative Luncheon**, a Building Owners & Managers Association (BOMA) Utah event that is part of BOMA Days on Capitol Hill. Event will feature an opportunity for BOMA members to interact with elected officials. Location is State Capitol, 350 N. State St., Salt Lake City. Registration deadline is March 1. Registration can be completed at [www.bomautah.org](http://www.bomautah.org).

**March 6, 8 a.m.-3 p.m.**

**Utah Women in Global Business and Trade Conference**, an Organization of Women in International Trade-Utah and Women's Business Center event that will feature general sessions, keynote presentations, panel discussions, breakout workshops and an awards luncheon. Location is Zions Bank Founders Room, 1 S. Main St., 18th floor, Salt Lake City. Cost is \$35 (\$10 for students). Details and registration are at <http://www.owitutah.org>.

**March 10, 8 a.m.-2 p.m.**

**"Spring Into Success 2015,"** a Salt Lake County Business Alliance Women in Business Group event. Keynote speakers are Gail Miller and Sherri Candland. Event also will include breakfast, lunch, breakout sessions and vendor booths. Location is the Utah Cultural Celebration Center, 1355 W. 3100 S., West Valley City. Cost is \$65 for chamber members, \$80 for non-members. Vendor tables are available for \$99. Details are available by emailing [connie@thebizalliance.org](mailto:connie@thebizalliance.org).

**March 11-14**

**Utah's 2015 Regional FIRST Robotics Competition**, a For Inspiration and Recognition of Science and Technology program. Location is Maverik Center,

3200 S. Decker Lake Drive, West Valley City. Details are at <http://www.utfrc.utah.edu/>.

**March 11, 11 a.m.-5 p.m.**

**"Secrets of a Winning SBIR-STTR Proposal,"** a workshop presented by the SBIR-STTR Assistance Center (SSAC). Event will help attendees learn about Small Business Innovation Research (SBIR) and Small Business Technology Transfer (STTR) proposals and how to improve them. Location is Salt

Lake Community College's Miller Campus, 9750 S. 300 W., Sandy. Free, with lunch and materials included. Details are at <http://www.innovationutah.com/sbir/workshops/>.

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

**Connect4Luncheon**, a Sandy Area Chamber of Commerce all-networking event. Location is Brick Oven, 10622 S. River Front Parkway, South Jordan. Cost is \$15 for members, \$20 for guests.

Details are at [sandychamber.com](http://sandychamber.com).

**March 11, 3-5 p.m.**

**"Ahead of the Game: Basic Tax Knowledge,"** a Salt Lake Chamber Women's Business Center (WBC) "Business Essentials" event. Event will feature training about income tax, self-employment tax, taxes for employees and excise taxes, plus information about resources for Utah businesses. Location is the Salt Lake Chamber, 175 E.

University Blvd. (400 South), Suite 600, Salt Lake City. Cost is \$10. Details are at [slchamber.com](http://slchamber.com).

**Mar. 12, 11:30 a.m.-1 p.m.**

**Lunch & Learn**, a Murray Area Chamber of Commerce event. Topic is "Retirement: Are You Ready?" Location is Buca di Beppo, 923 E. Fort Union Blvd., Midvale. Cost is \$14 for members, \$19 for nonmembers. Details are at [murraychamber.org](http://murraychamber.org).

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## Opinion

# Glib 'happy talk' about Middle East similar to lead-up to World War II

When Alfred E. Neuman said, "What, me worry?" on the cover of *Mad* magazine, it was funny. But this message was not nearly as funny coming from Pres. Barack Obama and his national security advisor, Susan Rice.

In a musical comedy, it would be hilarious to have the president send out his "happy talk" message by someone whose credibility was already thoroughly discredited by her serial lies on television about the Benghazi terrorist attack in 2012.

Unfortunately — indeed, tragically — the world today is about as far from a musical comedy as you can get, with terrorists rampaging across the Middle East, leaving a trail of unspeakable atrocities in their wake, and with Iran moving closer to producing a nuclear bomb — with an intercontinental missile on the horizon.

We will be lucky to get through the remainder of Pres. Obama's term in office without a major catastrophe, from which we may or may not recover.

Iran has announced repeatedly that it plans to wipe Israel off the face of the Earth.

But you don't need an intercontinental missile to reach Israel from Iran. Tehran is less than a thousand miles from Jerusalem. As was said long ago: "Send not to know for whom the bell tolls. It tolls for thee."

It was painfully ironic to hear Rice tell us that the danger we face today is not as serious as the dangers we faced in World War II. Anyone who has actually studied the period that led up to World War II knows that the Western democracies followed feckless policies remarkably similar to those that we are following today. And anyone who studies that war itself knows that the West came dangerously close to losing it before finally getting their act together and turning things around.

In a nuclear age, we may not have time to let reality finally sink in on our leaders and wake up the public to the dangers.

There was lots of "happy talk" in the West while Hitler was building up his Nazi war machine during the 1930s, as the Western intelligentsia were urging the democracies to disarm. The dangers of Hitler's sudden rise to power in Germany during the early 1930s were played down,

and even ridiculed, by politicians, journalists and the intelligentsia in both Britain and France.

A temporary political setback for the Nazis in 1933 was hailed by a French newspaper as "the piteous end of Hitlerism" and a British newspaper said even earlier that Hitler was "done for." Prominent British intellectual Harold Laski opined that Hitler was "a cheap conspirator rather than an inspired revolutionary, the creature of circumstances rather than the maker of destiny." In other words, Hitler and the Nazis were the "junior varsity" of their day in the eyes of the know-it-alls.

Even after Hitler consolidated his political power in Germany, imposed a dictatorship and began building up a massive war machine, the Western democracies continued to believe that they could reach a peaceful understanding with him.

There was euphoria in the West when British Prime Minister Neville Chamberlain returned from a conference in Munich, waving an agreement signed by Hitler, and declaring that it meant "peace for our time." Our time turned out to be less than one year before the biggest and most ghastly war in history broke out in 1939.

Today, when people can graduate from even our most prestigious colleges and universities utterly ignorant of history, many people — even in high places — have no idea how close the Western democracies came to losing World War II.

For the first three years of that war, the West lost battle after battle in both Europe and Asia. France collapsed and surrendered after just six weeks of fighting, and few expected the British to survive the blitzkrieg Hitler unleashed on them from the air. Americans were defeated by the Japanese in the Philippines and, as prisoners of war, faced the horrors of the infamous Bataan death march.

When the British finally won the battle of El Alamein in North Africa in November 1942, it was their first victory, more than three years after Britain entered the war.

A nuclear war is not likely to last three years, so there is unlikely to be time enough to recover from years of glib, foolish words and catastrophic decisions.

Thomas Sowell is a senior fellow at the Hoover Institution, Stanford University. His website is [www.tsowell.com](http://www.tsowell.com).

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# There's something that would scare the Russians more than aid to Kiev

The deal announced recently to end the fighting in Ukraine will face the same obstacle the previous such agreement has faced — how to ensure that Russia will abide by it. Frustrated by Russia's continued support for Ukrainian separatists, Western statesmen have begun discussing military assistance for the Ukrainian government. But in trying to determine what would actually deter Moscow, it might be worth listening to what seems to scare Russians themselves — and it's not military aid to Kiev.

When asked recently about the possibility of SWIFT (Society for Worldwide Interbank Financial Telecommunication) sanctions, which would bar Russia from participating in the international payments system centered on the U.S. dollar, Prime Minister Dmitry Medvedev warned that Moscow's response would be "without limits." Andrei Kostin, the head of Russia's second largest bank, explained at the World Economic Forum in January that such a move would instantly lead to the expulsion of the American ambassador from Moscow and the recall of Russia's ambassador to Washington. It would mean "the countries are on the verge of war, or they are definitely in a cold war," Kostin added. By contrast, Russia seems to be relishing its contra war in Eastern Ukraine, which at very low cost can keep Ukraine unstable and on the defensive almost indefinitely.

It's understandable why Putin's closest associates are so rattled by the prospect of additional economic sanctions. The Russian economy is in free fall. In a report released last week, the International Energy Agency said that Russia is "facing a perfect storm of collapsing prices, international sanctions and currency depreciation." As former U.S. Deputy Treasury Secretary Roger Altman has said, "In this age, if the currency of a

major nation collapses or its access to borrowing ends, it just can't function."

The IMF projects Russia's economy will contract by 3 percent in 2015. And Putin needs strong oil revenues to maintain his power in the country. From 2008 to 2009, when oil revenues collapsed during the global financial crisis, the Russian government increased its spending by a staggering 40 percent to preserve social stability, according to *The Economist*. In recent years, defense spending has risen by 30 percent and food and housing subsidies have also grown. These props cannot be held up indefinitely. Over time, the money will run out.

On the other hand, Russia could easily handle continuing its military skirmishes in Eastern Ukraine. While its economic cards are weak, its military ones remain strong, especially compared with those of Ukraine. Moscow's defense budget in 2014 was roughly 20 times Kiev's, according to figures published recently by the International Institute for Strategic Studies. Russia has 771,000 active duty forces and 2 million soldiers in reserve, plus 8,000 nuclear weapons, of course. Adding to that, Ukraine is next door and its eastern regions are dominated by ethnic Russians, providing Moscow with manpower and a rationale for its mischief.

The argument against sanctions is that, while they might raise the costs for Russia, Putin has shown that he does not respond to higher costs in a rational, calculating manner. But if that's the case, then military aid for Ukraine wouldn't work either. No one believes that Kiev can prevail in a military contest with Moscow. A recent think tank report by former government officials urging military aid itself acknowledges that the package would merely raise the costs for the

Kremlin in order to force it to negotiate. In other words, the consensus among experts is that the only possible strategy is to raise the costs for Russia. The disagreement is really about what kinds of costs Putin finds more onerous.

Military aid to Ukraine would stoke the fires of Russian nationalism, let Putin wrap himself in military colors and defend his "fellow Russians" in an arena in which he will be able to ensure that Moscow prevails. For a regime that waged two bitter and costly wars in Chechnya, a region far less central to the Russian imagination than Ukraine, the loss of some men and money in a military operation is not likely to be much of a deterrent.

Why would the West want to move from its area of strength — economic pressure — to an area where it will be outgunned in every sense? If Russia breaks this fragile peace deal, then more sanctions

should be considered.

Sen. Lindsey Graham, R-S.C., recently offered the most honest reason why some in Washington are advocating military assistance. Even though it doesn't seem likely to work, it's a way of doing *something* in the face of Russian aggression. "I don't know how this ends if you give [Ukraine] defensive capability," Graham said at the recent Munich Security Conference, "but I know this: I will feel better because when my nation was needed to stand up to the garbage and stand by freedom, I stood by freedom."

But the purpose of American foreign policy is not to make Lindsey Graham feel better. It is to actually achieve objectives on the ground. That means picking your battles and weapons carefully.

Fareed Zakaria's email address is [comments@fareedzakaria.com](mailto:comments@fareedzakaria.com).

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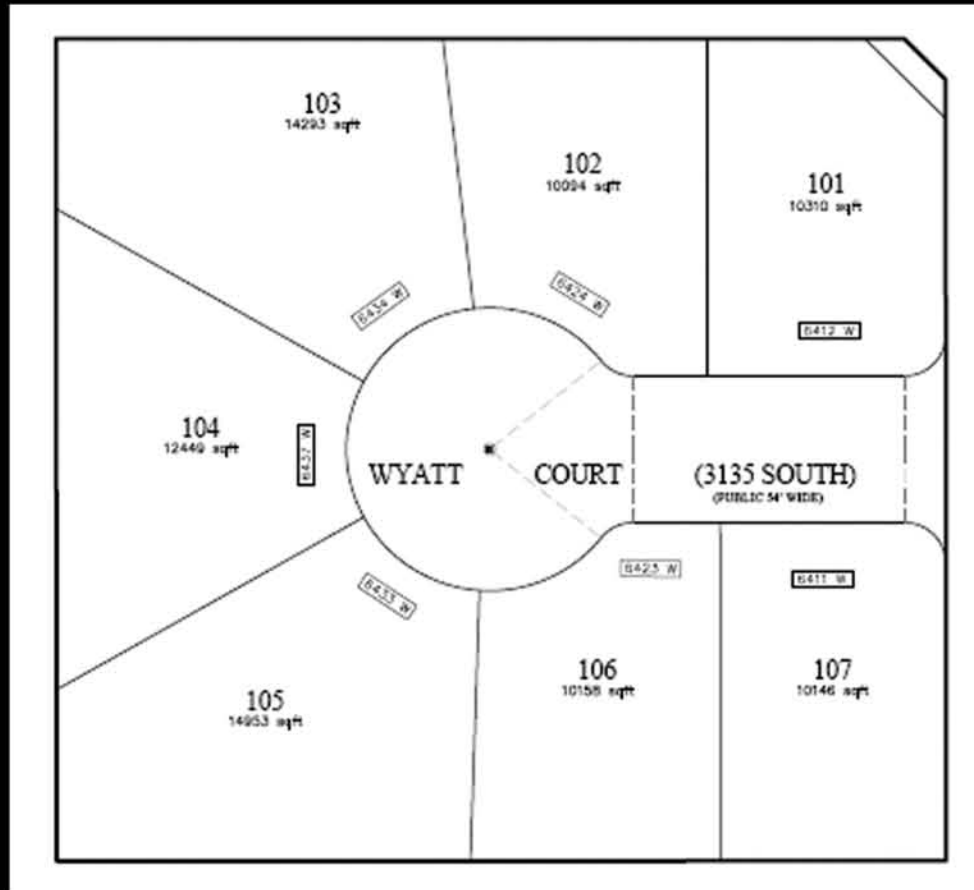


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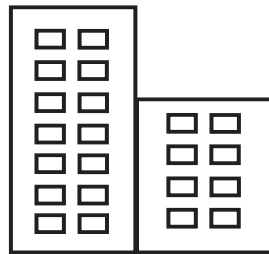
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