

7th ANNUAL BUSINESS CONFERENCE

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2024 FALL CONFERENCE

CHAMBERWEST CHAMBER OF COMMERCE

— STRENGTH OF THE WEST —

Wednesday,
November 13, 2024

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2024 FALL CONFERENCE

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7:15 am REGISTRATION / EXHIBITOR TABLES / NETWORKING / CONTINENTAL BREAKFAST

8:00 am **WELCOME / REMARKS**
Rick Clasby
ChamberWest Past Chair of the Board

8:15 am **OPENING SESSION**
America: Where Do We Go From Here?
Boyd Matheson
Previous Host of KSL NewsRadio's Inside Sources and KSL-TV's Sunday Edition

9:15 am NETWORKING BREAK

9:45 am **BREAKOUT SESSION #1**

- How Thick Is Your Firewall: Business Security in the Digital Age
- Shaping a Winning Workplace Culture: Why Should I Work for You?
- Home Alone: The Childcare Crisis

10:40 am NETWORKING BREAK

11:10 am **BREAKOUT SESSION #2**

- 20 AI Game Changers and How to Pick the Tools That Will Transform Your Business
- A Collaborative Navigation Model to Increase Utah's Skilled Workforce
- Crime's Impact on Business: A Cycle of Challenges

12:15 pm LUNCH

12:45 pm **LEGISLATIVE PANEL DISCUSSION**

1:45 pm **CLOSING SESSION**
Utah's Economic Frontier: Opportunities and Challenges Ahead
Robert Spendlove
Senior Economist with Zions Bank

2:45 pm **CLOSING REMARKS**
Rick Clasby
ChamberWest Past Chair of the Board

THE WHY OF CHAMBERWEST

- ▶ Catalyst FOR BUSINESS GROWTH
- ▶ Convener OF LEADERS & INFLUENCERS
- ▶ Champion FOR A STRONGER COMMUNITY



BOYD C. MATHESON
Previous Host of KSL NewsRadio's Inside Sources and KSL-TV's Sunday Edition

America: Where Do We Go From Here?

With the 2024 Election in the rearview mirror the question for all of us will be the question posed by Dr. Martin Luther King, Jr., "Where do we go from here? Community or Chaos?" Boyd will unpack what voters expressed on November 5th and looks forward to what comes next.

BOYD MATHESON is the previous host of KSL NewsRadio's Inside Sources, KSL-TV's Sunday Edition and a nationally recognized social and political commentator. Prior to joining KSL, he served as opinion editor for Deseret News, chief of staff in the United States Senate, president of the public policy think tank Sutherland Institute, and spent

years as an international business strategist. His common sense, principled approach creates space for all to discover the higher ground of common ground. His writing, speaking and interviewing skills make him a sought-after commentator, strategic thinker, influencer and convener of thought leaders.

How Thick Is Your Firewall: Business Security in the Digital Age

Join us for a compelling exploration of a real-world cybersecurity breach, where a local business shares their firsthand experience of a critical infrastructure attack, followed by expert insights from Wasatch I.T. on how the hacker gained access and what preventative measures made a difference. We'll analyze key lessons, identify areas for improvement, and discuss actionable strategies for strengthening cyber defenses in essential systems.

GREG ANDERSON has worked in the water and sewer industry for over forty years and loves his job! He strives fervently to live by his promise to the community, his employees and to his customers that they will know that HE CARES! Kearns Improvement District provides water and sewer services to the City of Kearns, and portions of West Jordan City, West Valley City, Taylorsville City and a portion of unincorporated Salt Lake County.

Originally founded in 2002, **SPENCER FERGUSON** established "Wasatch Software". Using his expertise in Microsoft licensing and anti-piracy, Spencer relentlessly built this value-added reseller, which specialized in computer hardware and software sales. Adapting to customers' needs, Spencer evolved "Wasatch Software" into a Managed Service Provider, where it became known as "Wasatch I.T."



F. GREG ANDERSON
General Manager/CEO
Kearns Improvement District



SPENCER FERGUSON
Chief Executive Officer
Wasatch I.T.



World class health care will have a home in West Valley

West Valley City and its surrounding areas will soon have easier access to health care offered by University of Utah Health.

Located at 3750 South and 5600 West in West Valley City this new state-of-the-art medical campus will address the health and wellness priorities of the community.



Groundbreaking for phase one is expected in mid-2025. Stay updated on our progress at westvalley.utah.edu.

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MODERATOR
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President, TalentTeam



PANELIST
BRIAN BRAATHAN
*General Manager
Valley View Memorial*



PANELIST
DAVID BUNKER
*Director of People and
Culture, SilencerCo*



PANELIST
NICK MARKOSIAN
President, Markosian Auto

Shaping a Winning Workplace Culture: Why Should I Work for You?

Join this dynamic panel of business leaders as we delve into the foundations of creating a robust workplace culture. Our panelists will share insights on defining company culture, identifying its core attributes, and applying objective metrics to assess and cultivate a thriving workplace environment.

STEVE PLUIM is the President of a recruiting and staffing firm called TalentTeam. Business customers ask his company for help with finding, nurturing and retaining highly productive workgroups with specific talents, as well as risk management and labor scalability.



DAVID BUNKER has been an HR professional for over twenty-five years in companies ranging in size from 30 - 4500 employees. This experience helps him connect with business owners and understand the balance of running a company while helping employees maximize their own career growth. David got his Bachelors from the University of Utah in Psychology and Human Resources.



BRIAN BRAATHAN is an experienced, innovative and successful manager with an outstanding career in the funeral profession. Brian has come to know how short life truly is and is honored to help families/people at the time of great loss. It is important to Brian that his team does everything they can to exceed the expectations of the family... they deserve nothing less.



A Car and Driver subscriber from the age of 12, **NICK MARKOSIAN** always knew he was going to be in the car business. Nick started his own store with a partner in 2000 with things quickly taking off, becoming a top ten independent dealer by 2007. Today Nick's five locations average over 250 cars a month 90 percent of which are leased in-house.



VIGILANT IT

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We give expert IT solutions to empower companies grow.

Home Alone: The Childcare Crisis

Join us for an engaging panel featuring childcare experts and policymakers as they discuss the key challenges facing the industry and families today. Discover valuable insights and learn more about how ChamberWest is working to explore meaningful solutions for these pressing issues.

KORY HOLDAWAY started KMH Consulting more than ten years ago after serving in the Utah Legislature for 6 terms, representing the West Valley City and Taylorsville area. His experience as a lobbyist and legislator has given him a unique understanding of the political process. He has the ability to bring people together and help them to find common solutions to complex issues.

ANNA THOMAS is the Policy Director at Voices for Utah Children. She has been with Voices since 2017, focusing primarily on early childhood and juvenile justice policy. Prior, Anna worked for the ACLU of Utah for nearly ten years, where she engaged in fundraising, communications and policy advocacy.

JOHNNY ANDERSON has been in the childcare profession for over thirty years starting out his career as a preschool teacher. Johnny has grown ABC Great Beginnings to be the largest provider of early childhood care and education in Utah. Johnny previously served seven years in the Utah House of Representatives from 2009 to 2016 representing Taylorsville, West Valley City, and Murray.

On Nov. 4, 2008, **SENATOR LUZ ESCAMILLA**, District 10, was elected to the Utah State Senate, becoming the first Latina elected in the Utah State Senate and the first immigrant elected in the Utah State Legislature. Senator Escamilla's policy focus has been the well-being of Utah's families, aiming to address the social determinants of health and uplift healthcare outcomes and quality of life.



MODERATOR
KORY HOLDAWAY
*Principal Owner, KMH
Consulting & Government Affairs*



PANELIST
ANNA THOMAS
*Policy Director
Voices for Utah Children*



PANELIST
JOHNNY ANDERSON
*President/CEO, ABC Great
Beginnings Child Care Centers*



PANELIST
SENATOR LUZ ESCAMILLA
Senate Minority Leader

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BRIAN ACORD

Entrepreneur & Educator
Salt Lake Community College

20 AI Game Changers and How to Pick the Tools That Will Transform Your Business

Harnessing the transformative power of AI, **BRIAN ACORD** has been at the forefront of technological innovation since his early days tinkering with an Apple IIe. As an entrepreneur, Brian has consulted on dozens of startups and launched a dozen more on his own, ranging from non-profits to joint partnerships and new businesses with industry giants like Disney, United Airlines, and Tech Data.



CAMERON WRIGHT

Chief Operating Officer
Proxima Careers

A Collaborative Navigation Model to Increase Utah's Skilled Workforce

Discover how Proxima is addressing Utah's workforce challenges by helping individuals overcome barriers to job readiness, from education costs to career planning, through a hands-on support system of navigators, employers, and community organizations. This session will highlight Proxima's collaborative approach in healthcare, success stories from their 2024 pilot program, and key strategies for building a skilled, sustainable workforce in Utah.

Skilled at organizing solutions to complex problems, **CAMERON WRIGHT** helped to spin up the U of U campus COVID testing program during the global pandemic and in his current role at Proxima. With a background in law and healthcare administration, Cameron has led the creation of operations and partnerships in support of presidential initiatives at the University of Utah.

KEVIN NGUYEN is a first-generation high school and college graduate who grew up in West Valley City. Coming from a single-parent, immigrant household, he's learned to navigate the intricacies of our social and educational systems. In his role at Proxima, he works to oversee and develop community led partnerships and strategies to support individuals into healthcare pathways.

RICH SAUNDERS serves as Proxima's Chief Executive Officer and is deeply passionate about Proxima's mission to expand education access to create a new and constant flow of work-ready professionals. He believes some of the brightest, most influential, and essential talent is kept on the sidelines, unengaged, because of seemingly insurmountable barriers.



RICH SAUNDERS

Chief Executive Officer
Proxima Careers

Crime's Impact on Business: A Cycle of Challenges

Join District Attorney Sim Gill, Chief Levi Hughes, and Sergeant Gabriel Bier as they discuss the evolving landscape of law enforcement. This panel will explore emerging trends, critical challenges, current initiatives, and practical precautions to address criminal activity. Panelists will share unique insights from multiple perspectives, offering a deeper understanding of the judicial system and its implications for businesses and organizations.

STEPHEN SMITH's current regional area of focus current area of focus with Utah Inland Port Authority is the Northwest Quadrant of Salt Lake County, which includes portions of West Valley City, Magna, and Salt Lake City, however Stephen has worked on Project Area establishment throughout the State. Prior to joining UIPA, Stephen worked in the business process outsourcing and customer engagement industry for over twenty years.

SERGEANT GABRIEL BIER started his career as a Forensic Scientist (DNA examiner) at the Utah State Crime Laboratory. After eight years, he decided that he wanted to sit "closer to the fire." He moved to the US/Mexico Border and became a Deputy Sheriff. Sergeant Bier is currently assigned to West Valley City Police Department's Community Oriented Policing Unit.

CHIEF LEVI HUGHES began his career with the Salt Lake County Sheriff's Office in 2001, initially working in corrections before becoming a Deputy Sheriff in 2003 and later moving into investigations and administration. Promoted to Chief of the Kearns Precinct in 2020, he has overseen diverse roles including crime prevention, public relations, and the Ankle Monitor program, while also serving as a U.S. Marshals Special Deputy.

As a veteran prosecutor, **SIM GILL** has been a champion on issues of therapeutic justice, criminal prosecution and alternatives to prosecution. He has long been an advocate of taking a systems approach to the issues of criminal and social justice, focusing on collaborative and community oriented approaches to problem solving.



MODERATOR
STEPHEN SMITH

Associate Vice President, Regional
Project Area Management
Utah Inland Port Authority



PANELIST
GABRIEL BIER

Sergeant, West Valley City
Police Department



PANELIST
LEVI HUGHES

Kearns Precinct Chief
Unified Police Department



PANELIST
SIM GILL

District Attorney
Salt Lake County



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Monica Gayden
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LEGISLATIVE PANEL DISCUSSION



PANELIST REPRESENTATIVE ANGELA ROMERO

House Minority Leader
District 12



MODERATOR BARBARA RIDDLE

President/CEO, ChamberWest

Join us for an insightful discussion with a legislative panel, where key leaders from our region will share the latest updates, priorities, and initiatives. Gain valuable insights into legislative actions that impact our community and businesses.



PANELIST REPRESENTATIVE JIM DUNNIGAN

House District 36



PANELIST SENATOR KAREN KWAN

District 12



PANELIST SENATOR WAYNE HARPER

District 16

At the state legislature, **REPRESENTATIVE ANGELA ROMERO** has been a champion for women and children. Representative Romero works on legislation for victim's rights, human trafficking, and sexual assault and domestic violence prevention. During her service, Representative Romero successfully passed the Prison Rape Elimination Act and the Statewide Sexual Assault and Interpersonal Violence Prevention Program.

A lifelong resident of Utah, **REPRESENTATIVE JIM DUNNIGAN** serves in the Utah House as the Speaker Pro Tem and Chairs the Political Subdivisions Committee and the Legislative Process Committee. He has sponsored numerous pieces of legislation dealing with health care reform and is a dedicated public servant and advocate for the residents of Taylorsville and West Jordan.

SENATOR KAREN KWAN avidly works on legislation to support local businesses, invest in quality education, enhance the care of senior communities, preserve family values, and advance equality for all Utahns. Senator Kwan is proud to be the first Chinese American in the Utah Legislature but hopes she will be the first of many. Senator Kwan was elected to the Utah Legislature to represent the residents of Taylorsville, Murray, Millcreek, and West Valley City.

Representing the residents of West Jordan and Taylorsville in the State Senate, **SENATOR WAYNE HARPER's** unwavering dedication is apparent through his relentless efforts to engage with constituents, craft legislation that resolves their issues, navigate agencies, and advocate for families, children, and property rights. He is a leader in transportation and a firm proponent of responsible tax policy and tax cuts.

CLOSING SESSION

Utah's Economic Frontier:

Opportunities and Challenges Ahead



ROBERT SPENDLOVE
Senior Economist
Zions Bank

Utah is at a crossroad of economic forces. We continue to enjoy growth, but how do we manage for the future and ensure long-term success? Robert will dig into the changing economic environment of the United States and our region, with insights into how you can benefit in times of uncertainty.

ROBERT SPENDLOVE is the Senior Economist for Zions Bank. In this capacity he monitors and reports on economic indicators and public policy developments for the bank. Founded in 1873, Zions Bank is Utah's oldest financial institution. It is a division of Zions Bancorporation, which is one of the nation's premier financial services companies and operates under seven separately managed and distinct brands throughout much of the western United States.

Robert's research interests are primarily in the areas of macroeconomics, demographics, financial markets and

public policy. He frequently advises and briefs policymakers, as well as business and civic groups throughout the United States. He is also regularly called on to give expert analysis in the media, through print, radio, and television. He is known for his insightful and understandable approach to explaining economic trends.

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