



STATE OF UTAH
OFFICE OF THE GOVERNOR
SALT LAKE CITY, UTAH
84114-2220

SPENCER J. COX
GOVERNOR

DEIDRE M. HENDERSON
LIEUTENANT GOVERNOR

Aug. 22, 2022

Dear Business Leader,

Thank you for participating in Utah’s trade mission trip to Israel and the United Arab Emirates (UAE). The 2020 Abraham Accords that normalized diplomatic and trade relations between Israel, the UAE, and other countries in the Middle East and North Africa have unlocked tremendous economic opportunities in the region.

The U.S. is Israel’s single largest trading partner, and the UAE has been the top U.S. export market in the Middle East and Africa region for the last 12 years.

You have the privilege of joining us as we strengthen existing relationships, forge new ones, and explore opportunities to support the future growth of your company and our state’s economy. This business trip will provide valuable opportunities for networking and market research.


As my partners on this trade mission, you represent our country and our state’s strong economic foundation. Built on the solid cornerstones of jobs, education, and self-determination, Utah’s economic success allows businesses and institutions like yours to succeed at home and abroad. I am confident that the innovative, high-quality products and services you represent will be well-received in these dynamic and changing countries.

Our business-friendly environment and highly-educated, multilingual workforce position Utah as a global business destination. Multinational companies, including Procter & Gamble, Goldman Sachs, Adobe, and eBay, have located in our state. Utah is recognized by thought leaders such as *Forbes* magazine as one of the best states for business and careers.

Both Israel and the UAE share important similarities with Utah — from their dynamic innovation ecosystems to their expertise in navigating familiar challenges, such as water management — making them excellent partners for Utah companies looking to grow in the Middle East. Undoubtedly, this business trip will provide valuable insights into the opportunities and challenges Utah companies may encounter when entering Israel and the United Arab Emirates.

Thank you for joining me on this trade mission. I look forward to working together in our shared desire to explore and develop trade opportunities.

Sincerely,


Spencer J. Cox
Governor

STATE OF UTAH GOVERNOR’S TRADE MISSION TO ISRAEL AND THE UAE

DELEGATION



Governor Spencer J. Cox

State of Utah
jonpierpont@utah.gov



BIOGRAPHY

Governor Spencer J. Cox was born and raised in Fairview, a town of 1,247 residents located about two hours south of Salt Lake City.

He first met Abby Palmer at age 16, and the couple married after his service as a missionary for The Church of Jesus Christ of Latter-day Saints in Mexico. He graduated from Snow College, Utah State University, and Washington and Lee University School of Law.

Gov. Cox launched his legal career clerking for U.S. District Judge Ted Stewart and began building a successful law practice at the Salt Lake City firm of Fabian & Clendenin. He then returned to Fairview to join the family business, CentraCom, as vice president and general counsel.

A sixth-generation Utahn, Gov. Cox served as a city councilman, mayor, county commissioner, and member of the Utah House before being appointed to serve as Utah's lieutenant governor in 2013.

Since his election as governor in November 2020, Gov. Cox has led out on some of the state's most daunting challenges, including the current coronavirus crisis, homelessness, suicide prevention, and bullying. Under his leadership, Utah has re-emerged as the best economy in the nation, with unprecedented funding for education and increased support for Utah's rural communities. Among the first governors to welcome refugees from Afghanistan, Gov. Cox is a staunch advocate for civility in politics and is committed to improving opportunities for all Utahns.

Gov. Cox and First Lady Abby Cox are proud parents of four children: Gavin, Kaleb, Adam, and Emma Kate.



First Lady Abby Cox

State of Utah
rappleye@utah.gov



BIOGRAPHY

First Lady Abby Palmer Cox has been married to Utah Gov. Spencer J. Cox for the past 24 years.

Born in Mt. Pleasant, Utah, Abby grew up on a family farm — the fifth of eight daughters and two sons of Ken and Charlene Palmer — where she learned the values of hard work and collaboration. She and Gov. Cox graduated from North Sanpete High School, Snow College, and Utah State University. Abby earned her degree in special education with a dual emphasis in early childhood and severe disabilities, and she is a dedicated advocate for children with special needs.

Throughout his time as lieutenant governor and until he was elected governor in 2020, Gov. Cox and Abby lived in Fairview, a small town of just above 1,200 residents located about two hours south of Salt Lake City in the middle of the state. Abby has always been active in her community through involvement in the Parent Teacher Association, church youth groups, and service to the homeless. In addition, she has supported her husband as he served as a city councilman and mayor of Fairview, as a Sanpete County Commissioner, as a state House Representative, and as lieutenant governor.

Abby enjoys horses, reading, music, hiking, running, and being active in the great outdoors with her family.



Jon Pierpont

State of Utah
Chief of Staff to Utah Gov. Cox
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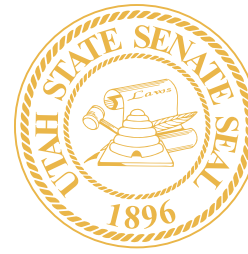


BIOGRAPHY

Jon S. Pierpont is Gov. Spencer J. Cox's first and current chief of staff. Before transitioning to the Governor's Office, Pierpont served in Gov. Gary R. Herbert's cabinet for eight years as the executive director of Utah's Department of Workforce Services. In this role, he oversaw a \$1.8 billion annual budget for the department tasked with administering federal and state programs, including workforce development, eligibility for public assistance programs, housing and community development, unemployment insurance, and assistance to individuals with disabilities.

While serving as the executive director, Pierpont tackled several critical issues for the state, including intergenerational poverty, homelessness and Operation Rio Grande, refugee services, and increasing workforce preparation. The majority of his 29 years of public service has been with Workforce Services, where he has served in various leadership roles, including deputy director, eligibility services division director, and led the department's largest economic service area. His primary focus has been on ensuring Utahns are better served, creating efficiencies, and generating cost savings for the taxpayers. Under Pierpont's direction, the department saved more than \$35 million because of a commitment to state government service delivery effectiveness.

A graduate of the University of Utah, Pierpont is highly respected for his strategic and focused approach to public service. He's a lifelong resident of Utah and the son of former Provo Captain of Police George Pierpont. He lives in Sandy, Utah, with his wife and takes advantage of opportunities to travel to St. George to be with his son attending Utah Tech University.



J. Stuart Adams

Utah State Senate
Utah Senate President
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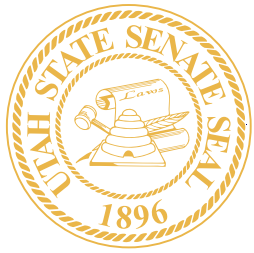


The Utah State Senate is the upper house of the Utah State Legislature. The Utah Constitution assigns legislative power to a part-time citizen legislature that meets each year for 45 days, from January through March. When the legislative session adjourns, senators return home to their homes, families, and regular occupation to live under the laws they created. Senators are elected to four-year terms, with roughly half the senate standing for election every two years.

Stuart Adams currently serves as president of the Utah State Senate. Before being elected as Senate President, Adams spent nine years on the Layton City Council, four and a half years in the Utah House of Representatives and six years as senate majority whip in the Utah Senate.

Adams is a graduate from the University of Utah with a Bachelor of Arts in business finance and works as a partner in the Adams Company — a real estate, construction and development firm in Kaysville.

In his free time, Adams enjoys skiing and other outdoor activities with his family. He and his wife, Susan, are the proud parents of four daughters and grandparents to 16 grandchildren.



Kirk Cullimore

Utah State Senate
Senator / Majority Assistant Whip
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ABOUT THE ORGANIZATION

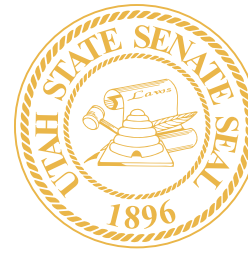
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BIOGRAPHY

Senator Kirk Cullimore was elected to the Utah Senate in 2018 and currently serves as the assistant whip in the majority caucus. He served a two-year mission for The Church of Jesus Christ of Latter-day Saints in the Philippines. Cullimore went on to pursue a law degree at the University of Oklahoma. He moved back to Utah to work for a practice established by his father.

In his spare time, Cullimore volunteers as chairman of the board for the Suzuki String Institute and as a board member of the Salt Lake Regional Medical Center and Utah Valley University's Alumni Association.

Cullimore and his wife, Heather, live in Sandy with their six children. They stay busy with their kids' activities, including the violin.



Scott Sandall

Utah State Senate
Senator
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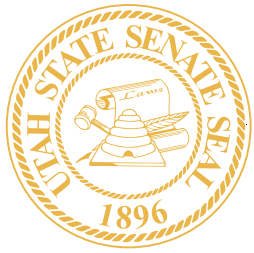
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BIOGRAPHY

Senator Scott D. Sandall represents Senate District 17, which includes parts of Box Elder, Cache, and Tooele counties. He served in the Utah House of Representatives from 2015–2018 before joining the Utah Senate in 2019.

Sandall is a Box Elder County native and fourth-generation farmer and rancher. He graduated magna cum laude from Brigham Young University, where he studied agricultural economics. He is now the owner and operator of Sandall Ranches in Promontory, Utah.

When he is not on his ranch; at the Utah State Capitol; or spending time with his wife, Christie, and their four children and 11 grandchildren; you can find Sandall on the golf course.



Mark Thomas

Utah State Senate
Chief of Staff
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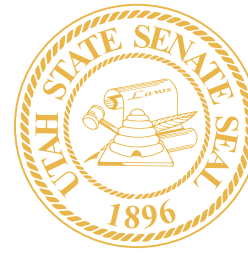
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BIOGRAPHY

Mark Thomas serves as chief of staff to the Utah Senate. As chief of staff, Thomas oversees the day-to-day administration and staff. He assists Senate President J. Stuart Adams with the development and implementation of legislative and communication strategies, and coordinates with governmental entities and constituents on legislative issues.

Prior to serving in the Utah Senate, Thomas served as chief deputy and director of elections for then-Lt. Governor Spencer Cox. Thomas is the recipient of the 2012 Governor’s Award for Excellence for Innovation and Efficiency, the 2013 Making Democracy Work, and the 2014 G. Homer Durham Distinguished Service Award.



Aundrea Peterson

Utah State Senate
Deputy Chief of Staff
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ABOUT THE ORGANIZATION

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BIOGRAPHY

Aundrea Peterson is the deputy chief of staff and director of communications for the Utah Senate. She works with leadership and senate members to develop and implement communication strategies and build rapport with the media about what is happening at the legislature.

Peterson previously worked for the Utah House of Representatives and World Trade Center Utah. She was a founding member of the Emerging Leaders Initiative, which aims to empower 18- to 35-year-olds to join in policy discussions.

Peterson graduated summa cum laude from Weber State University. In her spare time, she enjoys traveling, going to the beach, and fostering kittens.



Brad Wilson

Utah House of Representatives
Speaker of the House
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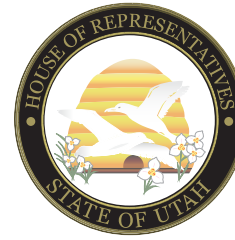


ABOUT THE ORGANIZATION

The Utah House of Representatives is made up of 75 members and, along with the Utah Senate, serves as the policymaking body for the state of Utah. Members are elected every two years and appointed to various committees based on personal preference, institutional needs, and subject-matter expertise. Each member of the Utah House represents approximately 40,000 people.

BIOGRAPHY

Brad Wilson has represented Utah's House District 15 for over a decade and currently serves as Speaker of the House, a position he has held since 2019. During his service in the legislature, he has championed policies to make Utah one of the strongest, best-managed, and most business-friendly states in the nation. Off Capitol Hill, Wilson is the CEO of Newtown Development, a commercial developer in Utah. Prior to Newtown, he was the president and CEO of Destination Homes, a residential homebuilder and leader in community and home design with high customer loyalty.



Jefferson Moss

Utah House of Representatives
House Majority Whip and Utah
Innovation Director
jeffersonmoss@le.utah.gov



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BIOGRAPHY

Representative Jefferson Moss is The Point's Innovation District Project Director. In this capacity, he leads Utah System of Higher Education's involvement in the major economic development efforts at The Point. Moss is responsible for overseeing the strategic initiatives and day-to-day operations at the Innovation District.

Formerly, Moss served as assistant vice president of central advancement at Utah Valley University (UVU) and the COO for the UVU Foundation. In these positions, he launched the UVU Wolverine Fund, a student-run venture capital fund, and the Excellence and Innovation Initiative. He currently serves in the Utah House of Representatives and previously served on the Utah State Board of Education, and the Saratoga Springs City Council and Planning Commission.



Val Peterson

Utah House of Representatives
House Majority Assistant Whip
vpeterson@le.utah.gov



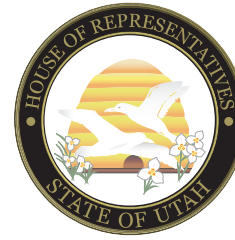
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BIOGRAPHY

Representative Val Peterson was first elected to the Utah State Legislature in 2010. As a member of the Utah House of Representatives, he has served as Assistant Majority Whip.

Peterson is the vice president for finance and strategic relations at Utah Valley University (UVU). He serves on the UVU Events Center Board, is a board member of Timpanogos Regional Hospital in Orem, and has served on the Provo Airport Board.



Mike Schultz

Utah House of Representatives
House Majority Leader
mikeschultz@le.utah.gov



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BIOGRAPHY

A lifelong resident of Hooper, Roy, and West Haven, Representative Mike Schultz grew up working on his grandfather's cattle farm. From that experience, he learned one of life's greatest lessons — the value of hard work. Schultz owns and operates a number of small businesses and currently serves as president of Castle Creek Home. As an employer and small business owner, he believes that the role of government is simply to give its citizens the framework to build their own success and then get out of the way. Serving in the Utah Legislature has been most meaningful to him when it gives him the opportunity to impact people's lives positively.



Abby Osborne

Utah House of Representatives
Chief of Staff
aosborne@le.utah.gov



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BIOGRAPHY

Abby Osborne currently serves as the chief of staff for the Utah House of Representatives. In this role, Osborne helps oversee and coordinate legislative initiatives for the House Majority Caucus. Over the last several years, she has implemented systems and procedures that have increased the effectiveness of legislators to communicate with their constituents and pursued legislative policies that benefit all Utahns.

Prior to her current role with the House, Osborne worked as the executive vice president of government affairs and public Policy for the Salt Lake Chamber where she championed policies to improve business and economic conditions across the state.



Carlos Braceras

Utah Department of Transportation
Executive Director
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ABOUT THE ORGANIZATION

The Utah Department of Transportation (UDOT) is responsible for providing transportation choices through a multimodal transportation system that strengthens the economy and enhances the quality of life in communities throughout the state. UDOT plans, designs, builds, maintains, and operates the state highway system. UDOT works closely with local transit providers to serve the greatest benefit overall with both systems. UDOT plans, develops and improves facilities for the use of pedestrians and bicyclists. UDOT is also responsible for other elements of transportation including commercial motor carriers and aeronautics.

BIOGRAPHY

Carlos Braceras was appointed executive director of the Utah Department of Transportation (UDOT) in 2013. Carlos joined UDOT in 1986. Over the past 35 years, he has helped shape UDOT's strategic direction and mission of innovating transportation solutions that strengthen Utah's economy and enhance the quality of life — making UDOT one of the most respected and influential department of transportations in the nation.

Braceras is currently the chair of the American Association of State Highway and Transportation Officials (AASHTO) Design Committee and Center for Environmental Excellence Advisory Board, member and past chair of the Transportation Research Board (TRB) Executive Committee, member of the board of directors and past president of AASHTO and Western Association of State Highway and Transportation Officials (WASHTO), and past chair of Intelligent Transportation Society of America (ITS America) and RUC West.



Joel Ferry

Utah Department of Natural Resources
Executive Director
joelferry@utah.gov



ABOUT THE ORGANIZATION

The Department of Natural Resources is one of the state’s largest agencies and helps ensure the quality of life of Utah residents by managing and protecting the state’s abundant natural resources, including wildlife, watersheds, recreation, parks, and its energy and minerals portfolio.

BIOGRAPHY

Joel Ferry was appointed Department of Natural Resources executive director in June 2022 by Governor Spencer J. Cox (his appointment is subject to approval by the Utah Senate, which will likely take place in September). He leads an agency of about 1,400 employees from eight divisions and two offices, including Forestry, Fire and State Lands; Oil, Gas and Mining; State Parks; Outdoor Recreation; Utah Geological Survey; Water Resources; Water Rights; Wildlife Resources; the Office of Energy Development; and the Public Lands Policy Coordinating Office. Ferry’s passion for water policy, land conservation, and agriculture serves him well as he works to manage and protect Utah’s natural resources.



**Governor’s Office of
Economic Opportunity**

Dan Hemmert

Go Utah
Executive Director
danhemmert@utah.gov



ABOUT THE ORGANIZATION

We champion Governor Cox’s commitment to providing economic opportunity for all Utahns.

The office, known as Go Utah, supports Utah entrepreneurs and businesses. We work to retain and recruit companies and bring more high-paying jobs to Utah. In addition, we work with industries, Utah regions, communities, and nonprofits to implement strategic economic development plans and reinforce Utah’s already diverse, prosperous economy.

We utilize federal and state resources and private-sector contracts to cultivate economic prosperity for all Utahns.

BIOGRAPHY

Dan Hemmert serves as the Utah Governor’s Office of Economic Opportunity executive director. He is responsible for implementing Gov. Cox’s vision of economic opportunity and prosperity for Utahns. The Go Utah team cultivates prosperity, future-proofs Utah’s economy, and works with business at the speed of business.

Hemmert was selected to serve as Go Utah’s executive director based on his previous business and legislative experience. He’s been a C-level executive at a successful venture-backed startup, a private-equity investment professional, and managed a private asset management firm.

At his appointment, Hemmert served in the Utah State Senate, where he was the senate majority whip. He’s a strong advocate for Utah and brings his unique perspective and skills to Go Utah to champion the state as having the world’s best economy and quality of life.



**Governor's Office of
Economic Opportunity**

Ryan Starks

Go Utah
Managing Director
Business Services
rstarks@utah.gov



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BIOGRAPHY

Ryan Starks is the managing director of business services at the Utah Governor's Office of Economic Opportunity. He oversees the office's small business and rural development initiatives. The business services team includes the following initiatives: Center for Rural Development, International Trade and Diplomacy, Main Street Program, Procurement Technical Assistance Center, Utah Broadband Center, Utah Immigration Assistance Center, Utah Innovation Center, and the state's federal Opportunity Zones program.

Before joining Go Utah, Starks was the economic development director in Wasatch County and the Heber Valley Chamber of Commerce and Tourism Office executive director. He previously worked in the Utah Governor's Office of Management and Budget and the Government Accountability Office in Washington, D.C. Starks also works as an adjunct professor of management in the Marriott School of Business at Brigham Young University.

His educational background includes a bachelor's degree from Weber State University and a master's degree in public administration from the Romney Institute of Public Management at Brigham Young University.



**Governor's Office of
Economic Opportunity**

Franz Kolb

Go Utah
Director of International Trade
Diplomacy and Protocol
fkolb@utah.gov



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BIOGRAPHY

Franz Kolb is the director of international trade, diplomacy and protocol for the Utah Governor's Office of Economic Opportunity. He organizes trade missions for governors and lieutenant governors, and hosts hundreds of business delegations and foreign dignitaries annually. Kolb has assisted more than 3,000 companies in their international expansion efforts through individual consultations throughout his time at Go Utah. His career began in Salzburg, Austria, where he studied international business. When he came to the U.S., he worked as a director for the international services team at Ernest & Young. Following his Ernst & Young experience, Kolb was appointed as the deputy director for Utah's International Business Development office, where he was in charge of fostering relationships between the state of Utah and Europe, the Middle East, Africa, and India. He has received numerous decorations and knighthoods from Germany, Hungary, Austria, and Portugal. Kolb has been honored with lifetime achievement awards from the World Trade Association of Utah and Salt Lake Community College. Kolb and his wife have three children and eight grandchildren. He enjoys his family, marathon running, reading, family history, and learning about other cultures.



Governor's Office of Economic Opportunity

Kyle Palmer

Go Utah
Director, Unified Economic Opportunity Commission
kpalmer@utah.gov



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BIOGRAPHY

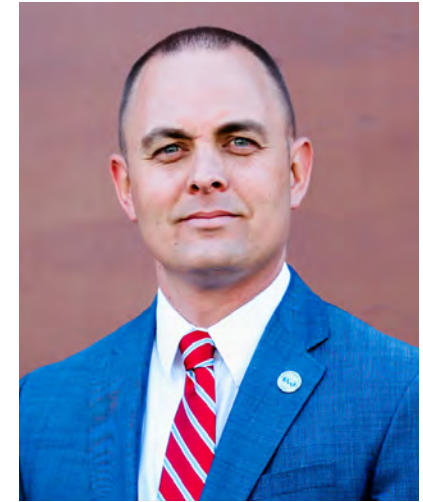
Kyle Palmer is the director of the Unified Economic Opportunity Commission (UEOC). The UEOC is established by statute and brings together the executive and legislative branches of the state of Utah, along with local government and the private sector, to solve the biggest challenges facing the state. Prior to working in the Governor's Office of Economic Opportunity, Kyle served in appointed roles as senior policy advisor in Salt Lake County and Utah County. He has also managed a congressional campaign, worked in the Utah House of Representatives, and the Utah Department of Agriculture and Food.

Palmer is a graduate of the Mendoza College of Business at the University of Notre Dame.



Miles Hansen

WTC Utah
President and CEO
mhansen@wtcutah.com



ABOUT THE ORGANIZATION

World Trade Center Utah (WTC Utah) accelerates growth for Utah companies through our global networks, programs, and services to make Utah the crossroads of the world, one business at a time.

We are a private, nonprofit membership organization that creates opportunities for businesses to lead our community at home and abroad, receive trade and investment services, expand their network, and increase their exposure. WTC Utah and our members take Utah to the world and bring the world to Utah, driving economic growth and opportunities to expand our state's influence globally.

BIOGRAPHY

Miles Hansen is the president and CEO of World Trade Center Utah. He serves as the elected chair of the Utah Inland Port Authority's board of directors and as one of two business leaders appointed as a commissioner on the state of Utah's Unified Economic Opportunity Commission. Hansen is a member of USTR's Intergovernmental Policy Advisory Committee, a director on the board of the National Association of District Export Councils, and serves on many other public and private boards. In 2022, Hansen was honored by *Utah Business* magazine as CEO of the Year.

Prior to joining WTC Utah, Miles was the director of Gulf Affairs for the National Security Council at the White House and was a U.S. diplomat working on energy, security, and business issues throughout the Middle East and former Soviet Union. He graduated with honors from Johns Hopkins University School of Advanced International Studies and with distinction from Brigham Young University. Miles is a speaker of Russian, Persian, and Arabic (albeit rusty with all three); a frequent author and commentator on foreign affairs and international business; a term member of the Council on Foreign Relations; and is the assistant to the assistant coach for his son's little league football team.



Aaron Starks

WTC Utah
CRO, Managing Director
Global Business Services
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BIOGRAPHY

Aaron Starks joined World Trade Center Utah in 2020, leveraging his international business experience to help Utah companies seek new opportunities on the global stage. He and his team have helped over 100 Utah companies identify new market opportunities, diversify distribution channels, and create new jobs.

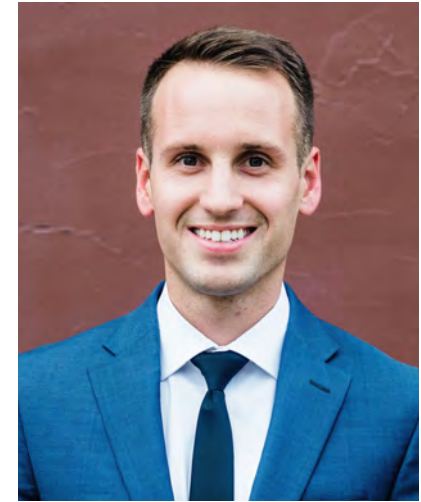
Prior to joining WTC Utah, Starks worked for FranklinCovey and opened Asia headquarters for the education division in Tokyo. Starks helped found the I Am a Leader Foundation in Japan and the United States, which helps companies sponsor schools, teachers, and students seeking leadership opportunities and character development.

Starks was born and raised in the beautiful town of Huntsville, Utah. He received an undergraduate degree from the University of Utah and an MBA in international business and strategy from Duke University’s Fuqua School of Business. Starks and his wife are the proud parents of three beautiful children.



Stephen LeFevre

WTC Utah
Chief of Staff, Director of
Strategic and Foreign Affairs
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BIOGRAPHY

Stephen LeFevre is the chief of staff and director of strategic and foreign affairs at World Trade Center Utah. Prior to joining WTC Utah, Stephen served as the aide-de-camp to then-Lt. Governor Spencer J. Cox, aide in the Utah State and United States senate bodies, and head of government relations for Qualtrics.

He earned Bachelor of Arts in economics from the University of Utah and a master of international affairs from Columbia University, and is a member of the U.S. Global Leadership Coalition.



Jake Glenn

WTC Utah
Director of Trade Shows
and Trade Missions
jglenn@wtcutah.com



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We are a private, nonprofit membership organization that creates opportunities for businesses to lead our community at home and abroad, receive trade and investment services, expand their network, and increase their exposure. WTC Utah and our members take Utah to the world and bring the world to Utah, driving economic growth and opportunities to expand our state's influence globally.

BIOGRAPHY

Jake Glenn joined World Trade Center Utah as the director of trade shows and trade missions in January 2022. Previously, he served as a diplomat with the U.S. Department of State in several roles, including as the Italy/Vatican desk officer in Washington, D.C.; as a political-economic officer at the U.S. Embassy in Nicosia, Cyprus; and as a consular officer at the U.S. Embassy in New Delhi, India. Glenn studied history at Brigham Young University and received a Master of Science in foreign service from Georgetown University. He speaks Spanish and Hindi.



Gary Porter

Deseret Management Corporation
Senior Vice President
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ABOUT THE ORGANIZATION

Deseret Management Corporation (DMC) is a global operating company, managing for-profit entities affiliated with The Church of Jesus Christ of Latter-day Saints. All DMC companies operate under a unified mission: "to be a trusted source of light and truth influencing hundreds of millions of people worldwide."

DMC companies provide content, services, and information through a diverse portfolio of companies, with the majority being media and communications brands.

DMC's news, broadcast (radio and television), publishing companies, marketing strategy, and digital brands seek to illuminate values and institutions that build strong societies — such as the importance of faith, family, and fundamental human virtues.

BIOGRAPHY

Gary B. Porter is a senior vice president at Deseret Management Corporation. His responsibilities include HR, community relations, executive director of The Church of Jesus Christ of Latter-day Saints Foundation, and president and CEO of Temple Square Hospitality Corp. Porter received a bachelor's degree in agricultural economics and a master's degree in agri-business management from Brigham Young University. In 1979, he began working in the Welfare Services department of The Church of Jesus Christ of Latter-day Saints. He also served as secretary to the Presiding Bishopric where he provided administrative and operational support and represented them on various boards within the local business community.

ZIONS BANK

Kay Hall

Zions Bank
Executive Vice President and CFO
Kay.Hall@zionsbank.com



ABOUT THE ORGANIZATION

Zions Bank is Utah's oldest financial institution and is the only local bank with a statewide distribution of local branches. Zions Bank operates locations in communities throughout Utah and Idaho. In addition to a wide range of traditional banking services, Zions offers a comprehensive array of investment, mortgage, and insurance services and has a network of loan origination offices for small businesses nationwide. Founded in 1873, Zions Bank has been serving the communities of the Intermountain West for more than 140 years.

BIOGRAPHY

Kay Hall is executive vice president and CFO of Zions Bank. He began his career at Zions in 1990 as an internal auditor. In 1993, he was promoted to the position of assistant controller and then to controller. Hall received his bachelor's degree in accounting from the University of Utah and his master's degree from Westminster College. Kay became the CFO of Zions Bank in 2000.

He and his wife, Nancy, have been married for 35 years and have five children and five grandchildren. He enjoys spending time with his family, traveling, and watching baseball. Hall currently serves as a board member of the Salt Lake Chamber of Commerce and Utah Bankers Association.



SERVING YOU

Zions Bank is for you

You're unique, and so are your financial needs. That's why Zions Bank offers advanced tools and dedicated services designed to meet you where you are, no matter where you find yourself. It's just one of the many ways we're investing in you.

ZIONS BANK

[Zionsbank.com](https://www.zionsbank.com)

A division of Zions Bancorporation, N.A. Member FDIC



Katelin Roberts

BioHive
Executive Director
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ABOUT THE ORGANIZATION

BioHive is a thriving collective of more than 1,300 companies representing the life sciences and healthcare innovation ecosystem of Utah's economy. We include researchers, developers, and manufacturers of therapeutics, devices, and diagnostics, as well as laboratory facilities, healthcare delivery systems, digital health, and supply chain businesses that support these industries. BioHive serves to brand, build and bring together the life sciences and healthcare innovation ecosystem.

BIOGRAPHY

Katelin Roberts is the executive director of BioHive, an organization with the mission to brand, build and bring together Utah's life sciences and healthcare innovation ecosystem. Prior to BioHive, Roberts was CEO of a venture-backed, medical device startup in Salt Lake City. She has also worked in aerospace, consumer packaged goods, and technology. Roberts is currently a non-operating partner at MedMountain Ventures, a seed-stage healthcare venture capital fund based in Salt Lake City.



David Tilton

Conductive Group
VP of Business Development
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ABOUT THE ORGANIZATION

The Conductive Group is a technology-centric company that invents, develops, manufactures, and integrates unique multifunctional conductivity solutions. Our mission is to bring solutions from mind to market with innovative technologies, products, and business capabilities. Our technologies enable newer materials systems (such as composites, plastics, papers, paints, etc.) with game-changing electromagnetic properties.

BIOGRAPHY

David Tilton is the vice president of business development for the Conductive Group. In his role, he oversees federal and commercial business development for all three business units: Conductive Composites, Faraday Cases, and Faraday Structures. David is responsible for domestic and international sales distribution strategies and has been working with the U.S. Commercial Services and World Trade Center Utah to expand the Conductive Group's international reach.



Samuel Spector

Congregation Kol Ami
Rabbi
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ABOUT THE ORGANIZATION

Congregation Kol Ami is Utah's largest congregation with roughly 400 families, serving 25% of the state's Jewish population. Our mission is to provide Jews by birth, Jews by choice, and K'rov Yisrael interfaith families a place to join together as we worship, learn, and celebrate Judaism in a dynamic and caring community. Each person counts and is welcome. We pursue passionate Jewish engagement through Jewish education, ritual, and service to others. We aspire to balance our capacity and offerings to deliver excellence in pursuing these three interconnected pillars, providing opportunities for the curious and scholarly alike. We are Utah's only conservative and Salt Lake City's only reform synagogue.

BIOGRAPHY

Samuel Spector is the rabbi of Congregation Kol Ami, Utah's largest synagogue. He received his Bachelor of Arts in Judaic studies from University of California San Diego, where he graduated Phi Beta Kappa and cum laude. He received his Master of Arts in Hebrew letters and rabbinic ordination from the Hebrew Union College in Los Angeles. Rabbi Spector has traveled throughout the Muslim world, is passionate about interfaith work, and lived in Israel. He is conversational in Spanish and Hebrew. He has led tours of Israel and worked to strengthen cooperation between the U.S. and Israeli governments. Previously, he was a rabbi at Temple Judea in Tarzana, Calif. He is married to his wife, Jill, and has a daughter, Miriam, and two dogs.



Nate Larson

Deseret Laboratories
Chief Scientific Officer
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ABOUT THE ORGANIZATION

Deseret Laboratories offers full-service custom manufacturing (research and development, granulation, tablet encapsulation, coating, blending, and packaging). The company has become known around the world for its integrity and solutions-minded capabilities. They work closely with nutraceutical, pharmaceutical, and over-the-counter and homeopathic customers to ensure delivery of on-time quality and value in every product.

BIOGRAPHY

Nate Larson, Ph.D., is the chief scientific officer at Deseret Laboratories, Inc. and has 15+ years of experience in the biotech/pharmaceutical industry in the areas of drug product formulation, process development, and drug delivery. He has supported both drug discovery and development in therapeutic areas ranging from inflammation, respiratory diseases, virology, oncology, endocrinology, and neurology. He played a key role in the discovery and development of Veklury® (remdesivir), which is approved for the treatment of COVID-19 and has been directly involved in advancing multiple compounds from the early stages of preclinical development to clinical evaluation and has supported multiple Investigational New Drug applications with the FDA. He has a doctorate in pharmaceuticals and pharmaceutical chemistry and a bachelor's degree in biological chemistry from the University of Utah. He has multiple drug-product formulation patents and patents applications and has authored various publications, including book chapters, presentations, review articles, and primary research articles.



Theresa Foxley

Economic Development
Corporation of Utah
President and CEO
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ABOUT THE ORGANIZATION

A private, nonprofit organization founded in 1987, the Economic Development Corporation of Utah (EDCUtah) is a catalyst for quality job growth and increased capital investment in the state.

EDCUtah is a statewide economic development organization (EDO) specializing in corporate recruitment, economic research, site selector marketing, and community development. A partner of the Governor’s Office of Economic Opportunity (Go Utah) for corporate recruitment, EDCUtah is supported by state government, local governments, and organizations from the private sector.

BIOGRAPHY

A Utah native, Theresa Foxley is passionate about promoting the Beehive State. She has served as EDCUtah’s president and CEO since 2017. During her tenure at EDCUtah, Foxley has focused on internal team culture, driving stakeholder value, and economic development preparedness. A recovering attorney who enjoys putting deals together, Foxley has relished in being part of Team Utah’s efforts to attract dozens of companies on expansion and relocation projects representing various industries throughout the state.



ESSENCE

Michael DeLeeuw

Essence Ring
CEO
mike@essencering.com



ABOUT THE ORGANIZATION

Essence was created and is manufactured in the U.S. What started as a casual dinner conversation has now turned into a tangible product that helps people everywhere enjoy pleasant smells while providing amazing health benefits. This small, discreet product is made of medical-grade material that is flexible and can be infused with 100% essential oils. It is one size fits all!

As we move about the world around us, we encounter all sorts of smells — good and bad. Whether at work, at home, on public transit, flying on an airplane, or really anywhere we go, smell is one of our most acute senses, affecting our mood even in the smallest way. Our products are helping millions smell in a better way.

BIOGRAPHY

Michael DeLeeuw was born in Provo, Utah — the youngest of six children. His father and mother purchased a family farm near Richfield, Utah, where he was raised until he served an LDS mission.

After his mission, DeLeeuw went to school in Utah County and attended Utah Valley University (then known as Utah Valley State College). DeLeeuw worked while attending school for a few different companies but has always been in management positions. He later graduated from University of Phoenix with an MBA.

DeLeeuw met his wife while working for KeyBank in Orem, Utah, in 2004. They were married six months later and have four beautiful children.

The majority of his career has been in banking and finance. He and his family currently reside in St. George, Utah.



Timothy Bean

Fortem Technologies
CEO
tim.bean@fortemtech.com

ABOUT THE ORGANIZATION

Fortem Technologies is the leader in airspace awareness, security, and defense for detecting and defeating dangerous drones. Through an advanced, end-to-end system of distributed radar, AI at the Edge, deep sensor integration, and autonomous drone capture, Fortem is deployed across five continents to monitor and defend the world's airspace over venues, campuses, and metro regions. The same system is accelerating the safety of the world's airspace for advanced air mobility (AAM). Based in Pleasant Grove, Utah, the company is privately held and backed by Toshiba, Boeing, DCVC, Mubadala Investment Company, Signia Venture Partners, and others.

BIOGRAPHY

Tim Bean has more than 20 years of global executive experience building deep-tech companies that have changed the world. He began his career as an engineer, where he eventually led a \$500M per year software development organization. Bean was a founding executive at companies that added video/voice to the internet, secured IP communications, and delivered large software platforms for large scale SIGINT (signals intelligence) solutions to stop nefarious actors.

As CEO of Fortem, Bean has raised \$60M and built a team with world-renowned advisors that have delivered counter drone solutions for numerous police organizations, the Olympics, World Cup, and U.S. Army bases around the world. Bean is happily married with three children.



John Huber

Greenberg Traurig
Shareholder
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ABOUT THE ORGANIZATION

Greenberg Traurig, LLP has 2,400+ attorneys in 42 locations in the United States, Europe, Latin America, Asia, and the Middle East. The firm, recognized for its focus on philanthropic giving, innovation, diversity, and pro bono work, reported gross revenue of \$2 billion+ for FY 2021. Greenberg Traurig is consistently among the top firms on the Am Law 100, Am Law Global 100, NLJ 250, and Law360 (U.S.) 400. On the debut 2022 Law360 Pulse Leaderboard, it is a top 15 firm. Greenberg Traurig is Mansfield Rule 4.0 Certified Plus by The Diversity Lab and net carbon-neutral with respect to its office energy usage. In 2020, Greenberg Traurig became the first global law firm to enter Salt Lake City.

BIOGRAPHY

John Huber is a statured leader with over 26 years of litigation experience. Over the course of his career, John has personally tried hundreds of civil and criminal cases to verdict, including personally trying 11 cases to jury verdict and supervising and directing 30+ others in federal court. Having served as the U.S. Attorney for the District of Utah from 2015-2021, Huber was the longest-tenured active U.S. Attorney in the United States for four years. First nominated by President Obama and later re-nominated by President Trump, he was unanimously confirmed by the U.S. Senate both times. During his tenure, John was entrusted with sensitive investigations that were the subject of intense scrutiny on the national stage. He is known for productivity and his ability to build teams and solutions to meet complex challenges. John has handled matters of national security, terrorism, espionage, controlled-substances diversion, trade secrets, and has prosecuted high-profile cases against individuals and organized crime groups. He was also appointed as a "leader amongst leaders" on the Attorney General's Advisory Committee of U.S. Attorneys (AGAC), where he helped shape and oversee U.S. Department of Justice (DOJ) practice and policy over two presidential administrations.



Jared Bauer

IONIQ Sciences
CEO
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ABOUT THE ORGANIZATION

The body's electrical properties change due to the presence of cancer. The IONIQ System collects up to 13,125 data points as it measures these changes to determine the presence of cancer. By operating at the confluence of Electrical Impedance Analytics (EIA) or bioimpedance and Artificial Intelligence (AI), we believe our cutting-edge IONIQ System can non-invasively scan for cancer in the earliest stages of the disease. Our vision is to dramatically improve the cancer landscape with a modern solution at the point-of-care for early detection of multiple cancers, thereby expanding the therapeutic window, significantly improving survivability, and reducing the cost of healthcare.

BIOGRAPHY

Jared Bauer has focused his professional endeavors on the medtech industry and is passionate about healthcare innovation. In 2012, he acquired BurnFree Products and led the team to expand BurnFree distribution to 58 countries before a successful exit in 2016. Bauer also currently serves as the CEO of Seek Labs, trustee of The Oliver Fund (a nonprofit he co-founded with his wife), chairman of the BioUtah Salt Lake City (SLC) Biotech Initiative Advisory Committee, vice chairman of BioHive, and previously served as an adjunct professor of entrepreneurship at Ensign College. He holds a Bachelor of Science in economics from the University of Utah and an MBA from Boise State University.



Ryan Smith

IMSAR
CEO & President
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ABOUT THE ORGANIZATION

IMSAR is democratizing radar by making it more affordable, available, and usable. Our radars are capable of all-weather imaging, change detection (CCD), Ground Moving Target Indicator (GMTI) and Maritime MTI (MMTI). We are dedicated to excellence in rapid technology innovation, manufacturing, and program execution; and remain committed to decreasing size while increasing the capabilities of our radars. IMSAR has a family of radars that addresses Group 1 through Group 5 UAS and manned aircraft.

BIOGRAPHY

Ryan Smith is the CEO and president of IMSAR. Ryan developed the first NanoSAR radar and, as a result, founded IMSAR in 2004. At the time, Ryan was the lead radio frequency engineer at Wavetronix designing and manufacturing high-volume traffic radar sensors. Ryan holds Master of Science and Bachelor of Science degrees in electrical engineering from Brigham Young University. Ryan has led IMSAR in developing numerous Department of Defense contracts to include a Program of Record SAR/MTI Radar with the marines and a four-year army deployment using SAR and CCD in Afghanistan. Today, Smith's vision of democratizing radar is leading to radars that are more available, affordable, usable, dependable, scalable, and multiplicative.



Natalie Kaddas

Kaddas Enterprises
President/CEO
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ABOUT THE ORGANIZATION

Kaddas Enterprises specializes in manufacturing thermoform plastic products and cutting-edge, custom solutions for the energy, transportation, and aerospace industries. The company's mission is to eliminate animal-caused power outages globally and is a champion of protecting the global energy infrastructure against power outages caused by animals with their patented Birdguard™ designs.

BIOGRAPHY

Natalie Kaddas is the president and CEO of Kaddas Enterprises, a second-generation family business. Under Kaddas' leadership, the company has pursued a global market strategy that has more than tripled revenues and grown net profits annually.

Kaddas is passionate about small business success and the ingenuity of manufacturing. She serves on the U.S. Chamber of Commerce Board of Directors; she is the regional vice chair for the Western region and chair of the U.S. Chamber's Small Business Council. She also serves on the Utah District Export Council, World Trade Center Utah's Global Advisory Board, and Goldman Sachs 10,000 Small Businesses Voices National Leadership Council.



Jay Kaddas

Kaddas Enterprises
Co-Founder
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ABOUT THE ORGANIZATION

Kaddas Enterprises specializes in manufacturing thermoform plastic products and cutting-edge, custom solutions for the energy, transportation, and aerospace industries. The company's mission is to eliminate animal-caused power outages globally and is a champion of protecting the global energy infrastructure against power outages caused by animals with their patented Birdguard™ designs.

BIOGRAPHY

Jay Kaddas is a co-founder and part-owner of the family business since Kaddas Enterprises' incorporation in 1987. His primary responsibility is new product innovation, design, and development utilizing the latest CNC technology. He studied architecture at the Utah Technical College and has designed and developed aerodynamic locomotive bodies and interiors for mass transit systems. Kaddas was a key member of the design and fabrication team for the special lavatories on Air Force One.

Kaddas has also been an integral part of the company's growth and development of the patented Birdguard products for the Power Utility industry. Birdguard has grown into a significant part of Kaddas Enterprises.



Jon Benson

Lake Restoration Solutions
President

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ABOUT THE ORGANIZATION

Lake Restoration Solutions (LRS) is a Utah-based social enterprise, established in 2017 with a focus on bringing solutions to restore and enhance Utah Lake. LRS is mission-driven to maximize the public and environmental benefits of the Utah Lake Restoration Project.

BIOGRAPHY

Jon Benson is an executive with Lake Restoration Solutions, the entity leading the Utah Lake Restoration Project. As company president and COO, Benson's responsibilities include environmental restoration, public relations, community planning, and project finance.



Tom Jacobson

Law Offices of Thomas N. Jacobson
Attorney

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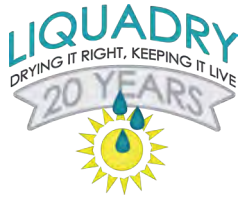


ABOUT THE ORGANIZATION

The Law Offices of Tom Jacobson provide legal services to the Utah business community. Mr. Jacobson is experienced in business organization and compliance, navigating laws and regulations, addressing on going business issues, real estate transactions, import-export matters and a wide range of issues affecting the business environment.

BIOGRAPHY

Tom Jacobson is an experienced lawyer with significant expertise in business transactions, including international business. Jacobson received his law degree from the University of Utah and has been admitted to practice in Utah, California, and Texas. Jacobson has been privileged to serve the community in many capacities and currently serves as a commissioner on the Utah Department of Alcoholic Beverage Service Commission (past chair), a member of the Board of Trustees of Utah Symphony/Utah Opera, a member of the Board of Directors of the Heber Valley Railroad, a member of the Board of Trustees of Congregation Kol Ami, and secretary/board member of Utah Israel Economic Council. Jacobson practices from Park City, Utah.



Stuart Fife

LiquaDry
Director of Global Business
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ABOUT THE ORGANIZATION

LiquaDry, established in 1999, is a world-class manufacturer of organic wheatgrass and barleygrass juice powders. The products are 100% made in the USA and use proprietary drying technology to stabilize powders below 41 degrees Celsius and retain natural characteristics and attributes of raw fresh juice. The process makes products more bioavailable, bioactive, and concentrated, providing a more palatable experience for consumers, while providing minimally-processed, zero additive, clean-label super greens that are rich in antioxidants, minerals, and natural electrolytes.

BIOGRAPHY

Stuart Fife is an executive team member with LiquaDry who has 10+ years and 35+ years of customer-centered business development and a background in service, business management, hospitality, logistics, distribution, food processing, and international business development as an entrepreneur. He thrives on helping customers succeed and finding synergistic opportunities. He enjoys discovering the goodness and diversity in people around the world. Food is medicine for the body, and service is medicine for the soul.



Jeff Holmes

MENA Group
Managing Director
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ABOUT THE ORGANIZATION

MENA Group brings together U.S. brands with Middle East and North Africa (MENA) markets. Our product line features high-quality products from multiple U.S. brands that are in high demand in the MENA region. We represent U.S. brands in the outdoor space, health and fitness, home furnishing, and travel and tourism. The MENA Group is a master distributor in the region, making it easy and profitable for retailers to sell products from these U.S. brands. We select the brands and products we work with based on their appeal to the MENA consumer market.

MENA Group also provides certified products, local inventory, return and warranty management, and product marketing to support retail sales.

BIOGRAPHY

Jeff Holmes has an MBA from Brigham Young University with an emphasis on corporate finance and strategy. He has over 20 years of experience as a leader in global, high growth companies in banking/finance, logistics, and high tech — semiconductors and software.

Holmes has lived and worked around the world and speaks Chinese. He has experience in corporate finance, training, general management, and human resources, where he has developed expertise in building teams, managing change, managing people, developing organizations, contracting, selling, and developing/improving processes.



Avais Ahmed

Oak River Capital, Utah Muslim Civic League
Managing Director, Board Chair
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ABOUT THE ORGANIZATION

We own and operate e-commerce stores primarily on Amazon, specializing in fashion, beauty, and personal care. Our offices are located in Salt Lake City, Utah. We have a proprietary process to identify items that are already selling well online that have a gap in the market. Oak River also advises and consults brands in the e-commerce space.

BIOGRAPHY

Avais Ahmed is an experienced entrepreneur for 15-plus years. His journey started out with footwear, selling over one million pairs of shoes online from 40-plus brands. He now sells in many different categories and has been a founder, investor, and mentor in different businesses in the e-commerce space. He is the co-founder of the Utah Muslim Civic League, which represents over 40,000 Muslims in the greater Salt Lake area.

Ahmed is passionate about business, community, and interfaith relations.



Jared Anderson

Owlet
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ABOUT THE ORGANIZATION

Owlet was founded by a team of parents in 2012. Owlet's mission is to empower parents with the right information at the right time, to give them more peace of mind, and help them find more joy in the journey of parenting. Owlet's digital parenting platform aims to give parents real-time data and insights to help parents feel calmer and more confident. Owlet believes that every parent deserves peace of mind and the opportunity to feel their well-rested best. Owlet also believes that every child deserves to live a long, happy, and healthy life, and is working to develop products to help facilitate that belief.

BIOGRAPHY

Jared Anderson is the senior vice president of global sales, overseeing the distribution and retail partnerships for all of the company's product lines. Anderson is a seasoned sales executive, joining Owlet almost six years ago and brokering some of the company's first breakthroughs into retail stores. Anderson previously led sales programs for companies like Goal Zero (later acquired by NRG) and Joovy. He holds a bachelor's degree from Weber State University.



Troy Savage

Savage Services
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Leader - Transportation
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ABOUT THE ORGANIZATION

Savage started in 1946 when Kenneth Savage and his father purchased a KB-5 international stake body truck, and C.A. Savage & Son began hauling cinder blocks to Utah's Uinta Basin and coal to American Fork, Utah. Soon after that, Kenneth's brothers, Neal and Luke, joined the company. They now have thousands of team members in hundreds of locations across the United States and Canada, as well as operations in Saudi Arabia and Mexico. They've also performed project work on five continents and continue to expand our service offerings for truck, rail, and marine transportation and logistics, materials handling, and other industrial services. They move and manage mission-critical materials.

BIOGRAPHY

Troy Savage leads the transportation, industrial rail, and transload operations in Savage's infrastructure sector. Throughout his 35 years with Savage, he has had an integral role in startups, operations management, and development efforts of numerous operations in North America and Saudi Arabia. He led the development and operations of Savage's industrial rail switching operations, and wastewater transportation and logistical systems in the upstream oil and gas segment of the business. He spent two years in Saudi Arabia leading Savage's dry bulk material handling services for SATORP. He also directed startup operations for Savage as the first third-party industrial rail switching company for Saudi Aramco's Wasit Plant.



Nicole Stirling

The Stirling Foundation
Vice President and
Chief Relations Officer
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ABOUT THE ORGANIZATION

The Stirling Foundation is a private charitable foundation headquartered in the state of Utah. The foundation is involved in humanitarian and development projects throughout the world in collaboration with other non-profit organizations and governments for the betterment of individuals, families and nations.

BIOGRAPHY

Nicole Stirling is a founding board member of The Stirling Foundation and serves as the organization's vice president and chief relations officer. She also maintains her role as president of an IT consulting firm based in Houston that develops custom software solutions for the oil and gas, chemical, and gold mining industries across the globe. In addition to launching The Stirling Foundation, Stirling has worked as a board member and employee at other nonprofit organizations, including a prominent, multinational organization, providing high-level support at the forefront of their efforts to build and strengthen relationships. She and her husband, Bryant, are the parents of three children.

Truth Alone Triumphs
GLOBAL ENTERPRISES, LLC

Ron Gunnell

Truth Alone Triumphs, Global Enterprises
Founder and Global Chairman
ron@truthalonetriumphs.com



ABOUT THE ORGANIZATION

Truth Alone Triumphs, Global Enterprises, LLC, provides global consulting and dialogue bridge-building between countries with relationships in the United States, Egypt, Saudi Arabia, the UAE, Brazil, and India.

BIOGRAPHY

Ron Gunnell is founder and global chairman of Truth Alone Triumphs, Global Enterprises, LLC. He has presented on "India Power Talk," a digital platform that conducts a webinar-view podcast series for the India Chamber of Commerce. His topic was "Surviving and Thriving In Business and Life Post COVID-19." Gunnell was invited to be the chief speaker at the 5th World Parliament of Science, Religion and Philosophy at MIT World Peace University in Pune, India, in 2019. He is currently building strong ties with Egypt, Saudi Arabia, and the United Arab Emirates.



Keith Marmer

University of Utah PIVOT Center
Chief Innovation & Economic
Engagement Officer
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ABOUT THE ORGANIZATION

The Partners for Innovation, Ventures, Outreach & Technology (PIVOT) Center leads the University of Utah's centralized and integrated strategy and operation for technology commercialization, corporate engagement, and economic development. In doing so, PIVOT Center serves as a hub for the university to foster partnerships between industry, university, and government entities. The center formalizes the university commitment to broaden its impact on Utah's economy by enhancing local and global collaborations to catalyze innovation. The center's mission is to generate economic returns for the university and the state of Utah, expand the university's reputation for innovation, and positively impact society.

BIOGRAPHY

Keith Marmer serves as chief innovation and economic engagement officer at the University of Utah (the U). Prior to this role, he was the U's associate vice president for technology and venture commercialization and corporate partners. Since joining the U, Marmer has helped transform the culture of commercialization and rolled out three accelerators, a business incubator, and a venture fund to support startup companies. Marmer provides more than 35 years of experience as an entrepreneur, executive, and investor. He has personally launched and scaled four companies as well as helped entrepreneurs raise more than \$1.3 billion in investment capital.



Natalie Gochnour

University of Utah and Deseret News
Associate Dean, David Eccles School
of Business, University of Utah
natalie.gochnour@eccles.utah.edu



ABOUT THE ORGANIZATION

The University of Utah is Utah's longest-serving, largest, and most prominent institution of higher learning. The U represents Utah in the prestigious Association of American Universities and is recognized as a Tier 1 research university. In addition to offering a world-class education to over 32,000 students, the U offers a top-ranked health system; competes in the Pac-12 "Conference of Champions"; contributes to the economy as the state's largest employer; and serves as state stewards of outstanding cultural assets.

BIOGRAPHY

Natalie Gochnour serves as an associate dean at the University of Utah, David Eccles School of Business, and director of the Kem C. Gardner Policy Institute. During her years of public service, Gochnour advised Utah governors Norm Bangerter, Mike Leavitt, and Olene Walker. She also served as a political appointee in Washington, D.C., in the George W. Bush Administration working at the EPA and Health and Human Services. She authors columns in the *Deseret News* and co-hosts the award-winning radio program "Both Sides of the Aisle" on public radio station KCPW.



Dalyon Ruesch

Vitalpax
CEO
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ABOUT THE ORGANIZATION

Vitalpax, Inc. is your complete solution for dietary supplement contract manufacturing. Vitalpax is GMP-certified through Utah Department of Agriculture and Food, IBA, and NSF. Vitalpax is also USDA Organic-certified and Halal-certified. Our state-of-the-art facility in LaVerkin, Utah, and partner facilities across the country make us one of the largest plants in the nutraceutical industry, with an eye toward quality and efficiency. We offer full-service contract manufacturing and work with you through every step: from product development, formulation, compliance, manufacturing, and fulfillment — to printing, packaging, shipping, and so much more. We are committed to every single detail to meet your needs and ensure your success.

BIOGRAPHY

Dalyon Ruesch earned his Bachelor of Science degree in communications from Dixie State University and an Executive Certificate of Global Business Management through The Mill Entrepreneurship Center at Salt Lake Community College. Ruesch is currently a member of World Trade Center Utah's Global Advisory Board and The Salt Lake Chamber's Board of Governors. Ruesch brings to the company over 20 years of networking, marketing, and sales experience within the natural products industry. Ruesch is fluent in Spanish and has established many key relationships with multiple domestic and international corporations. He is thrilled to be the father of six beautiful girls and is welcoming his first son in September 2022.

TRADE MISSION

PARTNERS AND SPONSORS



World Trade Center Utah (WTC Utah)

accelerates growth for Utah companies through our global networks, programs, and services making Utah the crossroads of the world, one business at a time. WTC Utah is a licensed and certified member of the World Trade Centers Association, a network of more than 320 World Trade Centers in 91 countries around the world.



Governor's Office of Economic Opportunity

The **Utah Governor's Office of Economic Opportunity (Go Utah)** champions Gov. Cox's commitment to providing economic opportunity for all Utahns. The office, known as Go Utah, supports Utah entrepreneurs and businesses. We work to retain and recruit companies and bring more high-paying jobs to Utah.



The **U.S. Commercial Service** is the trade promotion arm of the U.S. Department of Commerce's International Trade Administration. U.S. Commercial Service trade professionals in over 100 U.S. cities and in more than 75 countries help U.S. companies get started in exporting or increase sales to new global markets.



The **U.S. Small Business Administration (SBA)** is an independent agency of the federal government whose aim is to aid, counsel, assist and protect the interests of small business concerns; to preserve free competitive enterprise; and to maintain and strengthen the overall economy of our nation. The SBA helps America start, build, and grow businesses.



DMC is a global operating company, managing for-profit entities affiliated with The Church of Jesus Christ of Latter-day Saints. DMC's news, broadcast (radio and television), publishing companies, marketing strategy, and digital brands seek to illuminate values and institutions that build strong societies — such as the importance of faith, family, and fundamental human virtues.



Zions Bank is Utah's oldest financial institution and is the only local bank with a statewide distribution of local branches. In addition to a wide range of traditional banking services, Zions offers a comprehensive array of investment, mortgage, and insurance services and has a network of loan origination offices for small businesses nationwide.



The **U.S.-U.A.E. Business Council** is the premier business organization dedicated to advancing bilateral commercial relations. By leveraging its extensive networks in the U.S. and in the region, the U.S.-U.A.E. Business Council provides unparalleled access to senior decision makers in business and government with the aim of deepening bilateral trade and investment.



Teva's mission is to be a global leader in generics and biopharmaceuticals, improving the lives of patients. In a complex world, Teva's objective is simple: to improve the lives of patients across the globe. We believe that everyone should have access to quality medicines whether it be for managing disease, fighting infections, or simply improving overall health.

