



Forty Under 40

Celebrating Utah's Rising Business Leaders
by Utah Business Staff

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One of Utah's many strengths has long been its youthful, innovative population. Join us as we recognize 40 for the state's youngest leaders. Selected by an independent judging panel of Forty Under 40 alumni, this year's lineup is an assemblage of entrepreneurial experts, finance gurus and corporate executives. Utah Business is proud to present the 2010 Forty Under 40.

Jason Phillip Dunn

Vice President, Operations, Sorenson Communications

Age: 32

Favorite Movie: Remember the Titans

Favorite Utah Diversion: Boating, golfing and 4-wheeling

Last Book Read: *Train to Potevka* by Michael Ramsdell

Helping others with their communication needs is all in a day's work for Jason Dunn. As vice president of operations at Sorenson Communications, Dunn oversees all video relay services for the deaf and hard-of-hearing, as well as IP relay services and international operations. But the best part of his job is being able to make a difference for others. "I enjoy being able to work in a team environment where we collaborate, evaluate and make decisions that have a positive outcome," he says.

Dunn credits his father for his relatively young success. And today, he hopes to instill in his children the same example his father provided him as a child. "That example is someone who works hard, treats others with respect at all times, is honest, serves others and creates opportunities for others to succeed," says Dunn.

Nathan C. Anderson

Executive Vice President, Chief Operations Officer, Mountain America Credit Union

Age: 37

Last Book Read: *The Message* by Lance Richardson

Role Model: His father

Favorite Utah Diversion: Cycling

Nathan Anderson says key to success is being able to work beyond challenges and overcome obstacles. And he says the current financial crisis is no exception. "The key to any challenge is to get the right plan in place and then give the right people the opportunity to execute that plan," he says. But through it all, Anderson keeps the future in mind. "Work in such a way that in 20 years you can look back and be proud of not only your achievements but the way in which you accomplished them."

Anderson says what keeps him motivated day after day is setting a goal and accomplishing it. "I really enjoy working on the strategic planning and then putting into place an action plan of how we are going to accomplish it," he says, adding, "I enjoy working with the incredible employees that I am so privileged to work with and seeing how we can help our members accomplish their dreams."

Aaron DeRose

Principal, Mercato Partners

Age: 31

Favorite Movie: *The Count of Monte Cristo*

Last Book Read: *Term Limits* by Vince Flynn

First Job: Plumber

It took years for Aaron DeRose to decide what he wanted to do when he grew up. As a student finishing his master's of business administration, DeRose still didn't have a clear picture of what he wanted for his career. It took five years of experimenting with different companies and different roles before he found his perfect fit at Mercato Partners, growth equity venture fund based in Salt Lake City. "I think I overcame my challenge by being open and willing to pursue change," he says.

DeRose says he enjoys the people he works with, exposure to high growth businesses, and the variety and excitement in his position. "I love that my job is not monotonous. My scope of responsibility ranges from fundraising to generating deal flow, to assisting portfolio companies with their operations, to developing strategic partnerships."

Spencer Shaffer

President, ConsultNet

Age: 39

Favorite Movie: *The Legend of Bagger Vance*

Last Book Read: *Bounce – The Art of Turning Tough Times into Triumph* by Keith McFarland

Role Model: George Washington

As president of ConsultNet, Spencer Shaffer serves customers' temporary and permanent staffing needs in the information technology and engineering fields. Shaffer says in order to succeed in the business world, you must do what you love, know what you want, manage your time, find a mentor and take care of yourself. "Regardless of how organized and enthusiastic you are, some days will overwhelm you," he says. "Don't be afraid to step back from work and do whatever relaxes you."

At age eight, Shaffer did landscaping work for the post office located in the small town of Inkom, Idaho. The values he learned then are still with him today. "Be honest and upfront with people, trustworthy, be on time and pay attention to detail," he says. Additionally, he never forgets the principle that people produce profits. "It is critical [for me] to communicate to employees that they are not only important to the continued success of the company, but also important to me personally."

Todd R. Bingham

President, Utah Mining Association

Age: 39

Favorite Movie: *The Shawshank Redemption*

Favorite Utah Diversion: His Bear Lake cabin

Last Book Read: *Team of Rivals* by Doris Kearns Goodwin

As president of the Utah Mining Association, Todd Bingham works to promote the state's mining industry and build a favorable business climate for the industry. "Mining remains one of the significant economic drivers for the state," he says. With a desire to make a difference, Bingham hopes to finish every day feeling like he's had an impact on business and the industry's ability to succeed.

Bingham's leadership style could best be summarized as progressive. "Be a leader and not a micromanager," he says. "Hire good people, incentivize them, get out of their way and let them do their job." His inspiration? Theodore Roosevelt, who said "The best executive is the one who has sense enough to pick good people to get what he wants done, and the self-restraint to keep from meddling with them while they do it."

Paul Shoemaker

Vice President and Senior Financial Advisor, Merrill Lynch

Age: 35

Favorite Movie: *Rudy*

Favorite Utah Diversion: Competing in triathlons, running and cycling

Role Model: His sons

Paul Shoemaker says having life not turn out the way he originally planned helped him realize what's most important. Shoemaker was highly recruited to play quarterback at Brigham Young University, but his football career didn't turn out the way he imagined. "It made me realize the value of an education and what is most important in life—relationships with friends and family," he says. "Life brings many challenges and if we dwell on the negative ones we may miss out on some positive ones that change our life for the better."

Shoemaker credits determination, hard work, relationship skills and confidence to his success at Merrill Lynch. "You have to have the knowledge that you can do as good as anybody no matter what their age," he says, adding that he believes the correct answer to every question is to "always, no matter the circumstance, do the right thing."

John W. Walker

Senior Vice President of Operations, Fusion-io

Age: 35

Favorite Movie: Real Genius

Favorite Utah Diversion: Scenic Sunday drives

Last Book Read: *The Soul of Money* by Lynne Twist

Fusion-io's success and popularity with IT professionals is no surprise to John Walker. "Having customers who are raving fans of your product, service and support is my No. 1 goal. Everything else is second," he says. There are benefits to being part of a fast-growing company, he adds. "A company that grows as fast as Fusion-io is growing presents new and fun challenges every single day, and a great team at your side keeps things fun and interesting."

Walker believes that success has a lot to do with living up to your unlimited potential. "I'm a firm believer that a lot of who we are is a direct result of the expectations placed upon us from parents, teachers and mentors who demand high standards."

David Aitken

CEO, HIT Web Design

Age: 34

Role Model: His father

Favorite Utah Diversion: Snowmobiling

Favorite Movie: The Shawshank Redemption

David Aitken says a great leader must be honest with himself and willing to admit mistakes. "You must also be willing to solicit negative feedback and use it as an opportunity to improve without getting defensive," Aitken says.

Even with rapid growth, there's a unique set of challenges HIT Web Design faces, says Aitken. Because the company's product is never the same, every sale made requires custom work, smart marketing and an artistic and technical touch. "As we grew we found our ability to sell and market our services quickly outgrew the local market's ability to fulfill them from a talent perspective," he says. As a result, the company hired 500 independent contractors nationwide to keep up with demand.

Derek B. Miller

Managing Director, Governor's Office of Economic Development

Age: 37

Last Book Read: *Mornings on Horseback* by David McCullough

Favorite Utah Diversion: Mountain biking in the summer and snowshoeing in the winter

Role Model: Teddy Roosevelt

First Job: Paperboy

As the managing director for GOED, Derek Miller says the best part of his job is being able to honestly tell outside companies what a great place Utah is to live and do business in. "Being able to 'sell' a place you love and help grow the economy for future generations is a dream job for me," he says.

Miller doesn't believe that age plays a factor in success. "Young or old, there is only one way to get a job done and that is through hard work," he says. Good leaders can have different characteristics, but to Miller, two virtues in particular are critical. "Sooner or later, whether a person is honest and kind will show through, especially to those who look to you as a leader," he says.

David C. Reymann

Shareholder, Parr Brown Gee & Loveless, P.C.

Age: 35

Favorite Movie: A River Runs Through It

Favorite Utah Diversion: Fly fishing

First Job: Pizza maker

As an attorney for Parr, Brown, Gee & Loveless, David Reymann practices commercial litigation with an emphasis on First Amendment and media law. He enjoys the autonomy his firm provides along with the freedom to define his own practice. "I'm far enough along that I'm able to manage cases on my own, which gives me an opportunity to seek creative solutions to clients' problems," he says.

It's his belief that a lawyer's job is to be a professional problem-solver. "I feel like I've done my job well if I'm able to resolve those problems so that everyone involved can move on to happier things."

Reymann's biggest challenge is finding a balance between work and his personal life. "When you work at a job that can theoretically be all-consuming, you have to make a conscious effort to set aside time for family and non-work endeavors," he says.

Jennifer Smith

Senior Vice President and Director of Internal Audit, Zions Bancorporation

Age: 37

Favorite Movie: Amazing Grace

Last Book Read: *Half the Sky: Turning Oppression into Opportunity for Women Worldwide* by Nicholas D. Kristof and Sheryl WuDunn

First Job: ShopKo cashier

Jennifer Smith believes vision, credibility and compassion are the ingredients needed to be a good leader. "An effective leader realizes his or her success is tied up in others. A genuine concern for other's well being is essential," she says.

Although business systems are complex, Smith says most are simply a social interaction between people. "When we strive to meet the needs and expectations of a customer, employee or community, if we listen closely, magic happens by hearing and connecting with one another," she says. This in turn maximizes the bottom line and brings in more revenue, increases effectiveness, and deepens relationships, she adds.

The current financial crisis gives Smith a bird's eye view to all business practices and enterprise risks. "For someone who loves to learn, watch great thinkers and work broadly, this is a very rewarding position."

Ty McCutcheon

Vice President of Community Development, Kennecott Land/Rio Tinto

Age: 39

Last Book Read: *Outliers* by Malcolm Gladwell

Favorite Quote: Every battle is won before it is ever fought. – Sun Tzu

First Job: Laborer on a construction site

The Daybreak community is in good hands with the help of Ty McCutcheon, vice president of community development for Kennecott Land. McCutcheon says in spite of the economic downturn, people still want and need quality places to live. "A big part of my job is mobilizing our team to figure out how that can be delivered, and then striving to creatively change what we offer."

But to him, it's not about receiving the credit for a job well done. "A good leader is someone with a clear vision who invests in their team's performance, with a focus on service and achievement versus preoccupation with who gets the credit."

In today's unpredictable economy, McCutcheon says the key to success is to find win-win solutions with vendors, business partners and customers. And he says he still believes in living the golden rule, as it "really does lead to successful outcomes."

Scott R. Kaufmann

Vice President, Commercial Development, Kennecott Land/Rio Tinto

Age: 39

Favorite Movie: Cool Hand Luke

Last Book Read: *Zen and the Art of Motorcycle Maintenance* by Robert M. Pirsig

Favorite Quote: "Never, never, never, give up." –Winston Churchill

As a kid, Scott Kaufmann says he was obsessed over playing with Lego's. "Now the blocks are a bit bigger, but the general idea remains the same; it is exciting to see something transform from an idea, to a simple design, to a built condition," he says.

His big blocks now account for all the commercial development for Kennecott Land Company, including office, retail, industrial, multi-family and outparcel development. He completed Utah's first LEED Platinum-certified, Daybreak Corporate Center in 2008; SoDa Row, a mixed-use retailer center in 2009; and is finalizing plans for the new University of Utah Medical Center at Daybreak.

"There really is a better way to plan, design and develop buildings," says Kaufmann. "That's the challenge...the development business is highly competitive, so at times you question whether there are ways to cut corners or be more aggressive at the expense of quality. At the end

of the day, commercial development has a legacy component to it that just can't be compromised."

Dan Hill

President and Co-Founder, Ragnar Relay Series

Age: 29

Favorite Movie: Bourne Identity

Last Book Read: *Let My People Go Surfing* by Yvon Chouinard

First Job: Construction gopher

Dan Hill, president and founder of Ragnar Relay Series, started what is now the largest relay series in Utah and the country while still a student at BYU. "I'm really proud of the success of the company and the good that it does for people," Hill says. "I love seeing people out there being healthy, building relationships and creating memories."

Although it's difficult for him to balance his personal life with traveling to race courses around the country, Hill says it's inspiring to see all the families who come together to run in the events. "It's heartwarming to see the families that benefit and the 'families' that are formed by our relays, even if it takes me away from mine at times."

Tanner S. Bell

COO and Co-founder, Ragnar Relay Series

Age: 29

Favorite Movie: The Great Escape

First Job: Shop Boy at Bell Co. Janitorial Supply

Favorite Quote: "You can pretend to care, but you can't pretend to be there." His Grandpa George L. Bell

There comes a time you have to stop talking and act, says Tanner S. Bell about his intentions to launch the Ragnar Relay Series. "For me, like many others, leaving a secure, well-paying job to work full-time for Ragnar, a startup company, was a challenge and concern," he says. "You never know your success or limitations until you try."

Bell helped build the company from 262 participants in the first race four years ago to 25,000 participants, 10 races and 42 percent of the market share nationally. The series has raised more than \$250,000 for charity.

"Finding the right partners is imperative," says Bell. "Surrounding yourself with people that are smarter, better and more talented than you is empowering. Learning from their experience is a sign of strength and wisdom."

Guy R. Perry

Owner and CEO, Salt Lake Running Company

Age: 39

Role Model: Jean Valjean, *Les Miserables*

Last Book Read: *Leadership and Self-Deception* by The Arbinger Institute

Favorite Movie: Bud Greenspan documentaries

Guy Perry, Salt Lake Running Company owner and CEO, loves being able to help people accomplish things they never dreamed possible. He does his best to “talk to people in a way that validates and inspires them, [instilling] a commitment to long-term success.”

A survivor of cancer, Perry’s learned to not take anything for granted. “By focusing on important things within my control like diet and exercise and finding balance in my life, I’ve found life to be more rewarding and meaningful,” he says. Additionally, Perry believes one must have a “sincere willingness to learn from the paths of others who have gone before, plucking out the principles that success is always built upon.”

Dave Bascom

CEO, SEO.com

Age: 34

Last Book Read: *The Ultimate Sales Machine* by Chet Holmes

Role Model: His father, Walt Bascom

Favorite Utah Diversion: Hiking with his kids

Dave Bascom says SEO.com, which provides Internet marketing services to businesses, experienced phenomenal growth over the past few years. “I enjoy seeing the progress we’ve made as a company from a tiny startup in the basement of my home, to over 50 employees with a new office in Bluffdale,” he says. “The better job we do for our clients, the more successful we are as a company. I love that about this business.”

Bascom says success can come at any age if a person has a positive attitude. “If you have the right attitude and believe that you can succeed, and then work hard toward that vision, you will be successful,” he says. Bascom credits youth for much of his success, though. “Sometimes younger people’s success comes because they are too naïve to realize how difficult it can really be.”

Sara Dansie Jones

Lead Content Producer and IP Legal Consultant, School Improvement Network

Age: 35

Role Model: Justice Sandra Day O’Connor

Favorite Movie: Lord of the Rings trilogy

Last Book Read: *Courageous Conversations About Race* by Glenn E. Singleton and Curtis Linton

As lead content producer, Sara Jones and her team generate content-rich school and online courses that are used to improve classroom performance across the nation. Jones also develops and manages relationships with educators, researchers and experts featured in School Improvement Network’s media programs. “I enjoy having a meaningful purpose in my everyday work,” she says. “When we can improve teachers, the impact is felt by each and every student.”

But the success she’s experienced is very relationship focused, she says. “We brand our companies by our ability to develop relationships externally and internally. We can’t ignore relationships with our industry partners, colleagues and employees.” Her daily motivation is being

able to do something that has a broad social impact. "I also love the people that I work with—they are visionary, authentic and passionate," she says.

John Nixon

State Budget Director, Governor's Office of Planning and Budget

Age: 37

Favorite Movie: Uncle Buck or Tommy Boy

Favorite Utah Diversion: Riding his bike in Utah's canyons

Last Book Read: *I Love You More* by Judy Cooley

First Job: Bagger at Smith's

Dealing with the State of Utah's billion dollar deficit over the past two years has not been easy for John Nixon. As Utah's CFO, Nixon directs its \$11.3 billion budget for Governor Gary R. Herbert. But in spite of the deficit, Nixon says Utah remains the envy of many other states that are operating in crisis mode. "Utah still has many options to address the downturn," he says.

Nixon says the best part of his job is the ability he has to make a positive difference in the lives of Utah residents. "I never lose sight that we work for the taxpayers and we are accountable to them. It's our job to assist Governor Herbert in making certain that taxpayers' dollars are managed efficiently and effectively."

Tony Struhs

Vice President, Consumer Products, Mity-Lite, Inc.

Age: 39

Favorite Movie: Top Gun

Favorite Utah Diversion: Cycling in Emigration Canyon

First Job: Lifeguard

As vice president of consumer products at Mity-Lite, Tony Struhs is responsible for ensuring product placement of the company's light-weight stacking tables and chairs in various retail locations. He says setting the right long term goals, then breaking them down into little pieces that can be accomplished every day ensures that he doesn't become too overwhelmed. "It's extremely motivating to wake up with a clear vision for the day and what needs to be accomplished to advance the business."

Struhs says creating profit is not enough to ensure the success of a business. "Corporate leaders have a social responsibility to be efficient in their use of available resources. The true long-term measure of success in business is a reflection of how the value created advances the betterment of society."

Chad Linebaugh

General Manager, Sundance Resort

Age: 38

Favorite Movie: Butch Cassidy and the Sundance Kid

First Job: Selling night crawlers to fishermen at age 8

Last Book Read: *The Lost Symbol* by Dan Brown

Sixteen years ago, Sundance Resort's General Manager Chad Linebaugh's career pursuits were strongly related to landing a free ski pass—he started as a waiter at the resort and has had a successful run ever since. Today he oversees the entire resort operations including 600 employees and 45 managers. And that means his new challenge is conquering time management issues.

“Today, I have over 3,700 emails I need to respond to. Most of my days are filled with meetings and appointments. Every day is planning and strategizing the balance of duties mixed with a balance of personal life and, of course, also finding time to ski,” he says.

His wife, Amber, is the highlight of his personal life next to skiing, explaining she is his role model for managing stress and finding balance.

Bryan L. Welton, Jr.

CEO, Namifiers, LLC

Age: 32

First Job: Picking up trash and construction waste on a job site

Last Book Read: *Outliers* by Malcom Gladwell

Favorite Utah Diversion: Being in the mountains

Bryan Welton believes everyone loves seeing their own name, branding or logo on a product, and that's what keeps his company, Namifiers, on the road to success. But times haven't always been so easy, as he learned while bootstrapping his company off the ground. “Accurate financial data and humor are what get me through those times.”

Persistence and dedication also have something to do with it, traits he believes necessary to succeeding regardless of age. “Each day we increase our capacity ... [We] grow a little, change a little, improve a little everyday.”

Welton adds that what keeps him motivated is “knowing that when people receive our products, it's like Christmas morning or a Birthday present for them.”

Paul Hutchinson

Fund Manager and Co-founder, Real Estate Opportunity Capital and Bridge Loan Capital Fund

Age: 39

First Movie: Braveheart

Last Book Read: *Good to Great* by Jim Collins

Favorite Utah Diversion: Utah Jazz games

No matter what Paul Hutchinson is talking about—how he started a company from the ground up and overcomes challenges, or what he enjoys about his work—you are going to hear one

reoccurring theme: "In order to make your dreams come true, you must spend your own time and efforts assisting others in their dreams."

That philosophy led him starting a company that eventually grew to 130 employees and more than \$10 million in gross yearly sales. Now as a fund manager, Hutchinson and his team recently organized an investment conference which resulted in more than \$200 million in committed capital for 2010.

"I have never been intimidated by people who have achieved greatness in their respective fields; I like to build teams that can use their combined knowledge and experience to seize opportunities at exactly the right time."

Jeremy Hanks

Co-founder and Executive Chairman, Doba

Age: 35

Favorite Movie: School of Rock

Favorite Utah Diversion: Camping, hiking and backpacking

Favorite Quote: "Success seems to be largely a matter of hanging on after others have let go."- William Feather

A tried-and-true entrepreneur, Jeremy Hanks claims he learned one of the most important leadership and entrepreneurship lessons when he met up with a flying boulder on Mt. Nebo last June.

"That boulder slammed into my right leg right about back of knee level. I didn't ever really see it," he recalls, adding that the experience turned his life upside-down as he was forced to adjust plans, decisions, priorities, objectives and momentum. "The main thing I've solidified in my mind is that you can't control what you can't control," he says. "You can only accept the reality you've been dealt. And then get to work moving your momentum of life to align."

As CEO of Doba from 2002 to 2007, Hanks led the company's growth of more than 3,000 percent with \$0 of investment capital.

Jason Langston

Managing Partner and CFO, GPS Capital Markets

Age: 39

First Job: Busboy at the Mikado

Favorite Movie: Monty Python's Holy Grail

Last Book Read: *The Last Templar* by Raymond Khoury

Knowing that he is instrumental in helping other people earn a living is what gets Jason Langston out of bed every morning. Each day, Langston works with middle market companies throughout the country to help them better understand the nature of the foreign exchange market. He has also facilitated business growth by serving seven years as a board member of the World Trade Association of Utah, also serving one year as president.

But his real passion is helping college students grow. He previously hosted an annual golf tournament where net proceeds provide scholarships for college students studying international business. When he speaks to college students at universities throughout the state, he advocates teamwork.

"By developing a strong partnership, each partner can lean on the others in the hard times and celebrate together in the good times."

Melissa Wright

President, Axiom Financial

Age: 39

Role model: Her grandfather

Last Book Read: *Everyday Greatness* by Stephen R. Covey

First Job: Fletcher's Corn Dogs

As a college graduate working in the software industry, Melissa Wright never imagined she would eventually lead Utah mortgage banker Axiom Financial LLC. "I was offered the opportunity to stretch my entrepreneurial wings by joining this 'idea' of a mortgage company, and although I had other, more immediately profitable opportunities, I took the leap and have never looked back," she says, except for the success the company reached after that.

Wright worked from the ground up at Axiom, starting with the company during its beginning in 1996. "I saw the market changes as a golden opportunity to grow our reputation and market share and be that shining entity our clients and partners knew they could count on." Through 2009, Axiom experienced a 46 percent revenue growth and a 25 percent employee growth.

R. Brent Bennett

President and Principal Business Advisor, Spectra Management LLC

Age: 35

First Job: Assembling bicycles at ToysRUs

Favorite Movie: Jerry Maguire

Favorite Utah Diversion: Boating at Lake Powell

After graduating from college, Brent Bennett says he had a great job selling boats, but he didn't see much of a future in it. So he adjusted to a 50 percent pay cut to follow his interest in the finance and benefit industry.

"I decided to ask advice from the most successful person I knew at the time," says Bennett. "We spent about two hours over lunch outlining goals and ideas that I took to heart and started on the next day. I'm continually amazed at how willing successful people are to share and help others."

Now Bennett is paying it forward. Besides working with clients in creating, implementing and managing benefit plans, he serves on the broker advisory board for Altius health plans, is an active member in the Utah chapter of Entrepreneurs Organization and supports the National Multiple Sclerosis Society's Utah Chapter.

Ken Kaufman

Founder and CEO, CFOwise

Age: 35

First Job: Little League baseball umpire

Favorite Movie: The Blind Side

Last Book Read: *The Speed of Trust* by Stephen M.R. Covey

Ken Kaufman has three sources of motivation. First, criticism from people telling him that he cannot do something; second, a passion for the entrepreneurs that he serves and the firm's CFOs; and third, the belief he has a responsibility every day to improve himself and the people and organizations surrounding him.

Those motivations have apparently served Kaufman well. He was recognized as the top producing manager in a Fortune 500 firm, is a published author on business and finance topics, has taught business and accounting courses as an adjunct faculty member of UNLV College of

Business, and regularly mentors BYU business students among his numerous accomplishments. A strong support system, hard work and a very supportive spouse are what he credits to succeeding at a relatively young age.

Ryan Caldwell

Chief Executive Officer and Founder, EnticeLabs, Inc.

Age: 33

Favorite Utah Diversion: Navigating Utah's winding canyons

Role Models: John D. Rockefeller and Steve Jobs

Last Book Read: *Atlas Shrugged* by Ayn Rand

For a very young Ryan Caldwell, a paper route was the quickest way to earn money for his first computer system, a Commodore 128. As CEO and Founder of EnticeLabs, Caldwell has since discovered that it takes vision and drive, and a love for both, to succeed in business and as a leader. According to Caldwell, an entrepreneur "may be able to see clearly how it needs to be done and naturally have tremendous drive, but if they don't feel so intensely protective of and invested in the idea, the opportunity for distraction is huge and dangerous."

With that protective outlook, it's not surprising that Caldwell "staked [his] professional reputation, all but promised [his] first born child, to secure the funding" on a day when the stock market took one of the largest drops in history. Luckily, his diligence paid off. EnticeLabs has been officially recognized as the most innovative and "game changing" recruiting technology in 2009.

Chad Corbin

Co-owner and Co-founder, Java Jo's

Age: 35

Favorite Utah Diversion: Skiing

Last Book Read: *The Lost Symbol* by Dan Brown

Favorite Movie: *Christmas Vacation*

Chad Corbin's favorite quote, "What the mind can conceive and believe, the mind can achieve," surely represents the business plan he followed when opening Java Jo's in 1996. "I was 20 years old," Corbin says, "I didn't drink coffee and I opened up a coffee shop in a state where most people didn't drink coffee." Now 14 years later, Corbin has three successful locations and employs 22 people.

Corbin says he enjoys the ups and downs of being a small business owner, which allows him to interface with customers. "If you are not prepared to be busy, then you won't be busy," he says, but this is not just a business philosophy. Corbin also donates his time and money to Food for the Poor, and locally to Habitat for Humanity.

Ryan Corbin

Co-owner and Co-founder, Java Jo's

Age: 38

First Job: Mowing lawns in the neighborhood.

Last Book Read: *The Prize* by Daniel Yergin

Role Model: George Scofield

Since opening Java Jo's in 1996, Ryan Corbin has found that operating the full-service drive-through coffee shops consists of daily operations, employee management, marketing decisions, financial concerns, company vision, and of course, some snow shoveling.

Corbin says that he enjoys being a contributing member of the business community. "It is very satisfying to be an employer, especially in this economy, and to know that what you have created is benefitting others."

Being an owner operator with his brother, Corbin knows that business with family can be a tricky endeavor. But, he says, "as a result of being business partners we have become closer as brothers." Keeping with the family spirit, Corbin's business philosophy is to never check morality and personal values at the door and always "make decisions that I would be happy to tell my parents about." Corbin anticipates the completion of his MBA this July from Westminster College.

Ryan Evans

Vice President of Business and Community Relations, Salt Lake Chamber

Age: 35

Favorite Utah Diversion: Skiing

Last Book Read: *What Matters Now* by Seth Godin

Favorite Movies: *Shawshank Redemption* and *Caddy Shack*

Ryan Evans' first job as a teenage construction laborer taught him the value of work, the first component of his business philosophy. Other components include: customer service, being open to learning, leading by example, treating others with respect, taking chances, and over-delivering—components he picked up throughout his diverse professional career. After leaving his position as chef and owner of the Firehouse BBQ Grill and the Wasatch Smokin' Company, Evans redefined his career goals and found the Salt Lake Chamber satisfied his interest in politics and business.

A member of the Young Leaders for United Way and the board of directors for the Utah Special Olympics, Evans says, "I am motivated by the contribution I can make in others' lives. I am given the freedom and opportunity to develop programs that help strengthen businesses of all sizes in our state. I am also able to spend time specifically working on small business issues. These contributions are very gratifying for me."

Scott Bates

Associate General Counsel, Larry H. Miller Group of Companies

Age: 40

Favorite Movie: *Gladiator* and *Gran Torino*

Last Book Read: *Heat* by William Goldman

Favorite Utah Diversion: Snowbird and Alta

Scott Bates began his professional life at the early age of six, planting, harvesting and selling pumpkin seeds for 10 cents per pound. He has come a long way since, graduating from the S.J. Quinney College of Law and now, providing legal counsel for the Larry H. Miller Group of Companies.

Bates says that the greatest challenge in his career is balancing the demands of a professional career against those of family and personal interests. But, as with any challenge, he finds that making specific goals and steps to achieve them helps him find balance. "To reach this goal, the key steps are prioritization and clear communication of expectations," he says.

Bates says his role models are the country's Founding Fathers because of their insight in forming a system that allows success through hard work. He also remembers his favorite quote from Willie Nelson, "Don't ever back anyone meaner than you into a corner."

Matt Wells

Partner, Holland & Hart, LLP

Age: 40

First Job: Harvesting pineapples in Hawaii for Maui Pineapple Company

Favorite Movie: *Stranger Than Fiction*

Favorite Utah Diversion: Family time in Utah's National Parks

Resilience, responsiveness and serendipity are what it takes to succeed in business at a relatively young age, says Matt Wells, partner at Holland & Hart, LLP. Wells enjoys working with good people and achieving positive results for his clients, but he says his main motivation to get out of bed every morning is his wife, literally, who sets the alarm for their morning gym workouts. She is also his "inspiration as someone who is constantly engaged in improving herself and the world around her."

A key component to Wells' business philosophy is that "gratitude is the key to happiness," a concept he learned when he was diagnosed with cancer at age 26.

"Three months of chemotherapy really sharpened my appreciation for life and good health," says Wells. "I felt buoyed through the ordeal by my faith and family and continually hope to do something good as an expression of my gratitude."

B. Nicole Sherman

Executive Vice President and Chief Banking Officer, Far West Bank

Age: 39

Favorite Movie: *Invictus*

Last Book Read: *The Soul of Money* by Lynn Twist

Favorite Utah Diversion: The outdoors—snowmobiling, skiing, boating, hiking, driving through the canyons.

Nicole Sherman says she is motivated each morning by her passion and commitment to positively impact someone's life each day. What she enjoys most about her job is seeing the effects her efforts have on the lives of individuals—when clients buy their first home or launch their own business, for instance. Having overcome a serious health issue at the age of 19, Sherman learned to be assertive in developing her own life and maintaining a positive attitude. She credits success to an individual's optimistic attitude reflected in good energy.

Sherman has also learned that her actions and attitude as a leader create a ripple effect on all those around her. "It's like the first domino in a long chain, stacked on end," she says. "I know that if I am willing to lean in and take action, I can start a chain reaction that ripples out to others in a potentially endless chain."

Graden Paul Jackson

Attorney, Shareholder, Member of the Board of Directors, Strong & Hanni Law Firm

Age: 37

Last Book Read: *Team of Rivals* by Doris Kearns Goodwin

Role Model: His dad

Favorite Utah Diversion: Running on the trails and paths in Draper

Graden Paul Jackson feels fortunate to work on mentally challenging projects in his positions with Strong & Hanni law firm. He is a member of the Business and Tax Practice Group as well as the Commercial Litigation Practice Group, serves as a member of the board of directors, and is a shareholder in the firm. Primarily, Jackson manages client relationships and directs the work of a number of associates. He says he loves to work and take on a problem for a client, then see if he can help solve it.

Early in his career, Jackson decided that "the key to succeeding at a young age is being willing to work hard year after year after year as if everything depends on you and not expect anything to be given to you." He thinks good leaders focus not only on themselves, but can make those around them achieve success as well. "I decided early in my career that I would always try and surround myself with people who were smart and were willing to work hard."

David Elkington

Chairman and CEO, InsideSales.com, Inc.

Age: 36

Favorite Movie: *The Seven Samurai*

Favorite Utah Diversion: Exploring the canyons, mountains and American Indian ruins

First Job: Stealing my uncle's shoes and selling them back to him.

As CEO of the one of Utah's fastest growing companies, InsideSales.com, David Elkington says part of his success has been his ability to change. "Rather than spend an inordinate amount of time identifying the 'perfect' strategy, companies should quickly decide on a strategy that is 'good enough,' ask customers and get feedback, then execute on that strategy and start selling. Then, evaluate the results and do it again." He says. "InsideSales.com has gone through six different evolutions of core strategies; each one focused on sales and revenue, and was more

sophisticated and focused than the last. The key to staying relevant and useful to customers is the speed of revisions.”

Elkington, a self-described workaholic, says “A good leader must work harder, longer, and along side their team. They must trust their instincts and their team, and make fast decisions.”

Christian Faulconer

CEO, Franchise Foundry

Age: 38

Last Book Read: Super Freakonomics

Favorite Utah Diversion: Eating at local restaurants

Favorite Quote: Keep Calm and Carry On. (British WWII Poster)

As CEO of Franchise Foundry, a company that invests in and partners with emerging franchises, Christian Faulconer says the best part of his job is working with entrepreneurs day after day. “I love working with other entrepreneurs,” he says. “Every franchisor partner we have is an entrepreneur focused on building a business and every time we sell a franchise, we sell it to someone who has the entrepreneurial spirit. It’s very rewarding work.”

But it’s not too surprising that Faulconer enjoys working with entrepreneurs—Faulconer is also an avid entrepreneur, co-founding companies including CrimeReports.com, Sharp Analytics and Campus Pipeline. Faulconer says the key to success is determination, regardless of the circumstances. He advises entrepreneurs, “Figure out how to get it done ... a true entrepreneur is someone who doesn’t let anything get in the way of getting the job done.”

D. Sean Clark

Co-founder and COO, MoneyDesktop, LLC

Age: 39

Last Book Read: Indispensable by Mon