



# Chapter 14

## SETTING THE STAGE

In the early years of the twenty-first century, communities are still growing. More children are born in the state with the highest birth rate of the nation. Business is booming, which means there are jobs for about everyone.

People of many cultures continue to come to the Beehive State for jobs, education, and freedom from war and poverty in their homelands. Locals and tourists appreciate our beautiful mountains, valleys, and national parks. Our hard-working, friendly people enjoy a good life living at the crossroads of the West.

## Working in Utah Today

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## Working Around the State

From north to south and east to west, in small towns and larger cities, Utahns are working. Teenage workers may have part-time jobs in the summer. College students juggle work for pay with the hard job of getting an education. Adults work in many kinds of jobs that require different levels of education and skill.

People work to earn money to take care of themselves and their families. They work to feel satisfied when they complete a job and do it well. They work to contribute to their community and enrich their own lives.

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*How do jobs and workers contribute to Utah's economy?*

*Amelia LeMmon, a student at South Sevier High School, earns money by serving food at Bullie's fast-food restaurant in Monroe.*



Utah workers are competent. This means they have suitable skills, knowledge, and education. They produce computer software, design web pages, edit books, manage businesses, and produce high-tech parts for space shuttles and space stations. Government workers run offices, train as military pilots, and teach students in public schools and universities. Social workers aid those in need. Tourists appreciate the clean rooms and food served in Utah hotels and restaurants.

Many workers deal with money! They are accountants. They are bankers. They are mortgage brokers and clerks in stores.

Outside of town, people plow, plant, and harvest grain and onions, pick fruit, and raise cattle and sheep. What would your life be like without the minerals produced by workers in Utah? They help produce copper, coal, electricity, and natural gas. The list goes on and on. What kind of work will you do in the future?

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## What Is Economics?

**Economics** is the production, distribution, and **consumption** of goods and services of a region. In other words, it is how producing, selling, and buying affects everyone.

Economics affects all of us. In a strong economy, people have jobs, earn money, save for the future, and can buy the things they need. In a poor economy, many people are out of work or earn such low wages they cannot afford the basic products and services that make life enjoyable.

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## Utah's Economic Industries

What are the major industries of the state? What kinds of jobs are performed in each industry? Here are some of the largest industries.

### Government Services

Did you know the government is actually one of Utah's largest industries? Our federal, state, county, and city governments hire thousands of workers. The State of Utah, the Internal Revenue Service, Hill Air Force Base, and other defense bases are among our largest employers. All public school teachers, principals, and other school workers are employed by the local government.

Employment for the State of Utah includes *administrators* and administrative assistants, information technicians, and clerical help. There are also government jobs in the fields of health, social services, transportation, engineering, and finance. Government *employees* work in building maintenance, road building and repair, and in forestry and environment.

### The Mining Industry

Minerals mined in Utah include copper, gold, silver, uranium, iron, lead, zinc, molybdenum, phosphate, salt, potash, beryllium, and gilsonite. Fossil fuels include coal, petroleum, and natural gas. Getting petroleum from the ground is a major industry in eastern Utah. The oil is piped to refineries near Salt Lake City.

Coal mining is big business in central Utah. Much of the coal is burned to power generators that produce electricity. Kennecott Utah Copper near Bingham and West Valley City operates the largest open-pit copper mine in the world. Other mining operations take place around the state.

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*Besides supplying important minerals, mining operations pay high wages to Utah workers.*

### Hill Air Force Base

Hill Air Force Base in Clearfield is one of Utah's largest government employers. The base manufactures, repairs, or stores such military items as gas masks, ammunition, medical supplies, artillery, trucks, and many other defense items. At certain times of the day nearby residents can hear the deafening roar of bomber jets as they zoom across the sky on training missions. They say they are listening to "the sound of freedom."



### Electricity from Moving Air?

Producing electricity is another Utah industry. Electricity is produced by water rushing through generators inside huge dams. Burning coal also powers generators in power plants. Can wind also power generators and produce electricity?

Utah's first *commercial* wind farm opened in 2008 at the mouth of windy Spanish Fork Canyon. The wind turns the long arms of the windmills to power generators that produce electricity. Power lines carry the electricity to a Rocky Mountain Power substation in Mapleton. The wind farm could produce electricity to power 5,000 homes while the wind blows.



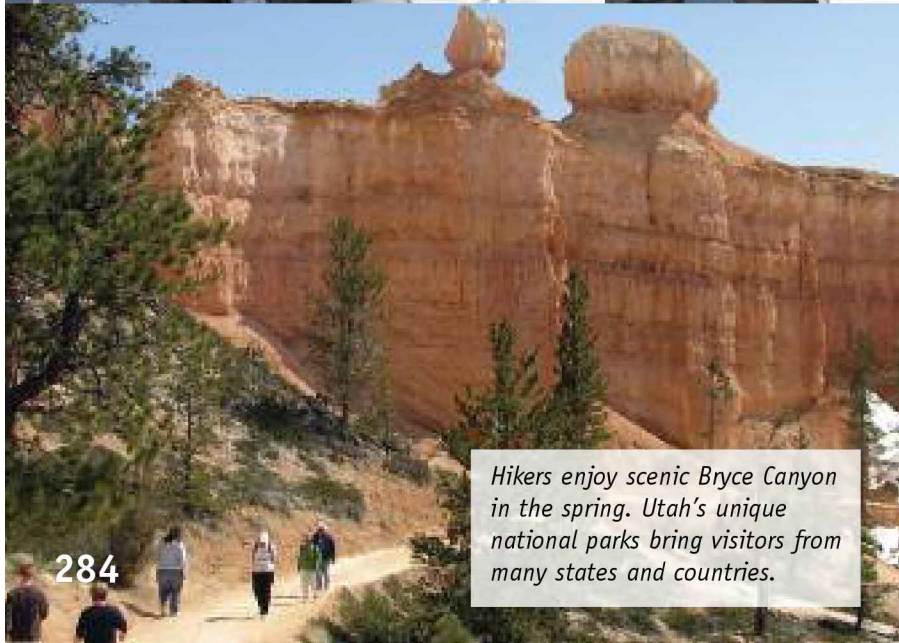
*This is a digital rendering of the wind farm.*



*The red rock scenery of Lake Powell attracts tourists and locals. Utah is the perfect place for recreation at our unique lakes, mountains, and national parks.*



*Cross-country skiing and other winter sports are a popular pastime in Utah's northern mountains.*



*Hikers enjoy scenic Bryce Canyon in the spring. Utah's unique national parks bring visitors from many states and countries.*

## The Tourism and Recreation Industries

Skis, snowboards, lift tickets, and ski clothes cost money. Tickets to see the Utah Jazz play basketball and the Salt Lake Stingers play baseball cost money. Tickets to watch college sports teams are not free, either. However, Utah has an abundance of recreational activities that don't cost a dime. You can play baseball or basketball, ride a bike, roller blade, skateboard, and hike for free. All over Utah, families are enjoying the great outdoors.

When visiting Utah's world-famous national parks, you will often see hundreds of tourists from Japan, China, Germany, France, and other countries step out of tour buses. Visitors come from all over the world to hike in our canyons, boat on Lake Powell, and ride the rapids on the Green and Colorado Rivers. Moab attracts mountain bikers, boaters, and jeep riders. St. George hosts people who come to escape the winter cold. Other people love the cold and come to ski and snowboard of our thirteen mountain resorts.

Our cities host conventions that bring business people and tourists. Every year religious activities bring thousands of visitors to Temple Square in Salt Lake City. The Utah Shakespearean Festival in Cedar City and the Sundance Film Festival in Park City bring thousands of visitors year after year.

How do tourism and recreation help Utah's economy? How much money do locals and visitors spend on food, hotels, gas, entertainment, and tickets to events? In 2006, the amount was about \$5.87 billion. Travelers paid taxes of about \$467 million. This money went to our local and state governments to provide services for the people of Utah.

How many jobs does tourism provide? In 2006, more than 125,800 jobs were related to tourists. Where did the visitors come from? About 83 percent came from western states. Many traveled from other states. About 3.6 percent came from foreign countries.

## The High-Tech Industry

You read in Chapter 13 that Utahns were some of the first to develop computer software and programming. Today, Utah is still a leader in information technology. The fastest growth is in computer design and related services, Internet services, and engineering services.

Tech companies, particularly in the services sectors, are increasingly finding Utah an attractive place to locate. The Beehive State offers educated workers, low corporate tax rates, and an affordable cost of living. Attracting this industry to Utah benefits the entire state economy.

—AeA report entitled  
“Trade in the Cyberstates 2007: A State-by-State  
Overview of High-Tech International Trade.”

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Utah ranks second in the nation for  
percentage of households with computers.

—Utah Facts, 2006



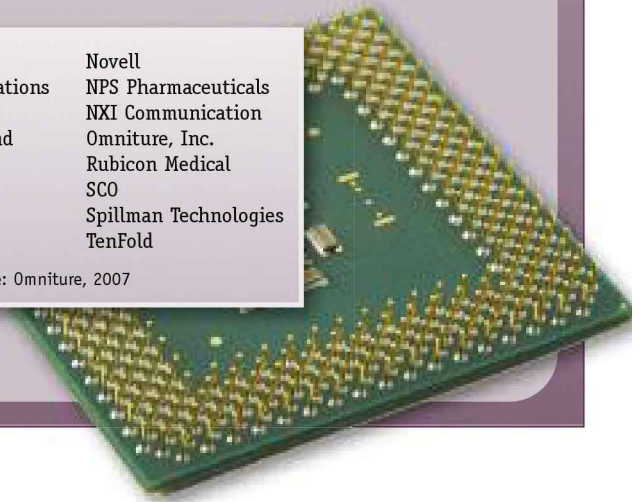
## Activity

### Learn More about Utah's High-Tech Companies

These companies employ thousands of people who share their ideas and products in our modern world. Choose one of the companies and learn more about it. Arrange your information on a chart, graph, poster, or PowerPoint presentation.

Altiris	Novell
ClearOne Communications	NPS Pharmaceuticals
Comcast	NXI Communication
Evans and Sutherland	Omniture, Inc.
KeyLabs	Rubicon Medical
Merit Medical	SCO
MyFamily.com	Spillman Technologies
NextPage	TenFold

Source: Omniture, 2007



## iPods and Business Opportunities

Utah didn't invent the Apple iPod, but Utah companies are designing and producing some fun, useful accessories.

ShieldZone Corporation in Salt Lake City provides more than 800 designs of protectors based around the clear InvisibleSHIELD concept for electronic devices.

In Park City, SkullCandy, Inc. produces a backpack wired with an amplifier that lets you listen to your iPod music while skiing, snowboarding, or hiking. The system comes with a built-in system so you can answer cell phone calls just by touching a button on the shoulder strap. Need a drink of water? The backpack has a built-in water pouch with a tube that delivers water right to your mouth.

In Draper, Handstands makes armbands that allow people to take their iPods or MP3 players with them when they're on the move. An iSticky Pad keeps the iPods from slipping around on a car dashboard.

Customers design their own iPod cases at ifrogz, a Logan-based company. Through their Website, customers choose cases from many designs. The cases were high on the gift lists of "Tech-lovin' Teens" during the holiday season.



—from Utah Business Magazine, June 15, 2007



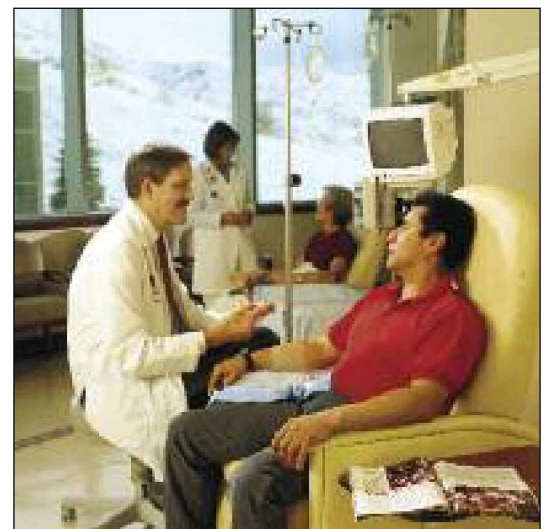
*The world-famous Huntsman Cancer Institute on the foothills of Salt Lake City provides quality education, treatment, and research.*

## **The Medical Industry**

Today, the University of Utah Health Science Center on the foothills of Salt Lake City is nationally known for its patient care, teaching facilities, and research. The center includes the University Hospital, the School of Medicine, and the School of Nursing. The center is widely recognized for the Intermountain Burn Care Center, Newborn Intensive Care Unit, Human Genetics Center, Institute for Biomedical Engineering, and the John Moran Eye Center.

Next to the University of Utah is the world-famous Huntsman Cancer Institute, started by the Jon M. Huntsman family. The goal of the center is to “understand cancer from its beginnings, to use that knowledge in the creation and improvement of cancer treatments, to relieve the suffering of cancer patients, and to provide education about cancer risk, prevention, and care.”

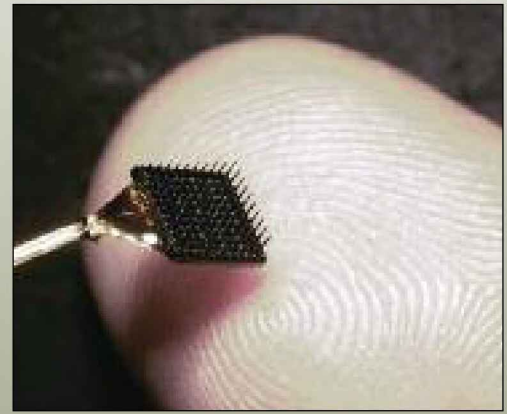
At the Primary Children’s Medical Center, children are treated for complex illness and injury. The hospital staff also does research and training for childhood problems. No child is turned away for lack of ability to pay.



## A Bio Arm

How would your life change if you lost an arm? How would you get dressed, use a keyboard, play sports or the piano? Bioengineers at the University of Utah and Ripple LLC are working to change all that. Greg Clark heads a team working on ideas for a new artificial arm that could help thousands of soldiers who were wounded in battle regain natural movement and feeling.

Clark's team is working with a device invented more than ten years ago by Professor Richard Normann. The tiny device will be implanted into the remainder of the amputated arm and attached to one of its nerves. It will also be connected to a computer worn on the person's belt that will "translate" the signals so an artificial arm can respond with natural movement. The device can also stimulate the nerve with small electrical pulses in order to provide the user with a sense of touch and body movement.



*The device, shown here against a human fingertip, is only 400 micrometers in length.*

## The Space Industry

What is more high-tech than zooming out into the vast depths of space? In Utah, space is big business. In Chapter 13 you read about our state's contribution to the first man walking on the moon and other space programs. Today, Utah companies still contribute to the national space program. Much of the *aerospace* manufacturing in Utah is still provided by ATK Thiokol near Brigham City. Highly educated people work at the plants, which are major contractors for the space shuttle.

In the early summer of 2007, the company's reusable solid rocket motors performed flawlessly, providing more than six million pounds of thrust as NASA's Space Shuttle *Atlantis* launched into orbit to begin an eleven-day mission to the International Space Station.

“Our mission is to ensure that our customers accomplish their mission—whether it's a military operation, a satellite launch, or technological breakthrough.”

—ATK, Thiokol

*The space shuttle Atlantis benefited from rocket technology developed in Utah.*

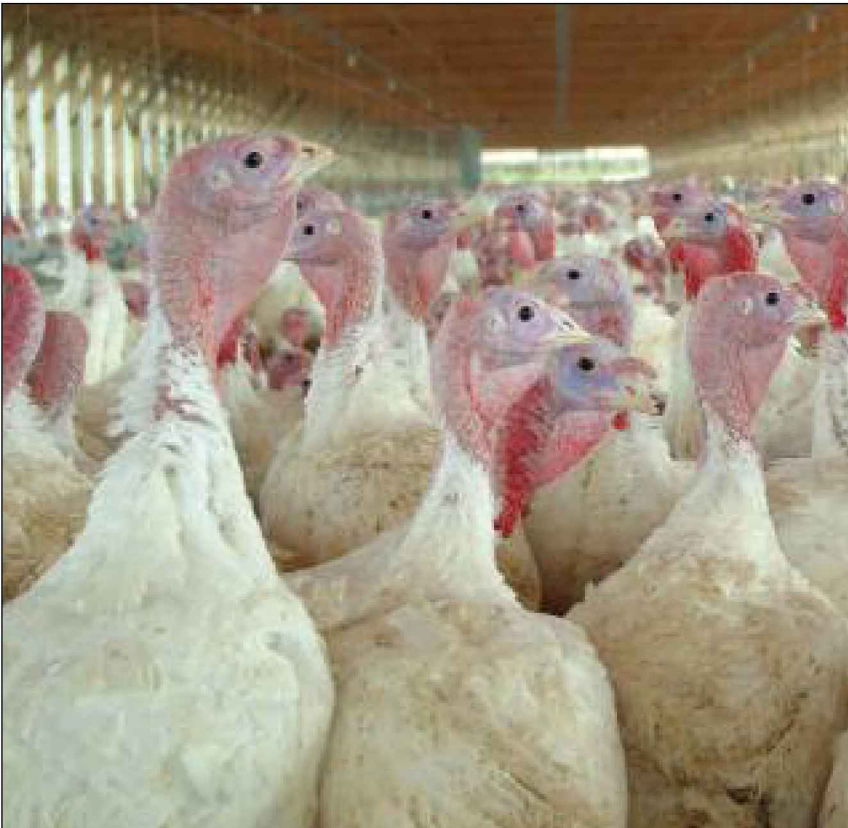


## Out on the Farm

In earlier times, most of the people worked most of the day just to produce food. Today, food is just as important as it always was. Today's farming, however, has changed. High-tech equipment, insecticides, *hybrid* seed, fertilizers, and improved farming methods make it possible for fewer workers to produce food for many more people. There are fewer farm jobs in our state than other kinds of jobs, but it takes a lot of workers to produce, process, package, ship, and sell vegetables, fruit, grains, meat, milk, and other products.

*Cash Crops* are grown or raised to be sold for cash instead of being raised for a family to eat. These cash crops are shipped to markets or processing plants to be turned into the *processed foods* you buy at a store. Peaches, pears, apples, cherries, tomatoes, and beans are canned or frozen and then shipped to stores. Onions are shipped fresh or dried. Winter wheat and other grain is ground into flour and then made into bread, cakes, cookies, cereal, and tortillas. Utah's delicious sweet corn is sold and eaten fresh.

*In central Utah, turkeys are raised for profit. Turkey waste is combined with other organic matter and sold to fertilize plants.*



A large part of the crops grown in Utah, however, are used directly by livestock as feed. Hay, silage corn, and feed grains are eaten by cattle, dairy cows, and hogs all year long.

Cattle and dairy cows are Utah's largest animal industry, but turkey farms in central Utah are thriving. Utah farmers also raise and sell hogs and sheep. Even fish, especially trout, are harvested and sold.

### TOP 5 AGRICULTURE PRODUCTS (PERCENT OF TOTAL AGRICULTURAL SALES)

1. CATTLE AND CALVES . . . . . 35.9 %
2. DAIRY PRODUCTS . . . . . 18.4 %
3. HOGS . . . . . 12.7 %
4. HAY . . . . . 10.3 %
5. GREENHOUSE/NURSERY . . . . . 5.7 %

*Note: These figures vary from the list of agricultural exports on the next page because much of our agricultural products are sold and used right in Utah and other states instead of being exported to other countries.*

### TOP 5 COUNTIES IN AGRICULTURAL SALES (IN ORDER OF INCOME RECEIVED)

1. BEAVER COUNTY . . . . . \$161,300,000
2. UTAH COUNTY . . . . . \$117,000,000
3. BOX ELDER COUNTY . . . \$113,000,000
4. MILLARD COUNTY . . . . \$113,000,000
5. CACHE COUNTY . . . . . \$96,600,000

*Source: United States Dept. of Agriculture, Economic Research, updated 2007*

## Floriculture

One booming part of agriculture you might not think of is "floriculture." Raising flowers and shrubs for sale is big business. The value exceeds Utah's fruit and vegetable sales. Utah families like beautiful trees, shrubs, and flowers and are willing to pay a lot to have the nicest yard on the block.



# Global Trade Interdependence

We need their products. They need ours. Everyone wins. In 2006 Utah's **exports** totaled \$6.8 billion to 181 foreign destinations. The countries we shipped the most to were:

- United Kingdom (UK)
- Canada
- Western Europe—Switzerland, Germany
- East Asia—China, Japan
- Middle East—United Arab Emirates (U.A.E.)
- Mexico
- Israel, Chile, Thailand, Russia, New Zealand, Korea, and many others

—Source: *Economic Report to the Governor, February, 2007*

The same year, the goods we exported, in order of value (not quantity) were:

- gold
- fiber optic and medical instruments
- computers, electronics
- non-gold minerals
- motor vehicle and aircraft parts and engines
- chemical, petroleum, and coal products
- skin care products and food supplements
- food and food products

If we look further into the last category, “food and food products,” we see that Utah farmers and ranchers exported the following, in addition to what they sold within the state:

## TOP 5 AGRICULTURE EXPORTS (IN ORDER OF INCOME RECEIVED)

- |                                |               |
|--------------------------------|---------------|
| 1. WHEAT AND PRODUCTS . . . .  | \$ 71,300,000 |
| 2. HIDES AND SKINS. . . . .    | \$ 60,900,000 |
| 3. LIVE ANIMALS AND MEAT . . . | \$ 24,400,000 |
| 4. DAIRY PRODUCTS . . . . .    | \$ 16,300,000 |
| 5. FEEDS AND FODDERS . . . . . | \$ 14,000,000 |

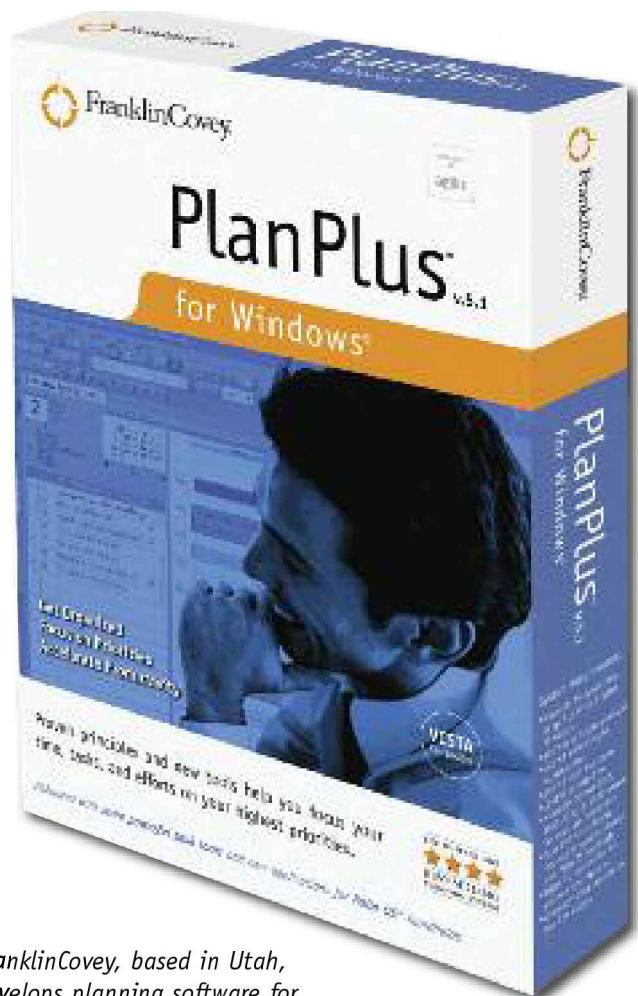
Source: *Utah International Trade & Diplomacy, 2006*

A **commodity** is any unprocessed product that is sold, such as grain, fruit, vegetables, meat, lumber, or metals. What commodities do Utah and your community buy and sell?

Foreign exports are not the whole picture of what our workers produce. Many commodities are sold and used right here in Utah and other states.

## All that Glitters

The experienced workers at Kennecott Utah Copper mine gold along with copper and other minerals. But the state actually exports more gold than it mines. How does this happen? Nevada sends gold ore to Utah to be refined into purer gold bullion. Much of the gold is shipped within the United States, but it is also shipped to Canada, the United Kingdom, Switzerland, the United Arab Emirates (UAE), and Japan.



FranklinCovey, based in Utah, develops planning software for an international market.

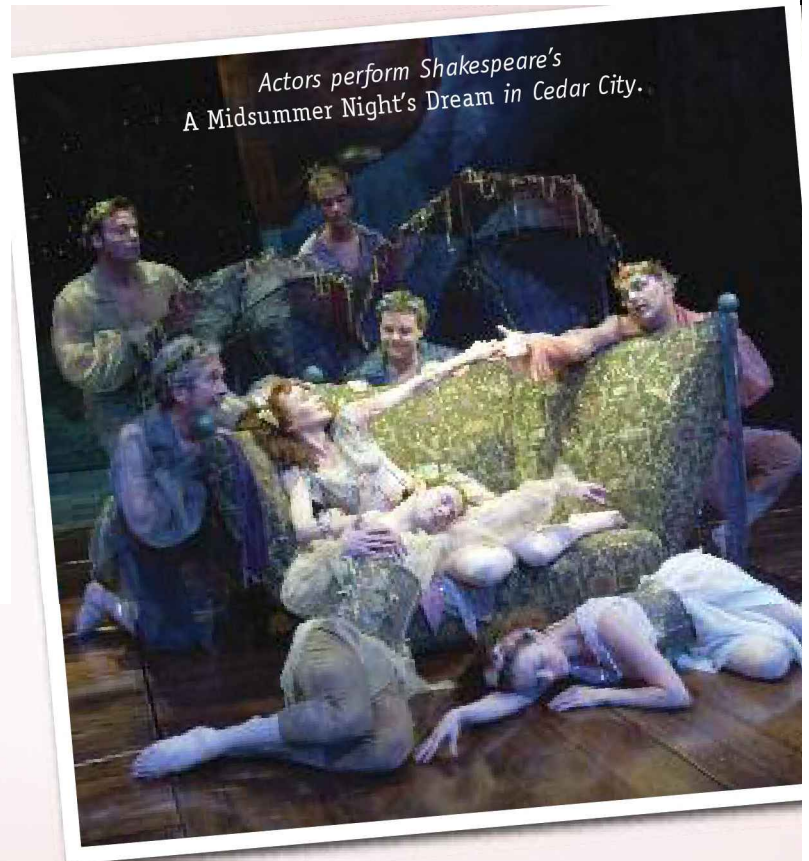


# Entertainment Industry

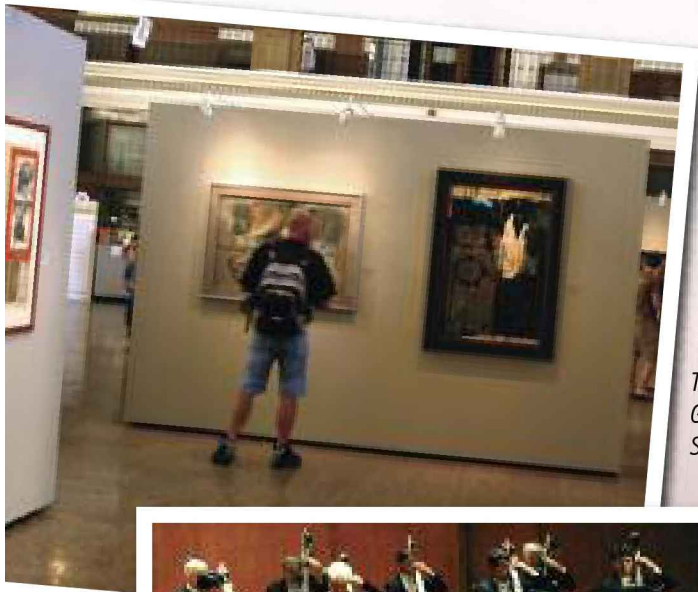
Theater, film, dance, music, and the visual arts provide jobs and volunteer opportunities, and enrich the lives of Utahns. Can you imagine life without the arts?

## Visual Arts

In our capital city you can visit the Utah Museum of Fine Arts, the LDS Museum of Church History and Art, and many art galleries where painters and sculptors sell their work. You can see examples of American Indian arts and crafts at the Chase Home in the middle of Liberty Park. In Utah County you can view traveling exhibits at the Springville Art Museum and the BYU Museum of Art. In Park City, the Kimball Art Center and many galleries along Main Street display and sell art. Each August, the Park City Art Festival showcases art and crafts in booths set up in the streets. What art galleries and museums are near your community?



Actors perform Shakespeare's *A Midsummer Night's Dream* in Cedar City.



The Rio Gallery in Salt Lake City

## Music, Dance, and Theater

Music is in the air as a result of the Utah Symphony, the Mormon Tabernacle Choir, the Orchestra at Temple Square, and the Cathedral of the Madeleine's year-round concert series. Theater and dance delight audiences at performances of the Utah Opera Company, Ballet West, Pioneer Memorial Theatre in Salt Lake City, and at the Ellen Eccles Theatre in Logan, the Tuacahn Amphitheater and Center for the Arts near St. George, and the Utah Shakespearean Festival in Cedar City.

Most communities in the state have live theater performances, both indoors and outdoors, where talented performers exhibit their skills. The Hale Center Theaters in Salt Lake and Provo are good examples of high-quality local performances.



The Utah Symphony

## Film and Television

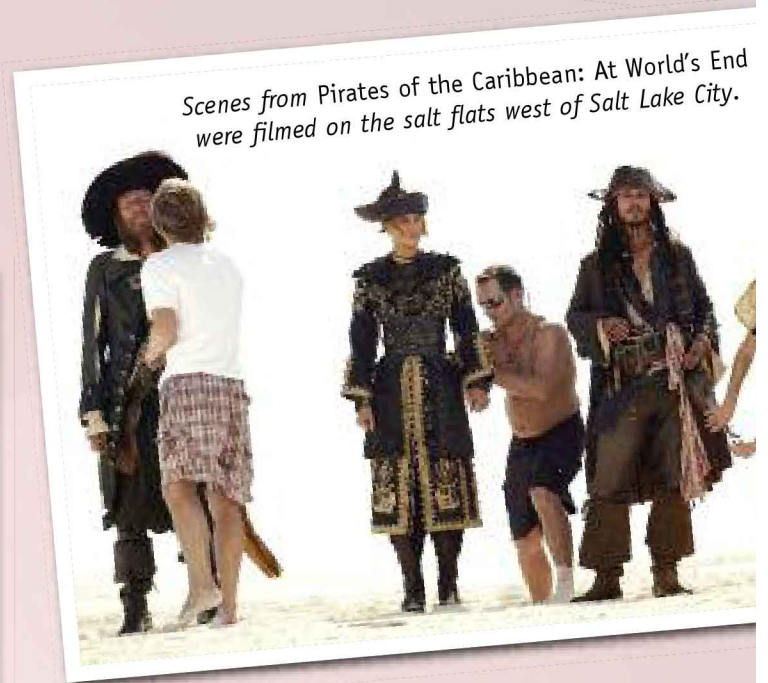
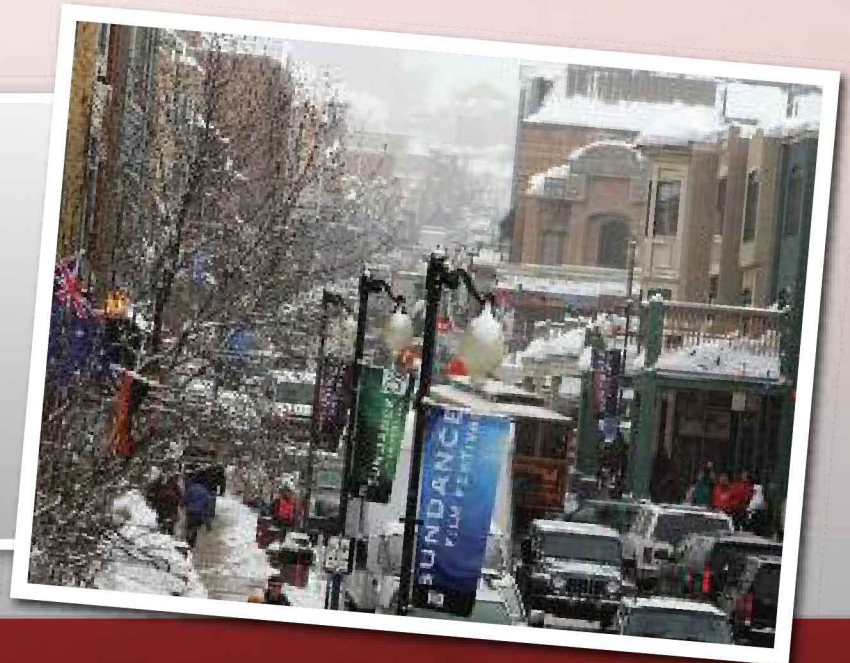
Utah's mountains, towns, and red rock scenery have been the backdrop for a multi-million dollar film industry. Major movies filmed partly in Utah include: *Stagecoach* (1939), *How the West Was Won* (1962), *2001: A Space Odyssey* (1968), *Butch Cassidy and the Sundance Kid* (1969), *Footloose* (1984), *Forrest Gump* (1994), *Dumb and Dumber* (1994), *Independence Day* (1996), *Wild Wild West* (1999), *Legally Blonde 2: Red, White, and Blond* (2003), and *Pirates of the Caribbean: At World's End* (2007). Television produced in Utah includes *Touched by an Angel*, *Everwood*, the *High School Musical* television movies, and parts of many series.



*The Sundance Film Festival, begun by Robert Redford, was named for his role in the movie Butch Cassidy and the Sundance Kid, partly filmed in Utah.*

## Sundance Film Festival

Sundance ski resort, nestled in the beautiful canyons of Mount Timpanogos, has become a retreat for independent filmmakers. These people make films on their own, not for Hollywood companies. The Sundance Institute began in 1981 as a place for writers, directors, and composers to learn from each other. Each winter, the public views the films at a film festival in Park City.



*Scenes from Pirates of the Caribbean: At World's End were filmed on the salt flats west of Salt Lake City.*

## Bring Your Business to Utah

Utah thrives on business. We need the services businesses provide and the goods they make. We also need jobs. Our government leaders make policies to entice businesses from other states to locate in Utah. The government also helps new small businesses get started and grow.

What can you learn from the following list? If you were a business owner looking for a place for your business, would you come to Utah?

1. **Growing, Healthy Workforce.** Because of our high birth rate, the numbers are growing at twice the national average. Utah is also ranked high in the overall health of its people.
2. **Education Oriented.** Utah is producing more graduates than ever before from its twelve universities and colleges, including three major research universities. The state leads the nation for investment in research and higher education.
3. **Tech Savvy.** Technology companies thrive here. Utah is also known as one of the nation's most "wired" states. That means most families have a computer at home and are connected to the Internet.
4. **Affordable.** Thanks to lower land and building lease rates, along with corporate tax incentives, the cost of doing business is lower here than other technology hot spots.
5. **Livable Environment.** Utah has a solid transportation system, high-quality medical care, and safe communities. Stunning natural beauty and the best recreation in the world make the state a fantastic place to live and work.

What do you think?

Do you think Utah is a great place to live? Do you think it is a good place to do business? Why or why not?

## A Healthy Economy

An article in the *Deseret Morning News*, 11 January, 2006, stated:

The state's economy is "rockin' and rollin'". . . . Utah saw job growth across the 11 employment sectors measured by the state. Of special interest is the higher rate of growth in higher-paying sectors—construction, professional and business services, natural resources, and health care—compared to slower growth in industries with lower-paying jobs, such as retail and hospitality [tourism].

Different occupations are divided into categories called job "sectors." On this chart, see the job sectors and the number of people employed with full-time jobs in each sector. (Jobs in agriculture are not included on the chart. Neither are part-time jobs.)

### NUMBER OF FULL-TIME JOBS IN MAJOR ECONOMIC SECTORS

TRADE, TRANSPORTATION, UTILITIES . . . . .	271,735
GOVERNMENT . . . . .	216,936
PROFESSIONAL AND BUSINESS SERVICES . . . . .	199,315
EDUCATION AND HEALTH SERVICES . . . . .	156,429
FINANCIAL ACTIVITY . . . . .	143,752
LEISURE AND HOSPITALITY . . . . .	125,644
MANUFACTURING . . . . .	123,039
CONSTRUCTION . . . . .	98,937
OTHER SERVICES . . . . .	81,394
INFORMATION . . . . .	33,770
NATURAL RESOURCES AND MINING . .	31,459
<b>TOTAL . . . . .</b>	<b>1,482,410 JOBS</b>

Source: 2005 Baseline Projections, Governor's Office of Planning and Budget.

Note: numbers may differ from other tables due to different data sources. The projections were released January, 2005

## Utah Employers Who Hire the Most Full-time Employees

NAME	KIND OF BUSINESS	RANGE
STATE OF UTAH	STATE GOVERNMENT	20,000+
SELECT HEALTH CARE (IHC)	HOSPITALS AND CLINICS	20,000+
UNIV. OF UTAH AND HOSPITAL	HIGHER EDUCATION, RESEARCH	15,000–20,000
BRIGHAM YOUNG UNIV.	HIGHER EDUCATION, RESEARCH	15,000–20,000
HILL AIR FORCE BASE	MILITARY INSTALLATION	10,000–15,000
WAL-MART STORES	RETAIL STORES	10,000–15,000
GRANITE SCHOOL DISTRICT	PUBLIC EDUCATION	7,000–10,000
CONVERGYS	TELEMARKETING	7,000–10,000
JORDAN SCHOOL DISTRICT	PUBLIC EDUCATION	7,000–10,000
DAVIS SCHOOL DISTRICT	PUBLIC EDUCATION	7,000–10,000
AUTOLIV NORTH AMERICA	MANUFACTURE AUTO AIR BAGS, ETC.	5,000–7,000
KROGER GROUP COOPERATIVE	SMITH'S FOOD & DRUG STORES	5,000–7,000
SALT LAKE COUNTY	LOCAL GOVERNMENT	5,000–7,000
UTAH STATE UNIVERSITY	HIGHER EDUCATION, RESEARCH	5,000–7,000
ALPINE SCHOOL DISTRICT	PUBLIC EDUCATION	5,000–7,000
INTERNAL REVENUE SERVICE	FEDERAL GOVERNMENT	5,000–7,000
U.S. POSTAL SERVICE	MAIL DISTRIBUTION	5,000–7,000
NOVUS (DISCOVER CARD)	CONSUMER CREDIT/LOANS	5,000–7,000
ALBERTSONS	GROCERY STORES	4,000–5,000
ATK AEROSPACE CO.	AEROSPACE EQUIPMENT MFG.	4,000–5,000
DELTA AIRLINES	AIR TRANSPORTATION	4,000–5,000
ELECTRO TECH CORP	ELECTRIC WIRING, FIBER OPTICS	4,000–5,000
ARMY NATIONAL GUARD HEADQUARTERS	DEFENSE	4,000–5,000
LDS CHURCH	RELIGIOUS HEADQUARTERS (DOES NOT INCLUDE UNPAID LOCAL LEADERS)	4,000–5,000
SALT LAKE CITY SCHOOL DISTRICT	PUBLIC EDUCATION	3,000–4,000
ZIONS FIRST NATIONAL BANK	BANKING	3,000–4,000
WEBER COUNTY SCHOOL DISTRICT	PUBLIC EDUCATION	3,000–4,000
ICON HEALTH AND FITNESS	EXERCISE EQUIPMENT MFG.	3,000–4,000
SOS TEMPORARY SERVICES	TEMPORARY JOB PLACEMENT	3,000–4,000
WELLS FARGO BANK	BANKING	3,000–4,000
SALT LAKE CITY CORP.	LOCAL GOVERNMENT	3,000–4,000
UNITED PARCEL SERVICE (UPS)	MAIL SERVICE	3,000–4,000
NEBO SCHOOL DISTRICT	PUBLIC EDUCATION	3,000–4,000
WEBER STATE UNIVERSITY	HIGHER EDUCATION	2,000–3,000
TELEPERFORMANCE USA	TELEMARKETING	2,000–3,000
UTAH VALLEY STATE COLLEGE	HIGHER EDUCATION	2,000–3,000
SALT LAKE COMMUNITY COLLEGE	HIGHER EDUCATION	2,000–3,000
QWEST CORPORATION	TELEPHONE SERVICES/COMM.	2,000–3,000
PROVO CITY SCHOOL DISTRICT	PUBLIC EDUCATION	2,000–3,000
WASHINGTON SCHOOL DISTRICT	PUBLIC EDUCATION	2,000–3,000
HOME DEPOT	BUILDING SUPPLY STORE	2,000–3,000
MACEY'S INC.	GROCERY STORES	2,000–3,000
J.C. PENNEY COMPANY	DEPARTMENT STORES	2,000–3,000
SKYWEST AIRLINES	AIR TRANSPORTATION	2,000–3,000
ROCKY MOUNTAIN POWER	ELECTRIC POWER DISTRIBUTION	2,000–3,000
SINCLAIR OIL	MINING, REFINING, DISTRIBUTING OIL AND GAS	2,000–3,000

Here are some of the largest companies in Utah, based on the number of people they hire. Which sectors from the previous chart are these businesses a part of?

Sources: Utah Department of Workforce Services, 2005; InfoUS 2005; Utah Business Magazine, 2007  
Note: Information varies according to sources

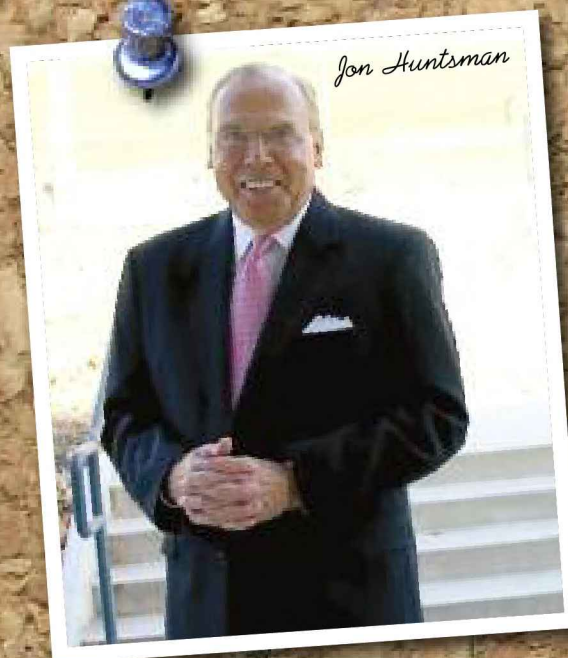
# Utah Entrepreneurs

What is an **entrepreneur**? It is a person who is willing to take the risk to start and run a business. Most entrepreneurs start family businesses, then hire employees as the company grows. Here are some of Utah's modern entrepreneurs. There are many more not included here.

## Jon M. Huntsman

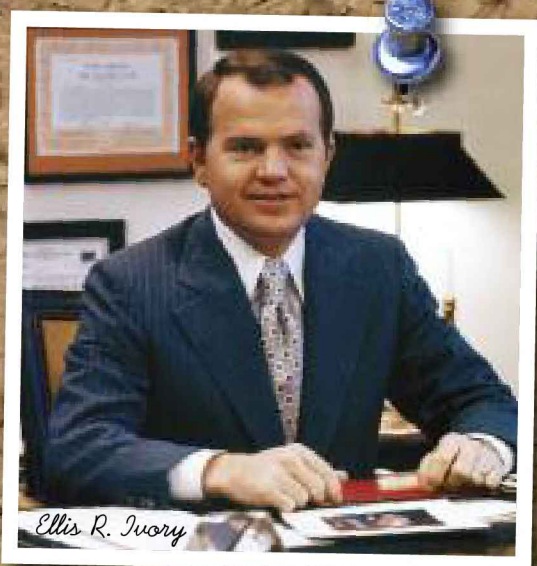
Jon Huntsman, father of Governor Jon Huntsman, started his business career when he produced plastic egg cartons in southern California. Later he bought chemical plants in France, Australia, England, and the United States. Headquarters for the Huntsman Chemical Corporation are in Salt Lake City. The company donates millions of dollars each year for the "Relief of Human Suffering" all over the world. The money goes to homeless shelters, soup kitchens, hospitals, and disaster victims.

The Huntsman Cancer Institute, a modern research and treatment facility, is named for Jon Huntsman. The Huntsman family also started the Huntsman World Senior Games, where athletes age fifty and older from twenty countries compete for medals in St. George.



## Ellis R. Ivory

In 1983 Ellis Ivory established Ivory Homes. Ivory Homes has built more houses than any other company in Utah. A few years ago, Ivory Homes started building entire upscale neighborhoods that feature walking trails and parks. Like other successful companies, Ivory Homes donates money to relief organizations like the Utah Food Bank. Ivory Homes also provided labor, materials, and money to build the Surgical Sort Center, where donated medical supplies are sorted for use in humanitarian projects around the world.



## James Lee Sorenson

In 2007, Jim Sorenson was named the CEO of the year. (A CEO is a chief executive officer of a company.) As a child, Sorenson started working at his father's clothing factory. He cleaned scraps off the floor.

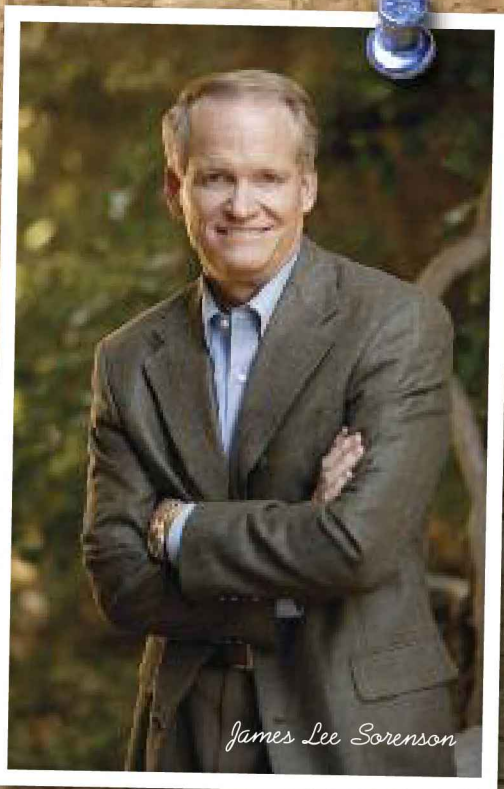
Sorenson went on to start many businesses in different fields and is still involved in those businesses. At Utah State University, Sorenson and his team developed videophones for the deaf. Now Sorenson Communications provides the phones to the deaf at no cost.

Then Sorenson Media developed video compression technology used on hundreds of millions of PCs. Today, the technology is used by Disney and Paramount film studios. It also makes viewing video on the Internet possible and is the backbone of the technology behind YouTube and Quicktime.

Sorenson Medical developed a way to deliver medications to patients through a small, portable pump. DataChem, another company, helps clients promote human health and preserve the environment.

Sorenson Associates launched The Pointe, a Draper business park, in 2006. Then Sorenson Real Estate developed Rosecrest, a planned community in Herriman, Riverton, and Bluffdale that will be the largest home development in the state.

Business isn't the only thing on Sorenson's mind. He puts a lot of thought and money into philanthropic projects. One of his projects loans money to people in poverty-stricken countries who want to start a small business (such as buying a cow to sell its milk or buying a sewing machine to make clothes to sell).



## Ed Gossner and Dolores Wheeler

Years ago, immigrant Ed Gossner from Switzerland started raising dairy cows in Cache Valley. The place reminded him of his beautiful homeland. Gossner and his family started producing milk and cheese at Gossner Foods Inc.

Back in 1984, Ed's daughter, Dolores Wheeler, started running the family business. Today, Wheeler is president and CEO of the nation's largest maker of Swiss cheese. The cheese is sold to many places in the world.



## Celeste Gleave

Celeste Gleave started an unusual business in her bedroom after an accident left her without a job. She began selling chemicals to melt snow and ice and got the business of the U.S. military. They use her product to keep airport runways and jets ice-free.

Then Gleave started a construction business called FYVE STAR in Layton. She was selected as the Business Professional for the Spirit of American Woman award in 2005. She also has served as the associate director of the Utah Supplier Development Council for the past six years.

"I have always felt Utah is a fabulous place to own a business," said Gleave.



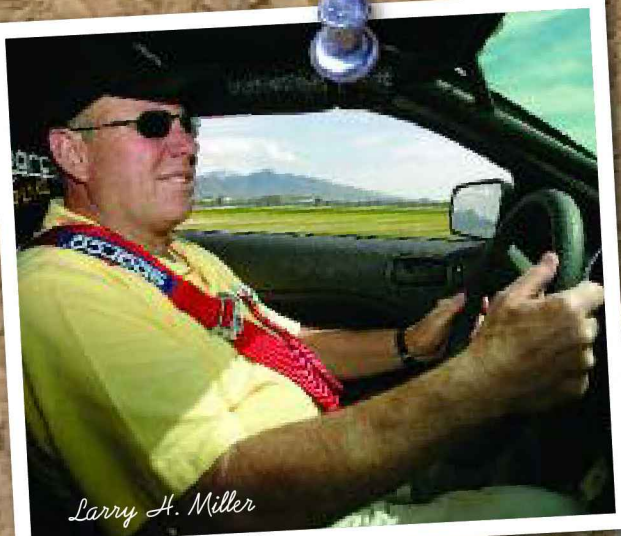
*Celeste Gleave*

## Larry H. Miller

Larry Miller graduated from West High School in Salt Lake City. He worked in construction and at an auto parts store. Since Miller started his auto sales business in Murray over twenty years ago, his business has grown to forty-three dealerships in six states.

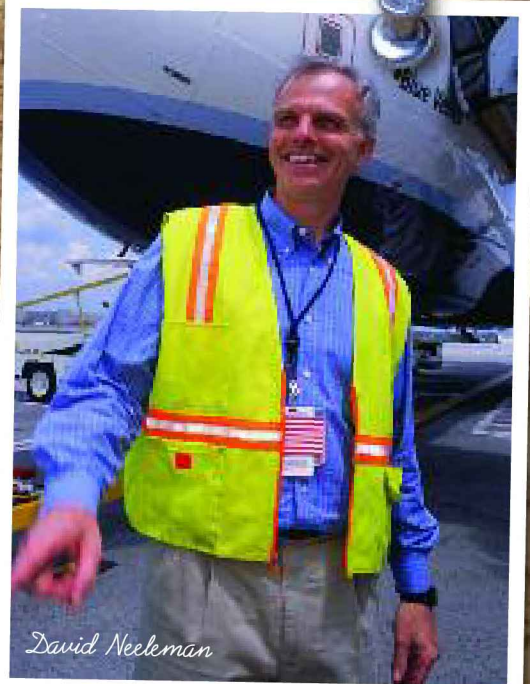
As a young man, Miller kept the crowds cheering as he pitched for softball teams in Salt Lake City and in Denver. He now owns the Salt Lake Bees professional baseball team, the Salt Lake Gold Eagles ice hockey team, the Utah Jazz basketball team, the Energy Solutions Arena where they play, and KJAZZ radio station that airs the games.

The Miller family loves the movies and owns the Larry H. Miller Megaplex Theater Complex and Jordan Commons in Sandy. Crowds flock to Tooele to watch high-speed auto races at the Miller Motorsports Park. The Millers are also involved in many educational and **philanthropic** works. They donate a lot of money to good causes.



*Larry H. Miller*





*David Neeleman*

## David Neeleman

JetBlue founder David G. Neeleman was asked what one thing might save the rest of American business. His reply? "Furry slippers. Our people love their jobs because they're in furry slippers, working from home."

Many of those workers are in Utah. Years ago, immigrant Neeleman and his family came to Utah from Brazil. A graduate of Brighton High School and the University of Utah, he and June Morris started Morris Air. The company was acquired by Southwest Airlines in 1993. Neeleman then became CEO of Open Skies, a touch-screen airline check-in company.

Neeleman's big success is JetBlue Airways. With headquarters in New York and Cottonwood Heights, Utah, JetBlue advertises lower fares, movies, and 36 channels of TV at every seat.

## Scott Watterson and Gary Stevenson

In 1977, Scott Watterson and Gary Stevenson, students at Utah State University, founded a kitchenware import company to finance their college educations. Then the company began manufacturing mini trampolines, a popular exercise fad at the time.

Years later, the company became ICON Health & Fitness, Inc. It acquired the NordicTrack and other well-known brands of health equipment. Today, with about 4,000 employees working at eleven locations around the globe, the company is one of the largest manufacturers of fitness equipment in the world. In 2005, ICON produced nearly 4 million treadmills, incline trainers, elliptical machines, stationary bikes, home gyms, and other fitness accessories.

## Yngrid and Rosbitt Gonzalez

It was a perfect fit of talents. Yngrid had a background in community design, and Rosbitt had experience in industrial design. When the couple first immigrated from Venezuela, they worked for other companies and saved money to start their own business—American Granite Kitchens. Today, their company crafts countertops from high-quality granite, marble, and other stone. Employees of the Gonzalez family share the vision of making customers happy by offering quality work at fair prices.



## Memory Master

1. Summarize the importance of a strong state economy.
2. List at least five main Utah industries (categories).
3. How is Utah involved in high-tech industries?
4. What are Utah's main agricultural products?
5. Explain the importance of Utah's minerals.
6. What is meant by "trade interdependence"?
7. Describe two opportunities related to the arts and entertainment industry in Utah.
8. Describe why businesses from other states are locating in Utah.
9. According to the chart on page 293 which four Utah businesses or organizations hire the most workers?
10. Compare the definitions of an entrepreneur and an employee.



## Activity | Research Your Local Economy

What businesses are important to your community? What do they produce and sell? What products do they buy? What materials or products do they export or import? What jobs do they create for the local community?

As part of a team, use the yellow pages of a telephone directory to identify local businesses. Visit one of the companies and see how much you can learn. Ask if you can take photos for your report.

Then, as a class project, diagram your local economy on a large chart. Is it based mainly on mining, farming, manufacturing, or high-tech industries? Or is it based mainly on service industries such as tourism, transportation, finance, or real estate?

With your class, discuss how government institutions and natural resources affect your local economy.



## Activity | Labor Unions and Utah Workers

Utah is a right-to-work state. This means no person seeking or holding a job in the state may be forced to join or pay dues to a labor union. Because of this, union membership in the state is lower than in many states. For example, only 6.2 percent of Utah manufacturing employees are members of a labor union, compared to a national average of about 13.2 percent.

Why do you think more Utah workers don't join unions? What could be the advantages and disadvantages to workers? Take a side, do some research, and present your case to your class.



# Go to the Source

## Analyze a Newspaper Article

This article discusses ways Utah's economic picture is measured. One is **job growth**. The other is the **unemployment rate**. After reading the article, answer the questions below.

### Utah Job Market Keeps Humming

By Lesley Mitchell  
*The Salt Lake Tribune*  
May 15, 2007

Need a job? Utah is creating them at a faster pace than any other state.

Utah's job growth was 4.5 percent for the year that ended in April, the Utah Department of Workforce Services reported Tuesday. Job growth nationally averaged 1.4 percent last month.

"It's really surprising that Utah's job growth keeps flying along at such a high rate," said Mark Knold, chief economist for the Utah Department of Workforce Services. "You know it's eventually going to back off, but there's no real sign of that yet."

The high level of job creation is creating headaches for many employers, some of which are struggling to

recruit and retain all the workers they need. For workers, however, the tight labor market means higher wages and more job security. . . .

In all, about 54,000 jobs have been created in the Utah economy in the past year, raising total wage and salary employment in Utah to 1.25 million. That's an average of 4,500 new jobs in the state per month.

All that job growth pushed down the unemployment rate to 2.5 percent in April, significantly lower than the U.S. unemployment rate of 4.5 percent. Many workers are being recruited in other states who have a much higher unemployment rate.

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1. According to the article, what was Utah's job growth percent and unemployment rate in 2007?
  2. What was the unemployment rate in the United States? How did it compare to the unemployment rate in Utah?
  3. If you wanted to find the current job growth and unemployment rate, what source mentioned in this article could you contact for updated information?
  4. What does the article say is one result of a high level of job creation?