

Let's Get Down to Business

Local Business Leaders Gather to Synergize on New Project

Owning a business has always been the American dream. Hands-on research, mid-project adjustments, late nights, in-crowds, highs and the potential for lows are just part of the weekly routine.

In Utah Valley, more than 12,000 entrepreneurs hold business licenses. They range from Novell to home-based Mary Kay consultants. Both ends of the business spectrum have similar needs and concerns — banking, computers, marketing and taxes.

This new quarterly publication produced entirely for business owners in Utah Valley is dedicated to showcasing successful business owners and to giving much-needed tips to local entrepreneurs.

In this issue, you'll read about WordPerfect founder Alan Ashton and how he perceives his business venture two decades later.

You'll also read about other local success stories in our "Entrepreneur Hotspot" article. Check out the craftsmanship that went into the newly-constructed Newways building in Springville.

You'll also find our departments to be informative and thought-provoking. You'll learn how to effectively hire your next employee, how to create a booth that will make your tradeshow worth the entry fee, how to create a Web presence that will increase your bottom line, and what your rights and obligations are when it comes to reading your employees' mail.

With this initial issue, we embark on the important journey of educating and highlighting local businesses. As an editorial board, we have a long list of potential story ideas. You probably have some for us, too. Please send them in. Together, we will create a product that is an important resource that stays on coffee tables and bookshelves for months at a time.

We believe that by providing tips from local leaders and highlighting local success stories through this complimentary publication, we can all be inspired to create and manage to notch businesses.

Please join our forces by reading our material, sending us suggestions, and passing this magazine along to a fellow entrepreneur.

Here's to an important new project.

— The UVBQ Editorial Board



Utah Valley Business Quarterly Editorial Board.

Back row: Brent Bingham, Eclipse Marketing; Chris Shurian, Classic Construction; David Lewis, president of Utah Valley Home Builders Association and Lewis Development; Paul Allen, 10X Marketing; Terri Gould, chairman of Women's Division of the Provo/Orem Chamber of Commerce, marketing director for Bel Air; Jonnie Wilkinson, Utah Office of Business Development.

Front row: Chris Salisbury, Salisbury Homes; Kurt Brown, Let's Logo; Jeff Rust, Corporate Alliance; Ron Dunn, Excel Eye Center; Paul Carnasecca, Check Net; Jeanette Bennett, Utah Valley Business Quarterly Magazine; Jared Stewart, Corporate Alliance.

Not pictured: John Aznar, Mountain View Chiropractic Center; Shauna Theobald, Small Business Development Center; Carl Belliston, Fillmore, Belliston, Sheffield, Madsen & Stubbs, PLLC.