



Staying safe

Hundreds of South Davis residents attended Saturday's Bountiful City Emergency Preparedness Fair at Bountiful High School. Whether it was for the door prizes, the speakers, the vendors, or the Dutch oven demonstration, attendance appeared to be up, substantially, says Richard Watson, co-chair of the sponsoring Bountiful Community Service Council (and donator of many door prizes). Speakers covered topics from ID theft to social/emotional/survival skills needed in a disaster.

Teacher accused of sex abuse may get plea deal

FARMINGTON — James D. Stokes will be arraigned on child sex abuse charges on Oct. 4, but his attorney is working on a plea deal.

Stokes, 61, was a drama teacher at Legacy Preparatory Academy before being charged with two counts of forcible sexual abuse in August.

He was in court last week, where he waived a preliminary hearing in the case in which he is alleged to have fondled a 14-year-old student in January.

Stokes did not comment following Friday's

hearing, but his attorney, Craig Peterson, said he's been talking with the Davis County Attorney's Office. "We're still waiting on a few reports, but we're actively negotiating the case with prosecutors."

Police say the alleged fondling happened in January while Stokes and the victim were preparing a play. They say he offered her a ride home after a rehearsal, but instead took her to a remote area, where the assaults took place. The girl told her parents in July and Stokes was arrested in August.

Social media gets the message out for businesses

BY TOM BUSSELBERG
Clipper News Editor

KAYSVILLE — Social media.

Everybody's using it, from the Davis County Clipper to members of Congress.

So what's its value to a business?

"The inexpensive-ness of the advertising you can get behind it is one of the main drivers," said Justin Bott of Grow Utah Ventures, here.

But also being able to customize a message to a few people also appears to be a plus, he says.

The role of social media was explored during a recent meeting of the NorthFront Entrepreneurial Alliance, recently, drawing well over 100 business people, most of them from Davis County.

"It allows you to create an avenue that gets your message out that doesn't require a whole lot of money behind it. You can set up a website, connecting with people," Bott said.

"The world is driving more toward this, pretty rapidly. I think one of the reasons is that the message connects with the audience," he said.

It's based more around Web 3.0, which allows for a more comprehensive, personalized search customized to each individual user.

"With a paid advertise-

ment you can maybe connect with a few people," Bott said. "This type of messaging

clash with typical media, but I think it's very relevant for

tomorrow of getting into social media.

"His cost was around \$1 to \$3, for a customer that stays. It costs you \$3 to get a customer that wants your information," Bott said.

"The reason it's so inexpensive is because you're pretty much guaranteed a customer. They're the ones who register, say they want to be your customer."

Under a typical media situation, 10,000 flyers may be sent out, for example. That could cost hundreds of dollars.

From that distribution, perhaps 15 or 20 "solid" customers may result, he said.

"It's really the time it takes a person to get the message on websites," and can include media on mobile devices, accessible wherever a person, or customer, goes.

"It's more text-based, more small pieces of information coming," primarily via Facebook, some on Twitter, and a little on LinkedIn. It's Web-based information that is sent out, but the end user doesn't necessarily see it in that format, Bott said.

"The idea is that those pieces will eventually get you to a website, but it's secondary. You don't need the website up and running. But you definitely want one (website) eventually," he said.



NOT ONLY does the Clipper offer local content on its website, but it also sends news to readers via Facebook and Twitter.

(social media) connects with the user a little better. It's a more targeted base that asks for the messaging.

"You have an audience that says 'I want your message,' that can give them the content they actually want. It allows you to target the message out that connects very well with the audience."

Bott said this topic was explored "to provide another tool small businesses and entrepreneurs can use. Sometimes it may

people today. They can get their message out so quickly.

"It's a very push-pull media," Bott explained. "You send out a message (on Web 3.0), but then people pull that message in, and they want it. You have an audience saying, 'Send me all the information about this topic.' It provides a very good avenue for the content."

Speakers included Steve Spencer from One To One Interactive, formerly Twelve Horses, who talked about the cost to a cus-

Class on Bountiful history to be offered

BY TOM BUSSELBERG
Clipper News Editor

BOUNTIFUL — There are classes on all phases of history, but one on Bountiful alone may be unique.

City council member Tom Tolman, who has immersed himself for years in history about Bountiful and, by extension, his family, will be teaching a class at the University of Utah Davis Center.

"Life and Times of Early Bountiful Pioneers, Utah's Second Settlement" will be presented Thursdays, Sept. 23-Nov. 4, 3:15 p.m. to 4:45 p.m.

Tolman will be teaching the class in Room 201, where as a student at what was then Stoker School, he attended fourth grade.

Reflective of his family ties to many in the community, his teacher was Cora Mabey Barnett, an aunt.

The school's longtime principal, was D.R. Tolman, and great-grandfather Jaren Tolman was construction supervisor for the school, which opened in 1905. He was also an educator.

"I learned about Utah history in that classroom," Tom Tolman said. Then, as now, it was part of the fourth grade curriculum. Along with lots of facts, figures and more that he has retained and cultivated, over the years, he can still sing a song he learned that incorporates all of the state's 29 counties.

"I couldn't be more pleased to teach at Stoker School, in the classroom that was my aunt's," he said. In fact, "Aunt Cora" was a teacher for more than 40 years.

The old Stoker School served as an elementary school until about 30 years ago, when the University of Utah start-



STOKER SCHOOL/UNIVERSITY OF UTAH CENTER is serving as site of Bountiful historian Tom Tolman's class on city's history.

ed using it as an outreach center. It is by far the oldest elementary school in the district still used in an educational capacity.

John Stoker, also a Tolman relative, "was called to do a history. I'm just finishing my grandfather's work," Tom Tolman said.

He said early pioneer journals, and personal diaries will serve as textbooks for the course. The life and times of 1800s-era residents will be studied, including their joys, sorrows, good times and challenging times.

"Gain an appreciation for their contribution to the development of our communities in Utah," he said. "What can we learn from the early settlers that will help us through our own times and challenges? Come to appreciate how we have this wonderful community of beautiful homes and gardens in the land 'Bountiful,' Utah's second settlement."

Tolman is a former educator, having taught photography and graphic arts at Bountiful and Woods Cross High Schools. He has also taught adult education photography classes. He graduated from what is now Weber State University with a major in art and a minor in photography.

He has been a member of the Bountiful City Council for eight years and is an original member and organizer of the Bountiful Historical Commission and is a board member of the Bountiful Historical Preservation Foundation.

In 2003 he received the Mayor's Award for Bountiful History in Humanities from the Utah Humanities Council.

The class is part of the Osher Lifelong Learning series. Register online at www.osher.utah.edu or call 801-585-5442.

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Housing, power issues on Bountiful agenda

BY TOM BUSSELBERG
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BOUNTIFUL — A pilot program between the city and the Utah Division of Wildlife Resources was on the agenda for Tuesday night's city council meeting. However, it was postponed until a later time, not determined when the Clipper went to press Tuesday night.

Other agenda items included consideration of a power department bond and also included adoption of a power rate increase of 5 percent. That would boost the "average" rate per month by about \$4.85.

Adoption of a resolution was to be considered for sale of up to \$16.5 million in electric revenue bonds.

An interest rate of not more than 7 percent over no more than 25 years payoff is proposed. The bonds would be used to help fund purchase of natural gas turbines and other improvements at the 200 West substation.

A public hearing will be held Oct. 12 to receive any input on the proposal, including potential impact

of bond sale on the private sector.

Power Department director Allen Johnson said he believes approving the rate hike now will improve chances for a better bond rating and lower interest rate.

"Long-term stability into the future" is how he termed efforts to complete the natural gas turbines, which also should generate much less pollution and bring savings, including much shorter time to get them operational, when needed. They're intended mainly for peak power demand backup and future power need increases, City Manager Tom Hardy has said in the past.

The turbines will replace old coal-fired units, and should be in operation by late spring of 2012.

The 2010 moderate income housing report was also due to be released, and a resolution adopting the city's capital improvement plan for fiscal years 2011-2020. A report on Summerfest was also on the council docket.

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