

McDonald's nixes Ronald's retirement

THE ASSOCIATED PRESS

Chicago » Retire Ronald McDonald? No way.

That's the message McDonald's Corp.'s CEO Jim Skinner gave Thursday to the red-haired clown's critics who say the cartoon promotes unhealthy eating and should go the way of the Marlboro Man and Joe Camel.

"The answer is no," Skinner told a room full of shareholders who gathered for a meeting at the company's headquarters in the Chicago suburb of Oak Brook, Ill.

"He is a force for good," Skinner said, adding that the nearly 50-year-old clown is an ambassador for the McDonald's brand and its Ronald McDonald House Charities. "He communicates effectively with children and families around balanced, active lifestyles. He does not hawk food."

Shareholders applauded Skinner. And they unleashed a chorus of boos when representatives of the advocacy group Corporate Accountability International requested the famous icon be shelved — for good.

"Ronald McDonald is a pied piper drawing



The Associated Press

Ronald McDonald has been the McDonald's mascot for nearly 50 years.

youngsters all over the world to food that is high in fat, sodium and calories," said Alfred David Klinger, a retired Chicago physician who volunteers with the organization.

"On the surface, Ronald is there to give children enjoyment in all sorts of ways with toys, games and food. But Ronald McDonald is dangerous, sending insidious messages to young people."

The Boston organization has spent the past two months mounting a "Retire Ronald" campaign.

So far it has received support from about 10,000 people, said senior organizer Deborah Lapidus.

Deseret News names new chief executive

Clark Gilbert, who leads the for-profit websites owned by the LDS Church, is taking up the additional role of Deseret News president and CEO, both newly created positions.

Gilbert currently is president and CEO of Deseret Digital Media, a Deseret Management Corp. subsidiary.

Deseret Digital oversees the website operations of DeseretNews.com, KSL.com, DeseretBook.com, MormonTimes.com and LDSChurchNews.com

Deseret News Publisher Jim Wall and Editor Joe Cannon will continue in their current positions, reporting to Gilbert.

Gilbert previously served on the newspaper's board of directors. He has been a consultant to newspapers such as The New York Times and The Boston Globe.

"He is ideally suited to help us reinvent the print version of the Deseret News, while at the same time accelerating the growth of DeseretNews.com," Mark Willes, Deseret Management CEO, said Thursday.

- The Salt Lake Tribune

Allstate looking to open 30 offices in Utah

Insurance » Independent agents can get help with training and advertising.

By **MIKE GORRELL**
The Salt Lake Tribune

With roots reaching back to the Great Depression, Allstate insurance company believes tough times like now are ripe for expansion, so it is looking to open 30 offices in Utah.

"In today's employment landscape, there is tremendous opportunity for professionals at all career levels to build an economic interest in their own business," said Jeff Hoffman, strategic deployment for Allstate's Southwest Region, which includes Utah.

Allstate, which already has more than 14,000 exclusive agents and financial representatives in the United States and Canada, is recruiting "self-motivated entrepreneurs" to become agents in Salt Lake City, Ogden, Logan and Provo.

The company does not charge a franchise fee, its website noted, and gives selected agents the independence to run their own offices. Agents get commissions on their sales as well

to maintain a loyal customer base. The best way to be successful is word of mouth and referrals from customers who trust you.

"You build that trust over time, so customers are not afraid to refer you to family and friends who are looking to save money on their insurance," Haight added. "Allstate has provided me with the autonomy to use my own skill set and personality to run a successful business and help people."

In a news release, Allstate said an insurance background is not necessary to be selected. The company, founded in 1931 as part of Sears, Roebuck & Co., wants "individuals committed to customer service, business growth and community involvement," said Hoffman. "An entrepreneur is someone who sees an opportunity and has the innate drive to take advantage. That's the type of agent we're searching for."

The Utah expansion is part of a larger Allstate drive to grow the company's financial services and auto and property insurance presence in many states, company spokesman Scott Lightman noted.

TRADEWINDS

Tapestry Resort's **Janeth Olachea**, general manager of the Park Plaza Resort in Park City, has received a Silver ARDY award from the American Resort Development Association. A nine-year veteran with the company, Olachea has worked since 2007 at Park Plaza, a high-volume, vacation-ownership timeshare resort.

Jeffrey Hunt has been elected to serve as president of the Alumni Board of Trustees of the University of Utah S.J. Quinney College of Law, and was also elected chairman of the Utah Advisory Board of the Trust for Public Lands (TPD) for a two-year term. He practices in the area of commercial litigation, with particular emphasis on First Amendment, media and intellectual property law.

Kurt Salomon of Advocate Inspections & Abodee Radon Mitigation, has been elected president-elect the American Society of Home Inspectors. He is active in the Utah Association of Realtors, Salt Lake City and Park City Boards of Realtors.

West Valley City-based C.R. England has hired **Dennis Hanson** as director of human resources, **John Gogo** as head of the merge Risk Management and Insurance entity, a new business unit within the company and **Jessaca Latteier** as clinical director for the on-site medical center, Lakeside Medical.

James E. Bowns of Cedar City has received the Sustained Lifetime Achievement Award at the Society for Range Management's 63rd annual meeting held in Denver. The Sustained Lifetime Achievement Award recognizes members for long-term contributions to the society and range management.

C.R. England has hired **John Noller** as a marketing



Janeth Olachea



Jeffrey Hunt



Kurt Salomon



Dennis Hanson



John Gogo



Jessaca Latteier

manager, **Michael Reeves** as a senior driver recruiter, **Brandon Russell** as a collection account manager, **Travis Schaugaard** as the new senior project manager in the IT department, **Colleen Butler** as a paralegal in human resources and **Samuel Robinson** as a business analyst for England North America, a business unit of C.R. England.

Rubio's Fresh Mexican Grill has promoted **Mary Coleman** to general manager of the Murray Rubio's at 5283 S. State St. She will oversee

daily operations of the restaurant, including food preparation, guest interaction and presentation of the company's overall image and culture.

The Utah Humanities Council has hired **David Pace** as literature program director. He will collaborate with Utah's libraries and the broader literary community to increase participation in humanities programs. He also will design and present the annual Utah Humanities Book Festival.

RE/MAX Masters has added **Jeff Sidwell** and **Ben Richardson** to the group.

Jones Waldo has hired local personal-injury attorney **Lynn C. Harris**. He and his staff will continue to work out of the long-established Provo office located in Jamestown Square on University Avenue.

Submit information about hires, promotions, appointments and honors to bizdesk@sltrib.com. Photos can be attached as .jpg files.

Listings are now located in the classifieds

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*Prices listed do not include taxes and fees and are subject to change and not guaranteed until reserved. **Some restrictions apply. Airfare and travel to departure port not included.

How I Read...

I've been reading the newspaper every morning for about 15 years — usually accompanied by several cups of coffee and a pastry or muffin. This morning activity is one of my most relaxing times of the day. This routine became especially beneficial and meaningful to me a couple years ago, when I was diagnosed with leukemia.

When I was sick and in the hospital for months of treatment, my daily coffee and newspaper helped boost my spirit and morale.

I am no stranger to the Internet, but I've found that reading the newspaper online is just not the same — nor as relaxing as the real thing.

David Jolley
Student
The Salt Lake Tribune reader for 15 years

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