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Parsons Behle and Latimer, has been re-elected to the TerraLex board of directors and has been appointed chair of the Strategic Communications Committee. TerraLex, a global network of law firms, has 160 member firms in 100 countries and 41 states. Pos is the vice chair of Parsons Behle and Latimer and is a member of the firm's environmental, energy and natural resources department, where he concentrates on environmental and mining matters. He graduated with a J.D. from Washington University School of Law and a bachelor's degree from Carleton College.

MANUFACTURING

• **VIDMIC by EHS Equipment**, Spanish Fork, has hired **Todd Haynes** as chief operations officer and **Megan Haynes** as director of sales and marketing. Todd has worked in the technology industry for 16 years while Megan has worked at various business ventures with Todd since 2003. VIDMIC by EHS Equipment manufactures commu-

nications equipment for police, fire, EMS and security personnel. The firm opened its doors in 2001 with a product designed by a policeman for police.

• **Creative Cluture Insignia LLC**, a small woman-owned business in Ogden specializing in public safety, law enforcement and military insignia, has been awarded the **Arizona Chief of Police Association 100th Anniversary Centennial contract**. The award consists of a centennial anniversary badge, pin and coin, and other commemorative products.

• **John Dudash** has joined **Mity Lite Inc.**, Orem, as executive vice president of sales and marketing. He will be responsible for sales channel development and expanding distribution. Dudash has served as chief executive officer and senior sales vice president for multiple companies and divisions. Mity Lite manufactures institutional furniture.

MEDIA/MARKETING

• **"Links to Leadership"** a 20-minute long biweekly series starring Emmy award winning sportscaster Jim Kelly guest CEOs

and business leaders, will premier Nov. 1 on **SBTV.com** and be produced in Park City. The first episode will feature Rick Alden, CEO of Park City-based Skullcandy, a manufacturer of headphones. For more information, visit www.sbtv.com/linkstoleadership.

• **Integrated Marketing Group (IMG)** has appointed **Lisa Openshaw** to the position of media buyer. Openshaw will be responsible for planning and executing IMG clients' paid media exposure through research, cost analysis, budgeting and negotiation activities. Prior to joining IMG, Openshaw was marketing director at Harris International, media manager for Snowbird Ski and Summer Resort, vice president of Stilson and Stilson Advertising and Marketing, and was a principal at her own agency, Openshaw Communications.

NONPROFIT

• **Ryan Reeves** has been named a member of the **Cache Chamber of Commerce** board of directors. Reeves is a senior real estate agent and associate broker with **NAI Utah** and specializes in

investment and land. As a member of the board, he will provide input to manage and govern the business affairs of the chamber, contribute to and attend monthly board meetings, promote the chamber and support chamber functions, act as a spokesperson and advocate for the business and professional community.

• **HopeKids**, a nonprofit that works with children who have life-threatening medical conditions such as cancer and other chronic health conditions, hosted its annual **5K fundraiser** on Sept. 11, raising \$40,000 through pledges and silent auctions.

PHILANTHROPY

• The **Salt Lake Board of Realtors** presented a check on Oct. 15, in the amount of \$22,440.16, to representatives of **The Road Home**, a shelter for those overcoming homelessness. The money was raised at a charity dinner and auction sponsored by the board. More than 500 Realtors and other real estate professionals attended the event and bid on items including autographed portraits, special VIP packages and Sundance Film

Festival tickets.

• **Make-A-Wish Foundation of Utah**, an organization that grants the wishes of Utah children with life-threatening medical conditions, has been awarded a **\$100,000 grant** as winner of the **2010 Humana Communities Benefit Utah program**. With the grant, the Make-A-Wish Foundation of Utah will expand its program outside of the Salt Lake Valley by developing volunteer networks and building relationships with health care providers in targeted counties, resulting in additional referrals of medically eligible children into the program and more wishes granted.

• **Snell and Wilmer LLP** a law firm with offices in Salt Lake City, has joined forces with the **Hope Center for Children**. Attorneys and staff will make blankets and pillows to give to children for Christmas. When the law firm made a \$75,000 grant from the Snell & Wilmer Charitable Foundation to the House of Hopes' Hope Center for Children last spring, it also made a pledge to volunteer time as part of the firm's commitment to child-

"What Kind of Idea Are You?" – Salman Rushdie

THIRTEENTH ANNUAL UTAH HUMANITIES BOOK FESTIVAL

October 2010

Celebrate National Book Month and National Arts & Humanities Month with the Utah Humanities Council as we offer book festivals statewide.

Participating cities include Salt Lake City, Logan, Tremonton, Brigham City, Ogden, Park City, West Valley City, Provo, Orem, Ephraim, Moab, Cedar City, Delta, St. George

Visit www.utahhumanities.org/BookFestival.htm or become a fan of UHC on facebook

facebook

Utah Humanities Council
expanding minds—one book at a time



LOCAL. INDEPENDENT. UNITED.

LOCAL FIRST UTAH: WORKING TOGETHER
TO BUILD A STRONGER CUSTOMER BASE FOR
LOCALLY OWNED, INDEPENDENT BUSINESSES.

It's not always easy being a locally owned, independent business. Competing for customers with large national chains, coping with small marketing budgets, doing it all yourself. But now there's Local First Utah, a 501 (c)3 non-profit organization whose sole purpose is to support local businesses through public education.

JOIN ABSOLUTELY FREE

Local First Utah is made up of a growing group of businesses identifying themselves as local and independent. There's no membership fee and you'll never be required to pay a dime to participate.

WHY JOIN LOCAL FIRST?

- 1. RECOGNITION:** By displaying the Local First window decals and using the LF logo, you'll be telling customers that you're locally owned and independent, allowing them to "vote with their dollars."
- 2. FREE DIRECTORY LISTING:** Every Local First business receives a free listing on our on-line directory at LocalFirst.org. This directory provides a convenient resource for customers and businesses to locate locally owned businesses to patronize.
- 3. VALUABLE MARKETING:** All of Local First's efforts focus on driving customers to locally owned businesses. Promotions, events, and advertising will all help bring new customers through your door.

FIND OUT MORE

See if you meet the definition of a Local First business and sign up on line at www.LocalFirst.org.