

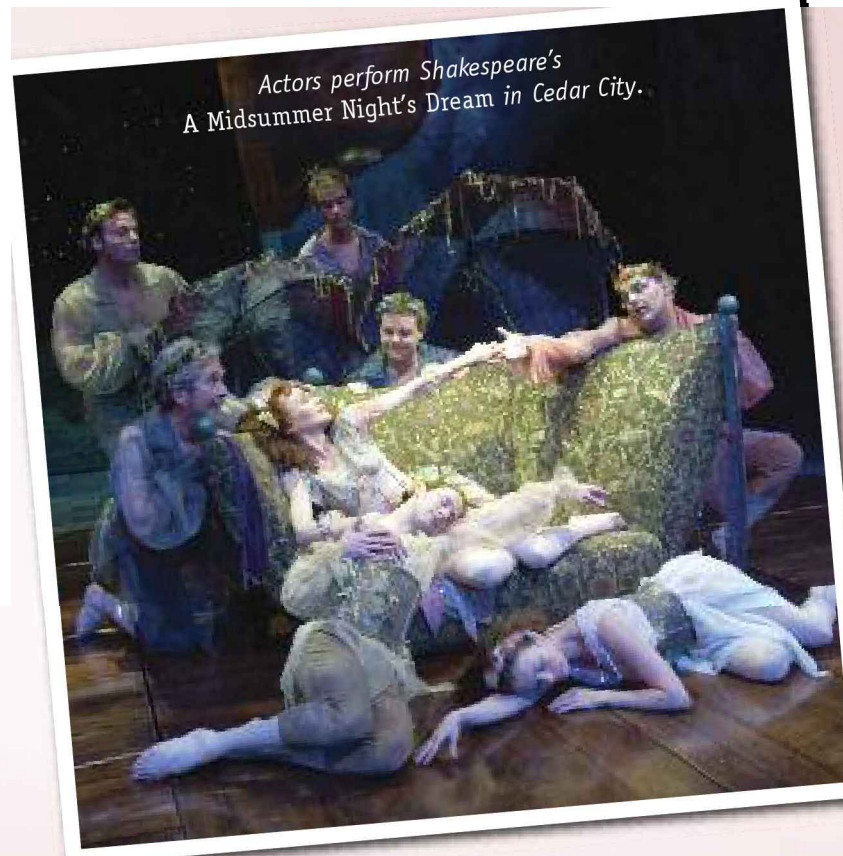


# Entertainment Industry

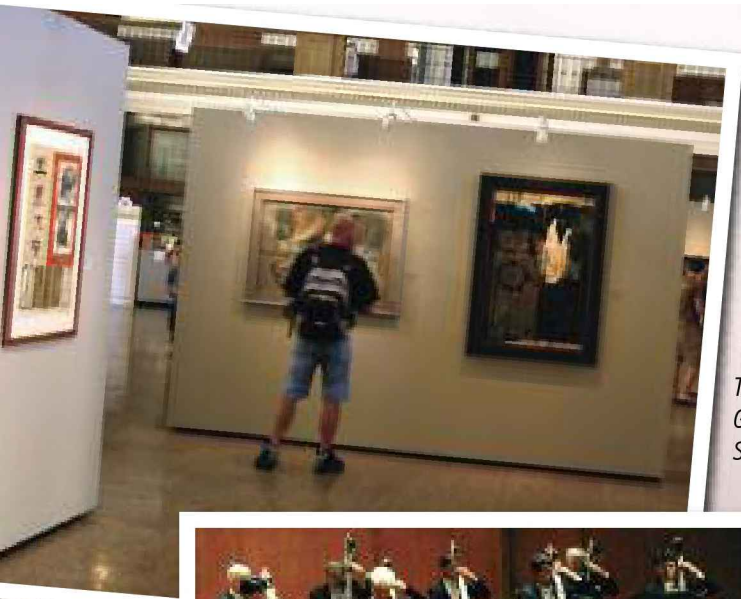
Theater, film, dance, music, and the visual arts provide jobs and volunteer opportunities, and enrich the lives of Utahns. Can you imagine life without the arts?

## 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.

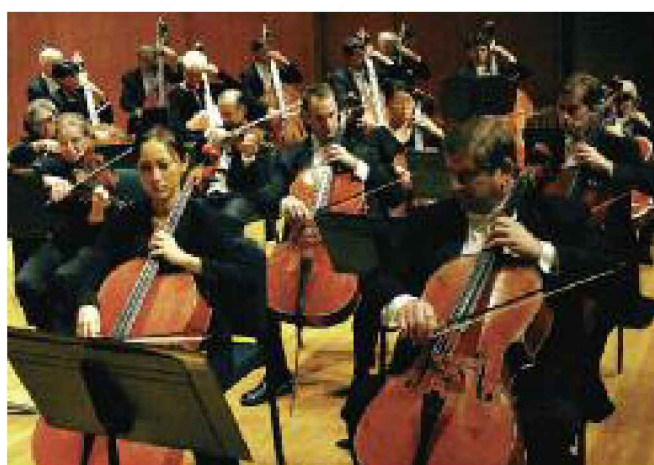


The Rio Gallery in Salt Lake City

## 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

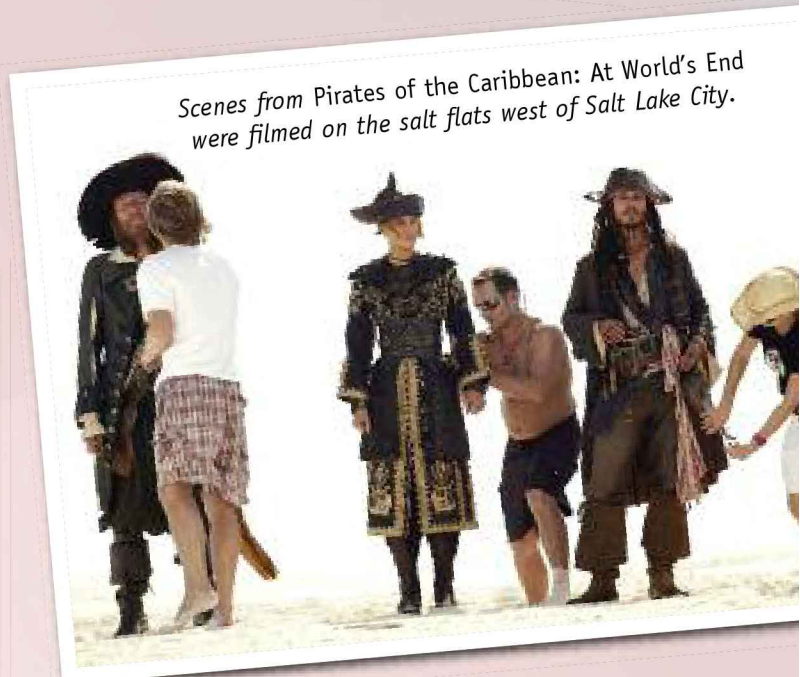
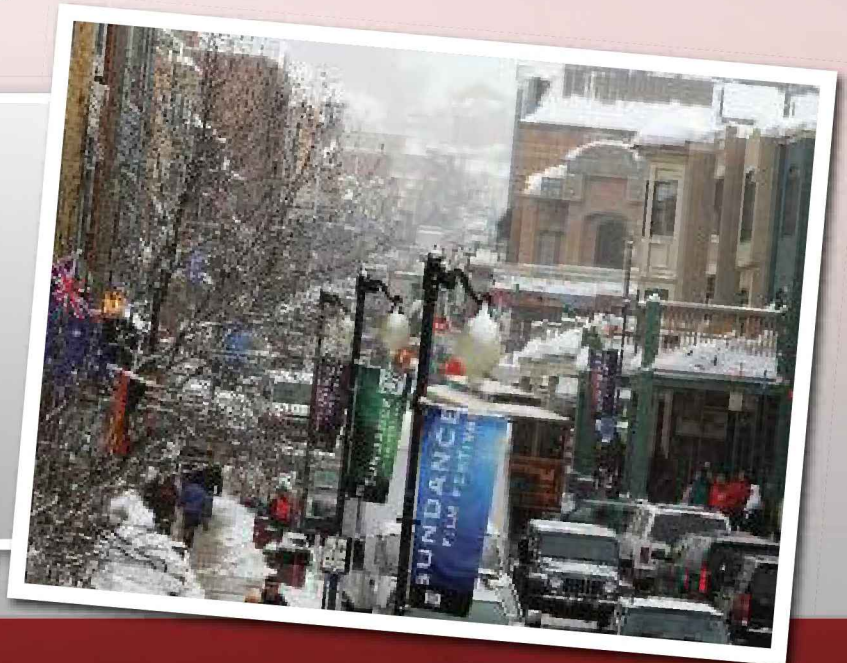
Utah's mountains, towns, and red rock scenery have been the backdrop for a multi-million dollar film industry. Major movies filmed partly in Utah include: *Stagecoach* (1939), *How the West Was Won* (1962), *2001: A Space Odyssey* (1968), *Butch Cassidy and the Sundance Kid* (1969), *Footloose* (1984), *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; InfoUSA, 2005; Utah Business Magazine, 2007  
Note: Information varies according to sources



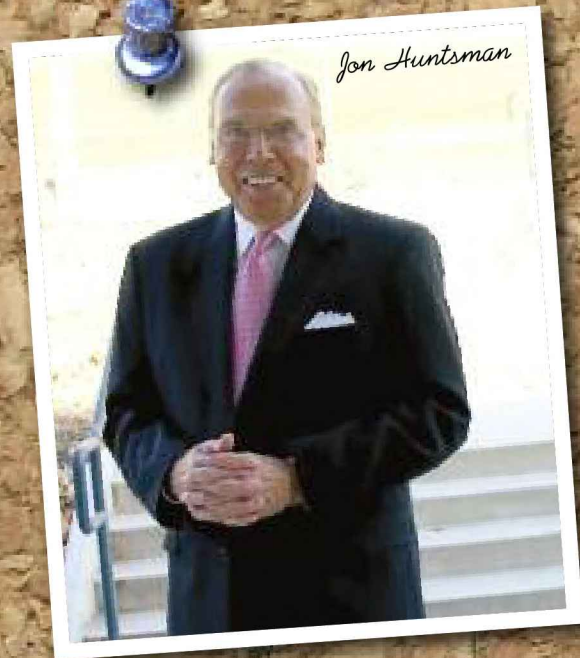
# Utah Entrepreneurs

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

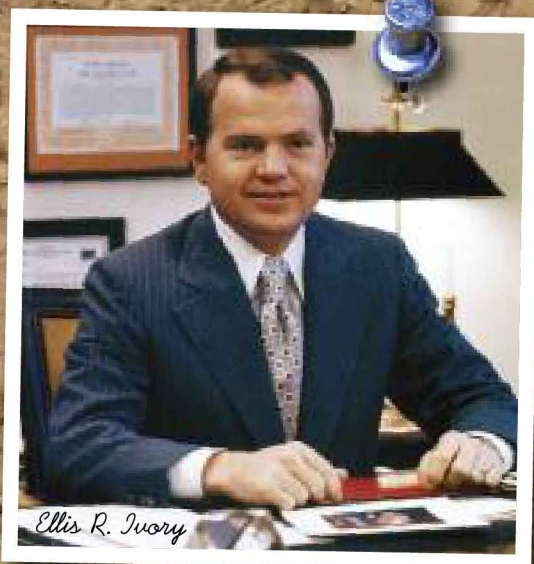
Jon Huntsman, father of Governor Jon Huntsman, started his business career when he produced plastic egg cartons in southern California. Later he bought chemical plants in France, Australia, England, and the United States. Headquarters for the Huntsman Chemical Corporation are in Salt Lake City. The company 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.

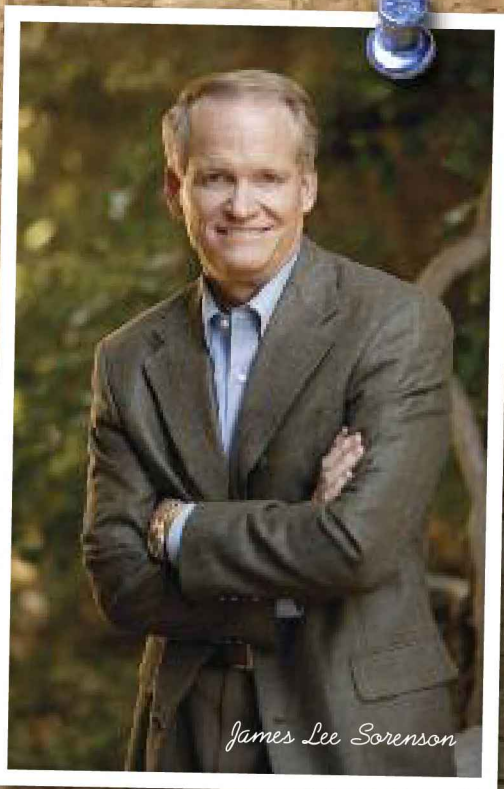
Sorenson went on to start many businesses in different fields and is still involved in those businesses. At Utah State University, Sorenson and his team developed videophones for the deaf. Now Sorenson Communications provides the phones to the deaf at no cost.

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.

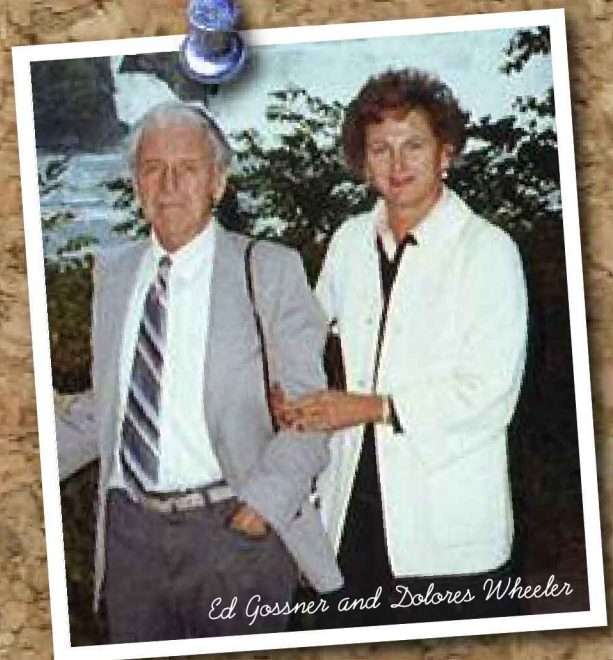
Business isn't the only thing on Sorenson's mind. He puts a lot of thought and money into philanthropic projects. One of his projects loans money to people in poverty-stricken countries who want to start a small business (such as buying a cow to sell its milk or buying a sewing machine to make clothes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



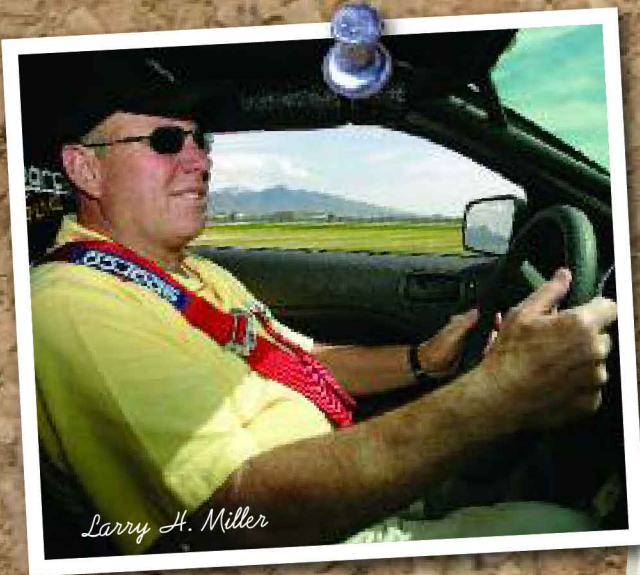
*Celeste Gleave*

## Larry H. Miller

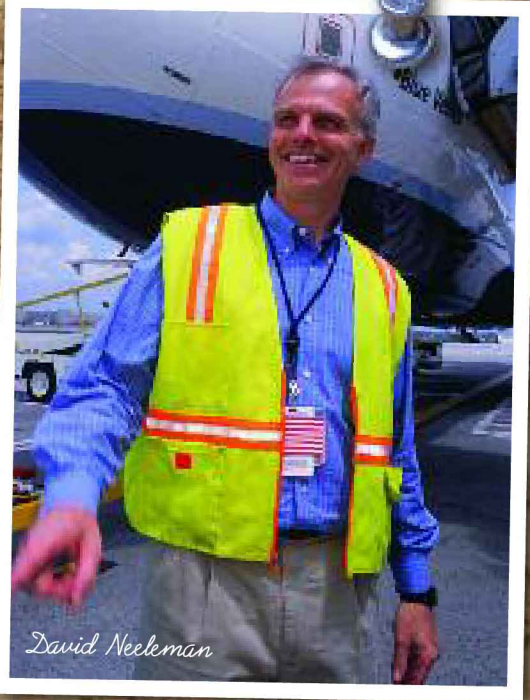
Larry Miller graduated from West High School in Salt Lake City. He worked in construction and at an auto parts store. Since Miller started his auto sales business in Murray over twenty years ago, his business has grown to forty-three dealerships in six states.

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?