These are the top C-Suite executives in Utah by Lindsay Bicknell September 23, 2020 Utah Business

The C-Suite does more than just manage a company, they lead through times of uncertainty and make the hard decisions that impact the company's future. Now more than ever we need strong leaders to guide our businesses forward and these are the leaders doing just that. Meet our 2020 CXO of the Year honorees.

Rachel Mount Hofstetter '03, Chief Marketing Officer, Chatbooks



What app most changed your life? The Camera app!

Who inspires you? Gayle King. I was privileged to work with her when I was an editor at O, the Oprah Magazine. It was there that I developed the utmost respect for her.

What book made the biggest impact on you? I can't stop thinking (and talking) about Range: Why Generalists Triumph in a Specialized World by David Epstein. The book provides great inspiration to be a "renaissance human"—who consciously pursues various interests,

explorations, and relationships—because you never know what discrete ideas might connect and lead to an innovative breakthrough.

https://www.utahbusiness.com/2020-cxo-of-the-year-honorees/

Column: Trees and people have a mutually beneficial connection

Stu Harris '80

Columbus Dispatch

Published 5:45 a.m. ET Nov. 5, 2020

Trees are our companions every season, especially in Fall. Everyone likes trees no matter their political affiliation. In Ohio, we know our favorite tree — the buckeye. Fall is beautiful in Ohio with so many trees — conifers and deciduous. Go out for a run or a walk in the woods or a park. Go to Hocking Hills or Cuyahoga Valley National Park and see the fall colors. Check out the Ohio Department of Natural Resources website: https://ohiodnr.gov/go-and-do/see-the-sights/fall-color

One of the most important characteristics of trees are they are alive and give us life. Of course, ever since we were little we knew that.... From Dr. Suess' "The Lorax," we learned the famous refrain: "I am the Lorax. I speak for the trees." Watching The Wizard of Oz, we learned that those trees, while alive, are slightly cranky.

When we were little, we learned about our favorite arborist: John Chapman (1774-1845), aka Johnny Appleseed, who brought apple trees to most of the Big 10 states and Canada. Johnny became a legend because of his generosity and his dedication to conservation.

In school, we learn a lot about trees. My high-school biology teacher gave us "tree finder" books and we were directed to wander the woods and report back on the trees by using the book. My biology teacher noted on the blackboard: "C6 H12 O6 Forever!!" This is the chemical formula for sugar, a product of photosynthesis.

Additionally, trees are featured in music. The Beatles sang about "tangerine trees" in "Lucy in the Sky with Diamonds" and Louis Armstrong sees "trees of green" and "skies of blue" in "What a Wonderful World." U2's inspired work "The Joshua Tree" features "One Tree Hill." And a line from the Canadian band Rush is perhaps a good one for our times: "For the maples want more sunlight. And the oaks ignore their pleas."

Later in life, when our sons were in high school, I convinced my family to wander the woods and determine the make and type of certain trees with the tree-finder booklet. After 10 minutes, my oldest son said, "Dad there is an app for this? It takes about 20 seconds to figure out the type of tree!" Sadly, I put my tree-finder booklet aside and was happy to walk the woods with my family and use an app to determine the tree kind.

Recently, I rediscovered my youth, thanks to the Ohio Division of Wildlife's website where you can download the Trees of Ohio Field Guide. According to the Division of Wildlife: "Forests in Ohio are diverse, with 99 different tree species documented. This field guide covers 69 of the species you are most likely to encounter across Ohio." Additionally, Ohio State University Extension offers the a publication called Leaf Identification Key to Eighty-Eight Ohio Trees.

Walking with the 99, 88, or 69 kinds of trees will have you agreeing with the esteemed U.S. Supreme Court Justice William O. Douglas, who was like the Lorax, who advocated that trees, just like people, have standing when he wrote: "(W)e (should) fashion a federal rule that allow(s) environmental issues to be litigated in federal courts in the name of (a grove of trees) about to be despoiled, defaced, or invaded by roads and bulldozers and where injury is the subject of public outrage. Contemporary public concern for protecting nature's ecological equilibrium should lead to the conferral of standing upon environmental objects to sue for their own preservation..." Perhaps the court should revisit this question.

Now is the time to get out and check out the trees. It will inspire you to read "The Secret Life of Trees: The Astonishing Science of What Trees Feel and How They Communicate" by German forester Peter Wohlleben. It reveals how trees communicate across the ages and to each other. Additionally, it will provide inspiration to be a kindred spirit, much like in the Robert Frost poem "Nothing Gold Can Stay."

"Nature's first green is gold,
Her hardest hue to hold.
Her early leaf's a flower;
But only so an hour.
Then leaf subsides to leaf.
So Eden sank to grief,
So dawn goes down to day.
Nothing gold can stay."

https://www.dispatch.com/story/opinion/columns/2020/11/05/trees-and-people-have-mutually-beneficial-connection/6144480002/

In Christy's Shoes Tuesday, October 20 at 10:57 AM Each year at our Sole Celebration events, we highlight an important man, who puts action behind his words, and honor him with our Shoeper Hero Award! This years recipient is **Brian Brooks '87**, CEO & Owner of EE Ward Moving and Storage. Thank you Brian for your commitment to our organization and for the years you and your team have been there to support us.



https://www.facebook.com/watch/?v=356473018804210

How State Auto's Telematics Product Gained Traction Amid COVID-19 By Varada Bhat September 14, 2020

Sales of State Auto's telematics policies have exceeded expectations during the COVID-19 pandemic, according to <u>Lindsey Griffin Halsey '02</u>, who as VP Product Management, oversees the carrier's personal auto product strategy.

The Columbus, Ohio-based insurer, revamped its State Auto Safety 360 product in the first quarter and "accelerated the rollout of the program just a week before various state governments started issuing pandemic related shutdown orders," Halsey told P&C Specialist in an interview.

Auto insurers are enhancing their telematics coverage with new features and aggressively expanding to new states amid increased demand for such policies as Americans drive less and hunker down in their homes due to the pandemic.

State Auto Chairman, President and CEO Michael E. LaRocco said in an earnings call with analysts in August that "our continued investment in telematics is a very critical piece of how we're responding to all this, going to a mobile phone with the tag and then ultimately probably we've taken that technology even further in the coming weeks and months, I think it's going to create a real opportunity for us."

In March, State Auto started offering a new product that features a small tag attached to the windshield that connects with the Safety 360 app on the policyholder's smartphone to track driving behavior. "Since announcing this plan, we have seen an increase in telematics selections and usage," Halsey said without divulging any numbers. The insurer previously only offered a plug-in device that required drivers to keep an extra piece of hardware in their cars.

After giving that update, the company has aggressively expanded in 28 states, assisted its independent agent network with various marketing materials, and promoted its product among existing customers with new email campaigns. In its Q2 earnings call with analysts, Kim Garland, SVP, personal and commercial lines of State Auto Labs, said since the company began implementing the smartphone plus tag option, nearly 70% of new telematics customers are selecting the new product.

The development of the telematics product at the carrier comes as it undergoes a reorganization that includes the consolidation of the carrier's personal and business lines under the leadership Garland and the extension of LaRocco's contract as CEO till the end of next year. Just at the onset of the pandemic, the insurer received \$100 million in funding to support its liquidity from the Federal Home Loan Bank of Cincinnati, as reported by P&C Specialist.

Indeed, the lure of Safety 360 product has been growing in recent months, as the economic crisis has encouraged customers to seek transparency when it comes to costs. "We believe it's the ideal insurance solution you want to have if you want control over your premiums," Halsey added.

Looking ahead, State Auto is continuing to explore telematics features that would benefit policyholders. For instance, the carrier is looking at ways to offer telematics pricing to drive new business instead of just an enrollment discount, Halsey added. As part of its pandemic response program, the insurer is offering a 10% premium discount for customers using telematics for the first time.

Along with its telematics product, State Auto is also looking to improve its Quick Care program in the coming months, Halsey said. At present, Quick Care is an added benefit for its Safety 360 auto customers, which allows them to send an instant notification to the claims team when warranted. "Currently, if you're in an accident and it registers on your activated auto telematics

device, it'll notify our team," she said. "We can then help you with towing and start your claim if you choose, saving you time and stress."

State Auto is stepping up its digital transformation amid COVID-19. Last month, the company teamed up with Amazon Web Services (AWS) to create a new cloud-based data platform that aims to help independent insurance agents improve customer service interactions, as reported by P&C Specialist.

State Auto had total personal lines net written premiums of \$1.1 billion in 2019, according to NAIC data.

https://www.pandcspecialist.com/pc/2882973/358723?all=true 2/2

Shipped

Angie Hockman (Angela Phillips Thomas '01)

A healthy dose of competition powers Hockman's laugh-out-loud debut about love on the high seas. Twenty-eight-year-old Seattleite Henley Evans's life is consumed by her job as marketing manager for an adventure cruise line, with a little time set aside for helping out her hot-mess sister, Walsh, and hating on her Michigan-based coworker, Graeme Crawford-Collins, whom she's disliked ever since he took credit for one of her ideas. Now Henley and the irritating, attractive Graeme are up for the same promotion and their boss sends them on the company's cruise to the Galápagos islands; whoever comes back with the best marketing proposal based on their experience will win the job. On board, they contend with watchful crew, overly amorous suitors, and familial drama while engaging in the timeless enemies-to-lovers dance of misunderstandings, false conclusions, and flirtatious verbal sparring. Meanwhile, Henley's marketing brainstorming efforts lead her and the novel alike to a powerful environmentalist message. With flawed but lovable characters and exotic locales, this quirky, thoughtful love story will whisk readers away. A

https://www.publishersweekly.com/978-1-982151-59-1

Academy alumna Jessica Hile '16, who graduated earlier this year from the Rhode Island School of Design (RISD), recently received the "2020 Young Innovator of the Year" and "Innovation Tank" awards from Food Allergy Research and Education, the world's largest nonprofit organization dedicated to food allergy awareness, education, research and advocacy! Along with her RISD classmate, Jess created a stuffed kangaroo named Marlu that comes with materials to educate children about food allergies, help them recognize symptoms of anaphylaxis and reduce the stigma around Epipen injections.

https://www.youtube.com/watch?v=QLmDjfZliDw&feature=youtu.be&fbclid=lwAR0Zs6KAAJZa3YAEU7HiKSDk9dJFgwYT74aUo5VbcXD1vpiMPTzfZiEAKr4

Max Brown '20 was featured in the cover story of White Fence Living, a New Albany publication.



A 2020 COLUMBUS

ACADEMY GRADUATE AND OUTSTANDING YOUNG MAN

Loan totals soar as ECDI's Food Fort helps struggling operators By Dan Eaton — Staff reporter Columbus Business First Oct 21, 2020, 1:39pm EDT

Business may be down at restaurants, but demand at the Food Fort is as high as ever.

"When things are bad and people lose jobs, because there's a lower barrier of entry into food businesses, a lot of people turn there," President Steve Fireman'84 said.

Demand for the Food Fort facilities is up, as are applications for loans and assistance.

But if a business isn't a current user of the facility or client of the Economic Community Development Institute and its food incubator, there still are advice and resources ready.

Much of that is being promoted through a series of virtual events this week.

The \$10.5 million in loans issued from April 1 to Sept. 30 outpaces the more than the \$7 million to \$8 million the organization issues in a typical year.

An estimated 350 small businesses have received those loans, creating 352 new jobs while retaining 948. Approximately 71% have gone to minority-owned businesses, with 67% specifically to Black-owned businesses and 52% to female-owned businesses.

Fireman said that while not all of those loans are to food and beverage businesses, many are.

The organization was well on its pace to exceed its typical loan totals just a few months into the pandemic. The state Development Services Agency this month seeded the nonprofit with an additional \$10 million in July.

Some of the loans are through a city of Columbus program ECDI is administering. Fireman said that \$1 million program received more than \$3.5 million in applications.

Assistance during the pandemic at the Food Fort incubator has come in a few other ways as well. The facility has more than 50 regular clients including food trucks, bakers, coffee roasters and more that rely on its space and expertise.

Fireman said three months of rent payments were forgiven, loan payments were deferred for a three-month period and SBA microloans were paid for six months by the SBA.

For its food truck clients, the Food Fort helped many get new gigs and relationships. Venturing into the suburbs to set up at community centers or centralized spots. Many trucks previously would only do private events in the suburbs since there were enough other venues to sustain

business. Meanwhile suburban customers were hit with the dining shutdown as well and the arrival of trucks provided an outdoor, socially distanced dining option.

It also fronted some trucks \$1,000 to go to community centers, hospitals and shelters and provide free food.

The facility also is capitalizing on the fact that it's in a USDA-designated food desert.

Dos Hermanos just started offering groceries through Instacart and walk-up sales for staples it always has such as tomatoes, tortillas and sauces. That selection will expand.

Food Fort 2.0 started a community garden and began giving out free produce on Fridays to community members.

It's also seeing success with its clustering program, which pairs an established operator with younger businesses. Dos Hermanos, for example, is mentoring Coco Cat Bakery & Chocolate and Satori Ramen.

https://www.bizjournals.com/columbus/news/2020/10/21/demand-high-for-food-fort-as-operators-seek-

help.html?ana=e_ae_prem&j=90534024&t=Afternoon&mkt_tok=eyJpIjoiTXpOa05qSm1abVF3T kRWaClsInQiOiJVbG5mYVwvUVVIdjRvcElBNTZSWTFzXC93bHQ2MTQ5N3FtTVZIZHIkVDZ1T3I5Q m5BTmVOUIJpZDRYODVDdFNGVmMwRDI3R2xxWlwvSlRycFJ1dGRzVGc0eGk5Y3FsaEU1TzY3dl MyQWxBUFZ1ZHdNWDkzaFpHQWJkSnJmN3RKSDZXaiJ9

International Photography Awards™

Congratulations to all IPA 2020 Winners!

The International Photography Awards is delighted to announce the category winners and finalists in its 2020 Photography Competition for the professional and non-professional/student categories.

A stellar international jury of renowned photography experts judged a total of 13,000 entries from 120 countries around the world to finally select these outstanding category winners, each of whom are in the running to receive the IPA's top two prizes—Photographer of the Year for the professional categories, and Discovery of the Year for the non-professional / student categories. The finalists for these two awards will be revealed soon.

In order to support and honour the outstanding work of both professional and amateur photographers around the world during the COVID-19 crisis, International Photo Awards will match the cash prizes that are awarded this year to the Category Winners with an equal cash donation to the charity of the winning photographer's choice in their community.



Photographer: **Brad Feinknopf '82**

Prize: 3rd Place / Special/Night Photography

Company/Studio: feinknopf Date of Photograph: July 15, 2020

Technical Info: 2 sec. at f5.6 at 640 ISO full frame sensor

We were commissioned to shoot a home in Upstate New York. We arrived the previous day and shot through dusk. We returned the following morning and set up. As we were doing so, some deer wandered into the frame and began grazing. It was a happy accident at just the right time and oh, so wonderful.

https://www.photoawards.com/winner/zoom.php?eid=8-203855-20

Leathery renovating Omena Bay Country Store By Mark Urban Traverse City Record-Eagle Oct 28, 2020

OMENA — A business that opened in 1889 may have a new lease on life next spring.

<u>Donald L. Leathery Jr. '84</u> purchased the Omena Bay Country Store at 5055 N. West Bay Shore Drive. According to its website, the Leathery Company "owns, manages and leases over two million square feet of retail, office and warehouse space."

But this old business in the village of Omena, just before M-22 turns north toward Northport, was something Leathery jumped on when the opportunity presented.

"We wanted to see the property be restored to its former glory, while also making sure it fits in with the community," Leathery said in an email.

Leathery is the fourth family to own the building. After its opening just before the start of the 20th century, two generations of the Barth family ran the business until 1972.

According to the Omena Historical Society's National Register nomination, after the Anderson General Store was built in 1885, "Paul R. Barth opened his competing establishment to the east in 1889."

"The P. R. Barth General Merchandise store was built on land purchased from R. D. Putnam by Paul Barth, who had come to the United States from Germany in 1866," the Omena Historical Society nomination read. "By 1900 he had also built a dock, which was essential during that time in order to obtain supplies for the store; his competing merchant, Andrew Anderson, also had a dock just to the east. The dock allowed Barth to receive and ship goods via the steamer ships arriving in Omena.

"Barth's store catered mostly to area farmers and other permanent residents. The farmers grew and canned their own food and butchered their own meat, and Barth carried the staples they could not supply themselves, like flour, sugar, and cheese. They would exchange their fresh meat and produce for the goods they needed. Barth also bartered with the Native Americans, trading his goods for handmade rugs and baskets, which were very popular with the cottagers."

Following the death of Paul Barth in 1936, his son, Ernest Barth, took over the store, according to the Omena Historical Society. Ernest Barth and his wife ran the renamed Barth's Cash Store until his retirement in 1972, when they sold to Bert and Bette Wheeler, who renamed it Bert's Country Store.

Richard and Ingrid "Sunny" Colling bought the store from the Wheelers in 1978 and the name changed again, this time to the Omena Bay Country Store. Richard Colling died in 1989, and "Sunny operated the store with family help until shortly before her death in May 2019," according to the historical society.

In an email, Leathery reported he bought the business from the Colling family estate on June 26. He said the store closed for business on July 5.

"Work started on the store almost immediately with a new roof and continues today with the new siding on the building, refinishing of the floors, replacement of the windows and extensive interior remodeling," Leathery said in his email. "Our hope is to have a new tenant in place and operating by June 1, 2021."

"They've been doing lots of work on it, which it needed," said Marsha Buehler, treasurer of the Society and chairman of the Archives and Exhibit Committee.

While Leathery's primary residence is in Ohio, he also has strong ties to the area.

"My parents, Ann and (the late) Don Leathery, first purchased a house in Omena in 1972 and we have been spending the summers up there ever since," he said in an email." In addition to my family's home, my sister's family has a home in Omena as does my mother.

"Omena is a special place where we reconnect with family and friends every year."

The building is also more than a store.

Attached to the 1,500-square-foot store is a three-bedroom, two-bath house. There's a basement under the store and the house, which is to the east.

Above the store is a two-bedroom, one-bath apartment which Leathery said offers "fantastic views of Omena Bay."

In a release announcing the renovation work, Leathery said "a Class C liquor license is also available for purchase by the new operators of the store." The release stated "the new store tenant will have full control of the apartment and house."

The Leathery Company's online property map show it also manages another business in Leelanau County: the Suttons Bay Shoppes at 316 N. St. Joseph St. Leathery said the company purchased the building in 2011 and it is "home to the Hang on Express Restaurant, Suttons Bay Bike Shop and Grace Elizabeth Bridal store."

Leathery said in his email that the company hopes the Omena Bay Country Store turns out just like the Suttons Bay project.

"The Suttons Bay Shoppes building was in similar condition as the Omena Bay Country store was when we bought it," Leathery said in his email. "We renovated it and it has been a successful commercial property for us ever since."

https://www.record-eagle.com/news/the biz/leathery-renovating-omena-bay-country-store/article_59a58b42-1478-11eb-8c7e-7b7f3179ae95.html

In Memoriam

Kenneth Harvey Abbott II '55 was born in Upland California to Kenneth H. Abbott M.D. and Mariann Donnelly on May 28, 1937. He was delivered by his grandfather, Frank Abbott M.D.

He spent his early years in Rochester MN, where his father was trained as a Neurosurgeon at the Mayo Clinic, and Worthington Ohio where his father set up practice.

He attended college at Pacific Union College in Angwin CA, where he studied pre-med.

He married Josephine Garrard on August 27, 1959.

Ken graduated from medical school in 1963 at College of Medical Evangelists, now known as Loma Linda University and School of Medicine, and took his residency at Providence Hospital in Seattle WA. His plans for a residency at the Mayo Clinic were interrupted by the draft for the Vietnam War. He joined the Air Force in 1964 and went on to become a Flight Surgeon, during which time he successfully completed his boards in Diagnostic and Therapeutic Radiology at M.D. Anderson Hospital and Tumor Institute in Houston Texas. While stationed at Tachikawa Air Force Base, Japan, Dr. Abbott held the position of Chief of Radiology. He held the same position while stationed at MacDill Air Force Base, in Tampa, Florida.

Dr. Abbott received an honorable discharge holding the rank of Lieutenant Colonel, though he was offered the rank of full Colonel as enticement to remain. He served his country for 13 years.

He went on to practice radiology in California, Kentucky, and Tennessee. While in California, he held a position as an associate professor at Loma Linda University School of Medicine. He last practiced at the Imaging Center in Murfreesboro, Tennessee, where he retired in 2004 (?). In retirement, he was an elder in the McMinnville Seventh Day Adventist Church. His hobbies included photography, and he was awarded the title of Master Photographer in the Cookeville Camera Club. He loved birds, watching and feeding them, as well as watching sunsets, appreciating his garden and trees, and taking walks. But above all, he loved his God and his large, four-generation family. Following a brief hospital stay, he passed away peacefully on June 25, 2017 at his residence, surrounded by loved ones.

Dr. Abbott was married on August 27, 1959 to Josephine Garrard Abbott, who survives him. He is also survived by his children and their spouses, Kenneth Harvey Abbott III and Tamara Abbott of Seattle, WA, Debi Abbott Rockwell and Leyn Rockwell of McMinnville, TN, Darlene Abbott Ortner and Jere Ortner of Santa Rosa, CA, Dr. Renee Abbott Salansky and Greg Salansky of Morristown, TN, and Dr. Mark James Bolton and Karen Ruzak Bolton of Albany, OH; twelve grandchildren; fifteen great-grandchildren; numerous children and grandchildren by choice; brother and sister-in-law, James Abbott, DDS and Lori Abbott of Santa Rosa, CA; sister and brother-in-law, Dr. Julie Abbott League and Gary League of Murrieta, CA; and several nieces and nephews.

There will be a memorial service held at 2:30 p.m. Saturday, July 1, 2017 at McMinnville Seventh Day Adventist Church.

In lieu of flowers, contributions may be made to Faulkner Springs Christian School.

Online condolences may be made at www.highfuneralhome.com

https://www.highfuneralhome.com/index.cfm/obituary/4273432?browse on=desktop

DOUGLAS R. MURRAY '57 died of Parkinson's Disease on October 3, 2020. Joining his wife Nancy for eternity, he leaves behind to mourn his passing: son David Rutherford Murray and brothers Andrew Murray and Howard Murray.

Born in Columbus, Ohio, on December 15, 1939, Doug graduated from the Columbus Academy in 1957 and Carnegie Tech in 1961. He immediately joined IBM, the company where he would work for the next 39 years, as a sales trainee in Michigan.

After serving his U.S. Army Reserve active duty status, Douglas and Nancy were married in 1966 and moved to Columbus, Ohio, where Doug continued to sell computers by day and attend business school by night, receiving his M.B.A. from The Ohio State University in 1969.

In 1970, Doug joined IBM's Education Center in Cincinnati, Ohio, and began attending night law school at what is now Northern Kentucky University, graduating in 1974 with his J.D. and beginning his corporate law career with IBM. One more degree would follow-an LL.M. from New York University in 1980.

Doug was always proud of the company for which he worked, his family, and his home. Fun time was spent traveling overseas and rooting for the Buckeyes. His enjoyment of reading never ebbed: if not a volume on travel, then maybe a mystery? The choices in God's library are certainly endless.

Inurnment will be beside Nancy, his wife of 48 years, in the columbarium at Williamsburg Presbyterian Church. Services will be private.

https://www.legacy.com/obituaries/dailypress/obituary.aspx?n=douglas-rutherford-murray&pid=196906071

Thomas Hoover Van Kirk '57, age 81, of New Albany, passed away peacefully on October 18, 2020 at home and surrounded by his devoted partner in life, Jean Smythe. Preceded in death by his parents Harry and Mary Van Kirk, brother Stewart Van Kirk and aunt Elizabeth Hoover. Survived by his partner, Jean Smythe; daughter, Elizabeth Van Kirk; nephew, Stewart Van Kirk,

Jr. (Elena); sister-in-law, Pam Van Kirk; and great-nephew, Jason Van Kirk. Tom was an alum of the Columbus Academy (1957). He attended The Ohio University and graduated from Franklin University. He served in the Air Force and became an avionics staff officer in the National Guard Bureau, where he rose to the rank of captain. Tom became a counselor helping those in drug and alcohol recovery programs and was personally active for 35 years in the recovery community, where he served as an Area Archivist. Visitation is from 1-2PM on Sunday, October 25 at SCHOEDINGER NORTHEAST, 1051 East Johnstown Rd, Gahanna. A memorial service will follow at 2PM. For a complete obituary and to leave online condolences visit www.schoedinger.com.

https://www.legacy.com/obituaries/dispatch/obituary.aspx?n=thomasvankirk&pid=196976591