

October 6, 2020

Utah Rural Summit

HOSTED AT SUU

STEPHEN LISONBEE

We have a rich history in Rural Utah of being resilient - a sense of toughness! Our history has shown us the road map of how we respond to challenges and opportunities. We are currently in the middle of something significant and our ability to be tough together is helping us lift meaningful efforts that are ensuring we have vibrant and thriving communities.

CARINE CLARK

Rural Utah' is not just one place -- it is a collection of vibrant and diverse communities that hold the keys to unlocking the future growth and opportunities for our state. We must plant the seeds favorable to our own future success. People forget that long ago, Lehi, Utah was considered rural -- and now it's ground zero for one of the nation's fastest growing tech communities. Imagine what we can do when we really try.

DERRAL EVES

As we look to impact Rural Utah, we should explore and analyze its history. Today more than ever, we need to have the same level of innovation, determination, and resilience of those who came to this great state with hope for a brighter future. Let us mirror that hope and drive for our future, but not be stuck in "the same old way" of doing things.

ERIC SCHMUTZ

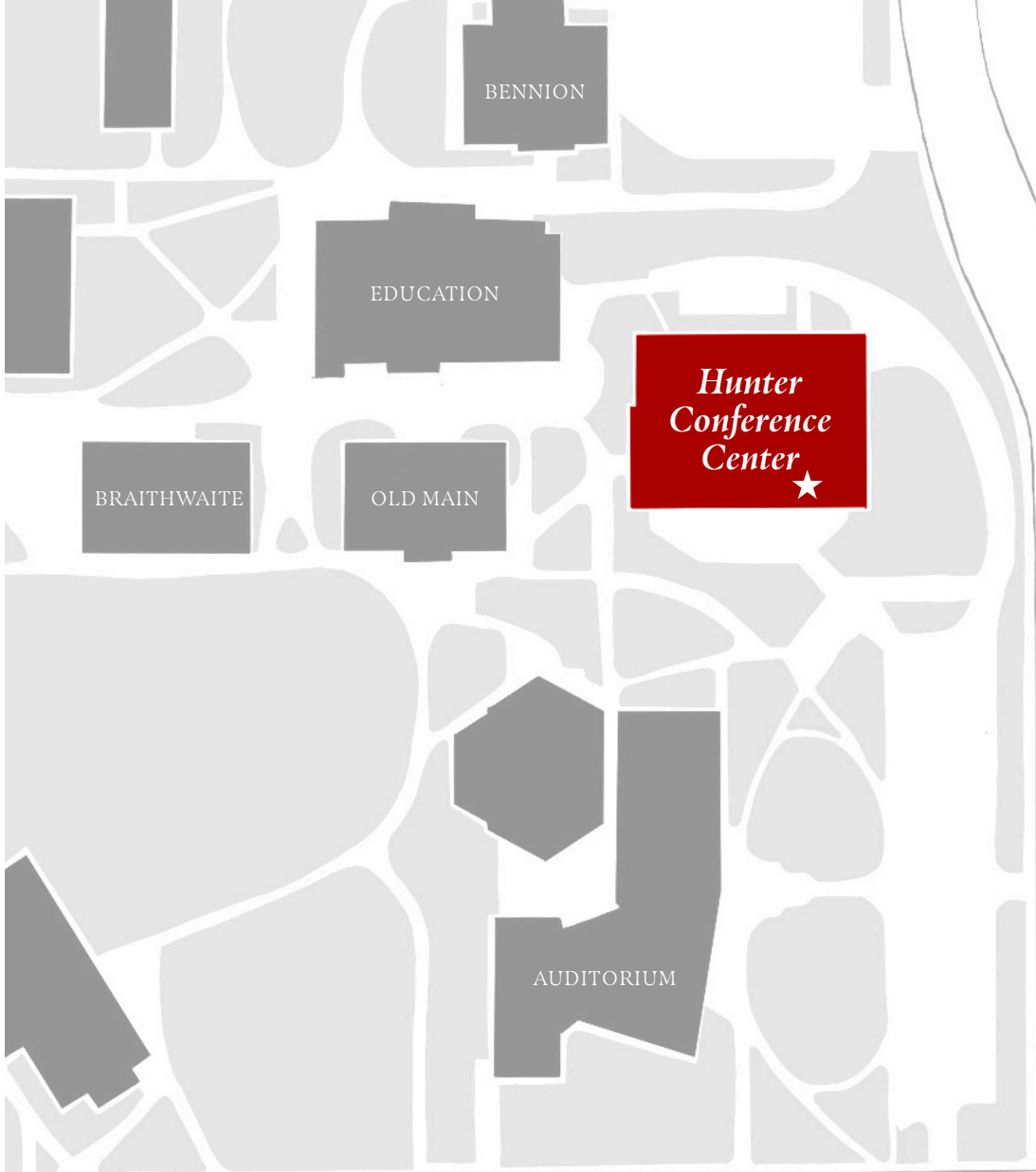
Rural Utah has a deep connection to getting things done. However, in today's world of global economics the value of small and simple things can often be overlooked or even lost. We should never underestimate the beauty and power of sticking to the basics. The core values of rural Utah continue to be the very fabric of our success.

SPENCER & ABBY COX

Rural Utah doesn't demand glory or attention. Instead, it does what it's always done: continually demonstrate its commitment to the quality and stability of our food, our water, our energy, and our recreational opportunities. Our people are steadfast and resourceful. We trust each other because we know we have the ingenuity and grit to address problems on a local level. Rural Utah is at the forefront of leading economic recovery and forging future prosperity for the entire State of Utah.

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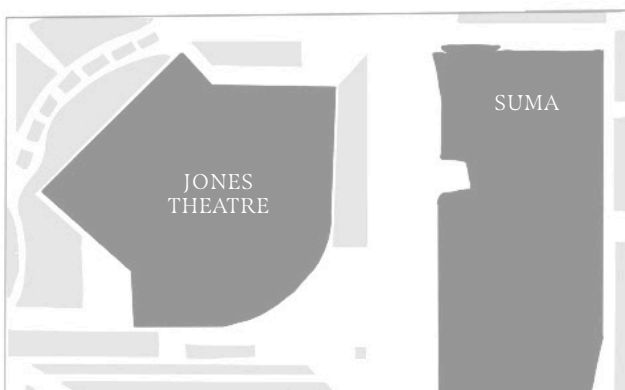
University Blvd

300 West

300 West



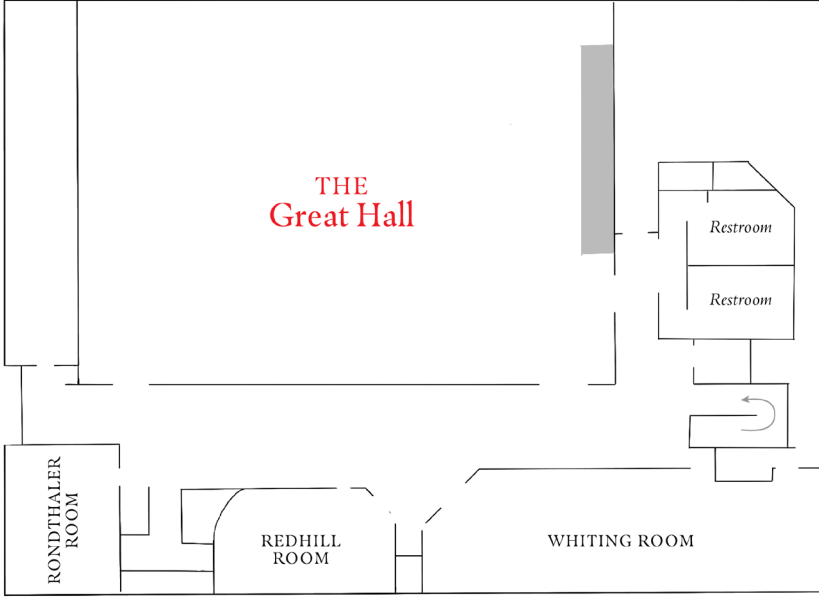
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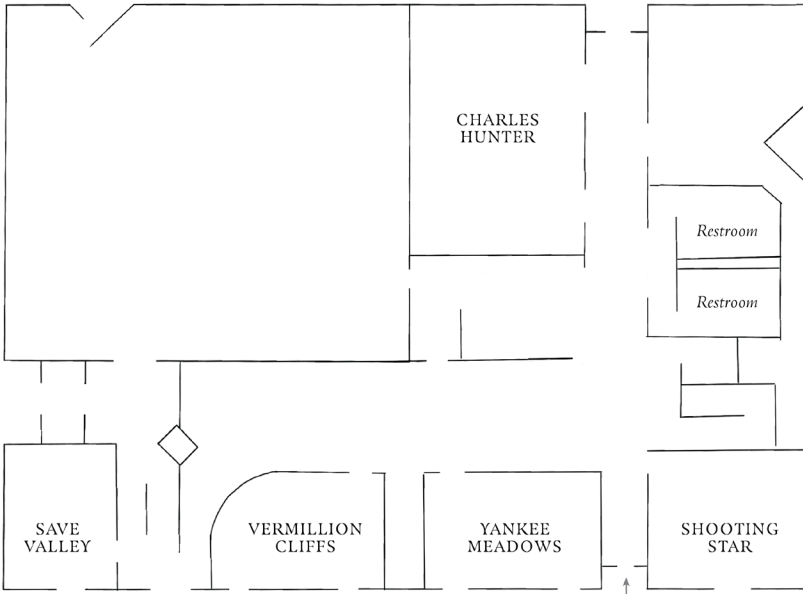
University Blvd

Event Maps

Floor 2



Floor 1



Entrance



TWO DAYS

Agenda

October 5-6, 2020

**Conference WI-Fi
Network:**
suu-conference
Password:
summertimefun

Find Us On
Instagram
Facebook
Twitter

**@utahruralsummit
#utahruralsummit**

Monday, Oct 5th

4:00 pm

Southern Utah SpeedPitch Semi-Final

Participate in the semi-final round as 25 of the best businesses ideas are presented in front of judges from across rural Utah.

*Southern Utah University Campus @
School of Business Room 120*

SUMMIT LAUNCH PARTY

*Summit in-person attendees are invited to join for a social experience as we enjoy light refreshments, safe socialization, experiences with the SUU Aviation team, and an onstage experience with Dry-Bar Comedian Jordan Makin.
SUU Aviation Hangar @ 2410 Aviation Way, Cedar City, UT 84721*

6:00 pm

Socialize, Music, & Food

7:15 pm

Dry-Bar Comedian Jordan Makin

6:15 pm

• Summit First Launch

*Stephen Lisonbee, Executive Director
SUU Office of Regional Services*

• 1st Flights

7:45 pm

• Summit Final Launch

Justin Harding, Utah's Chief of Staff

• Final Flights

6:45 pm

• Rural Utah Launch

Lieutenant Governor Spencer Cox

• 2nd Flights

Tuesday, Oct 6th

WELCOME

7:00 am

Check-In & Gear Up

Outdoor Welcoming
Health Check
Summit Gear Pick-Up

8:00 am

Resilient Past, Present & Future

Stephen Lisonbee

Rural Utah: Common Threads and Unique Identities

Spencer Cox
Abby Cox

Live Anywhere in Utah and Have the World be YOUR customer

Derral Eves

Global Trends, their Local Impact, and What to Do to Ensure Utah Continues to Lead

Miles Hansen

8:00 am Cont.

COVID-19: overcoming challenges by leveraging the strengths and resilience of our communities.

Byron Russell
Nubia Peña
Jess Anderson
Zee Min Ziao
Spencer Cox

The Rich History and Promising Future of Utah Women

Deidre Henderson

10:15 am

Intermission with Utah Shakespeare Festival

Rise and stretch as Utah Shakespeare Festival spotlights some of their magical moments and introduces what's to come.

Rural Economic Influencer

Join in the recognition of an individual who has inspired and impacted our rural communities through participation and influence.

Rural Legacy Leader

Participate as we recognize a leader who has contributed a career of service, making a significant impact to Rural Utah!

Resilient Leadership - How It All Happens: A Conversation with Utah's Governor Gary Herbert

Gary Herbert
Stephen Lisonbee

Entrepreneur Speaker Series Keynote

Carine Clark

AFTERNOON

12:00 pm

Summit Stretch

Rise and stretch as SUU Health Scholars guide us from the Hunter Conference Center Great Hall to the Sharwan Smith Center Ballroom.

12:30 pm

Southern Utah Speed Pitch

Join the 2nd annual event in partnership with State Bank of Southern Utah and SUU's Entrepreneur Leadership Council.

Welcome & Lunch

Eric Schmutz, President & CEO - State Bank of Southern Utah

Partnership Memorandum of Understanding - Partners

Stephen Lisonbee
Jon Black
Brad Cook
Eric Schmutz
Scott Wyatt
Governor Herbert

Speed Pitch Finale - Moderator & Judges

Eric Schmutz
Carine Clark
Rich Christensen
Michelle Tullis
Gary Herbert
Tyler Stillman
Jon Black

2:00 pm

Summit Party

Enjoy a LIVE music experience, "BILLY JOEL & ELTON JOHN" performed by rural Utah musicians Luke Randall and John Houston while you enjoy refreshing drinks from Apple Beer.

3:00 pm

Strengthening Our Local Food Supply

Logan Wilde

IN UT: GOOD FOR YOU, GOOD FOR UTAH

Pete Codella
Tyler Sohm

Rural Review: A Panel Discussion on Rural Economic Development

Ryan Starks
Scott Sandall
Carl Albrecht
Natalie Randall
Brandy Grace

Changing Lives by Changing Behaviors

Dave Durocher, Executive Director - The Other Side Academy

Rural Innovator Awards

Celerate some of the most amazing innovations in 2020 that are making a difference in our rural communities.

Summit Closing Launch



*Featured
Speakers*



Resilient Past, Present & Future

Stephen Lisonbee

Executive Director - SUU Office of Regional Services & Utah Center for Rural Life



Rural Utah: Common Threads and Unique Identities

01 Spencer Cox

Lieutenant Governor of Utah

02 Abby Cox

Utah's Second Lady



Live Anywhere in Utah and Have the World be YOUR customer

Derral Eves

CEO of Creatus - Founder of VidSummit - Executive Producer of The Chosen



COVID-19: overcoming challenges by leveraging the strengths and resilience of our communities.



01 Byron Russell

Co-Chair - Utah Multicultural Commission

04 Zee Min Ziao

Director - Mayor's Office for New Americans at Salt Lake County

02 Nubia Peña

Director - Utah Division of Multicultural Affairs

05 Spencer Cox

Lieutenant Governor of Utah



03 Jess Anderson

Commissioner - Utah's Department of Public Safety



Rural Review: A Panel Discussion on Rural Economic Development

01 Ryan Starks

Managing Director - Governor's Office of Economic Development



02 Scott Sandall

Senator - Utah State Senate

03 Carl Albrecht

Representative - Utah House of Representatives

04 Natalie Randall

Director - San Juan County Economic Development & Visitor Services



05 Brandy Grace

CEO - Utah Association of Counties



Strengthening Our Local Food Supply

01 Logan Wilde

Commissioner - Utah Department of Agriculture and Food



The Rich History and Promising Future of Utah Women

01 Deidre Henderson

Senator - Utah State Senate



Entrepreneur Speaker Series Keynote

Carine Clark

*CEO - Banyan / Executive Board - Silicon Slopes /
Chair - Governor's Economic Development*



Changing Lives by Changing Behaviors

Dave Durocher

Executive Director - The Other Side Academy



In UT: Good For You, Good For Utah

01 Pete Codella

*Director Marketing and Communications -
Governor's Office of Economic Development*

02 Tyler Sohm

*Vice President and Executive Creative Director -
RUMOR Advertising*



Resilient Leadership - How It All Happens: A Conversation with Utah's Governor Gary Herbert

01 Gary Herbert

Governor of Utah

02 Stephen Lisonbee

*Executive Director - SUU Office of Regional
Services & Utah Center for Rural Life*



Speed Pitch Finale - Moderator & Judges

01 Eric Schmutz

President & CEO - State Bank of Southern Utah



02 Carine Clark

*CEO - Banyan / Executive Board - Silicon Slopes /
Chair - Governor's Economic Development*



03 Rich Christensen

Chairman - SUU Board of Trustees

04 Michelle Tullis

*Business Development Officer,
Assistant Vice President -
State Bank of Southern Utah*

05 Gary Herbert

Governor of Utah



06 Tyler Stillman

*Director - SUU Larry H. Miller
Entrepreneurship Program*



07 Jon Black

Chair - SUU Entrepreneur Leadership Council



HEALTH & SAFETY

COVID Health Plan

For those participating in person for the Utah Rural Summit, it is vital that we embrace and adapt to new practices for traveling, socializing and learning. At the core of these practices is protecting the health and safety of every attendee. Each of us plays an important role in ensuring we can meet safely on SUU's campus. The Utah Rural Summit health and safety plan applies Southern Utah University's protocols and the CDC's Guiding Principles.

Event Organizer Will:

- Provide a touch-less experience and sanitary environment whenever possible
- Group attendees for contact tracing
- Limit number of participants

We expect participants to:

- Only attend if you are healthy
- Wear a mask and maintain proper social distancing where possible
- Agree to a temperature and symptoms assessment at check-in
- Provide your phone number for contact tracing and updates
- Contact the organizer at ruralutah@suu.edu if you develop symptoms or test positive within two weeks after the event.



Virtual Symposium

Resilient Past, Present and Future

Virtual Symposium sessions are new to Utah Rural Summit. Enjoy panels and presentations featuring leaders and experts across the state of Utah as they discuss current issues. Learn more about relevant topics and tactics that can support our communities as we build out vibrant recovery plans. View sessions at suu.edu/urs

CREATIVE COMMUNITIES

Learn how resilient communities use arts and culture to create connections. Bolster their economy and cultivate vibrant municipalities with increased tourism.

Meet the Panelists

Victoria Bourns

Moderator- Director- Utah Divisions Arts and Museums

Steve Cox

Mayor - Boulder, Utah

Lori Nay

Mayor - Gunninson, Utah

Lenise Peterman

Mayor- Helper, Utah

TOURISM PAST, PRESENT, & FUTURE

The COVID-19 pandemic has been economically devastating, and perhaps no industry has been affected as profoundly as tourism.

Meet the Panelists

Cody Adent

Executive Director- Utah Tourism Industry Association

Bianca Lyon

Director of Community and Public Relations- Utah Office of Tourism

Camille Taylor

Executive Director- Kane County Office of Tourism

Lance Syrett

General Manager- Ruby's Inn

UTAH'S INVESTMENT & RECOVERY PLAYBOOK

This session convenes investors, economic development specialists, and communities from across Utah to discuss their response to the COVID-19 pandemic and explore how Utah is leading the way in creating a “playbook” for recovery.

Meet the Panelists

Patrick Mullen

Moderator: Director Opportunity Zones & Financial Incentives - Utah Association of Counties

Grant Baskerville

Manager - Sorenson Impact

Rita Vigor

Economic Development Director - Carbon County

Angela Martinez

Regional Director - Economic Development Administration

Auggie Wasmund

Senior Associate - Catalyst Opportunity Funds

CHAMBER OF COMMERCE

The needs of the communities and the businesses interest they represent change over time, but the one thing that never changes is the need for community and business leaders to convene and solve problems.

Meet the Panelists

Rob Behunn

Rural Committee Chair- Salt Lake Chamber

Derek Miller

President & CEO- Salt Lake Chamber

Chris McCormick

President & CEO- Cedar City Chamber

Jamie Andrus

President & CEO

Laici Shumway

Executive Director

ADAPTING TO DISRUPTION

From the pandemic and China to Brexit and USMCA, tectonic shifts are happening in the world, creating both challenges and opportunities for Utah companies, institutions, and individuals.

Meet the Panelists

Ben McAdams

U.S. Representative- Utah's 4th District

Brad Bonham

Board of Directors- Utah Governor's Office of Economic Development

Dob Willie

President & Exec. Officer- St. George Chamber of Commerce

Jim Porter

Trade Services Manager- World Trade Center Utah

A large, stylized white letter 'R' is centered on a solid red background. The letter is composed of a vertical stem on the left and a curved bowl on the right. The word 'Resilience' is written in a white, italicized serif font, positioned to the right of the letter's stem and partially overlapping the red background.

Resilience

Resilient Past, Present & Future

There is something special about Utah. If you live here, work here and engage in our state's beautiful rural communities, then you surely know it, too.

In Utah, we know the ethic of hard work, and we have a long legacy of greeting challenges and adversity with courage. What is special here is our ability to pull together in times of hardship, to innovate under pressure and to be resilient.

This year, more than ever in our state's history, we celebrate our ability to recover quickly. In real time, we are finding ways to pivot, renegotiate, climb and to unite. Here in Utah, resilience is at the very core of who we are.



STATE BANK



PAIUTE INDIAN TRIBE



KANARRAVILLE ALL
WOMEN FIRE DEPT.



BRANCH NORMAL
SCHOOL (SUU)



PAULINA PHELPS
LYNMAN



LIVESTOCK CO-OPS +
GUNG HO INITIATIVE



OUTDOOR VITALS



RED ACRE FARM



BRISTLE CONE



METAL CRAFT



FAMILY HEALTHCARE



DECORWORX

PAST

State Bank

December 1931, the Bank of Southern Utah (now State Bank of Southern Utah) was unable to meet its State mandated legal reserves due to the crippling effects of the Great Depression. On that snowy Christmas Eve, the 27-year-old bank was forced to close its doors.

While the State Bank Commissioner favored liquidation, the community disagreed; the bank was key to Cedar City's future. The Commissioner conceded that if the community could raise \$100,000 for its reserve, the bank could reopen. Cedar City accepted the challenge. Led by the Chamber of Commerce, residents mortgaged their homes, businesses borrowed from insurance policies, and teachers donated their pay, but only

\$90,000 could be raised.

Reluctantly, the Bank Commissioner agreed the bank could reopen, however warned there'd be a run on the bank. The morning of May 4, 1932 a large crowd gathered outside the bank. The doors opened and indeed it was a run on the bank... but not to withdraw but to deposit! More than \$26,000 in deposits were made that first day and Cedar City had saved their bank!

The Bank of Southern Utah became the only bank in the state that closed and re-opened during the Great Depression.



B

PAST

Kanarraville All Womens Fire Dept.

In early 1960, an alarm announcing “Fire, Fire” went unheeded in the town of Kanarraville because there were no men to answer the call; they were all working in the fields. As a result of the fire loss, a group of women, led by Carma Williams started the Kanarraville Women’s Volunteer Fire Department. Utilizing their pioneer spirit, money was raised to build a fire station and Cedar City donated 1940 fire engine. Under the direction of Vergene Davis, the 16 women drilled twice a month preparing for the times when the siren called out into the Kanarraville streets. The crew received national attention as the only all-women fire department in the United States and served their community from 1961 to 1968.



PAST

Branch Normal School (SUU)

In 1897, the newly organized Utah Legislature called for the hurried establishment of a teacher training school to provide for southern Utah’s emerging pioneer settlement communities.

With no time to lose, Cedar City residents organized winter lumbering expeditions and began pouring labor and resources into the project. Negotiating harsh storms with the help of a horse named “Old Sorel,” they began hauling timber from nearby mountains using only wooden wagons. The effort was almost terminated after the first trip, but after an impassioned speech by one of the leaders to go “back up the mountain,” the work resumed. Enough materials were ultimately harvested to dedicate the first building of the Branch Normal School in September 1898; meeting the state’s mandated deadline.

Now known as Old Main, Southern Utah University’s first building stands as an inspirational legacy of the fortitude, determination and sacrifice of mere miners, farmers and ranchers who would never set foot in the school’s classroom but believed that education was the key to their future.

PAST

Paulina Phelps Lyman- Pioneer Doctor

Paulina Phelps Lyman knew hardship most of her life. As a child, her father had been jailed for being a leader in the Church of Jesus Christ of Latter-Day Saints. At age 14, her mother died and Pauline reared her younger siblings while taking on extra work to support her family. Pauline became the plural wife of Mormon apostle Amasa Lyman in 1846 and was often left alone without his support. She drove a four-horse team across the plains to pay her fare to the Salt Lake Territory and gave birth to her first child at Winter Quarters. Mormon leader Brigham Young sent Pauline and her three children to Parowan in the late 1850's where she supported her family as a midwife and seamstress. One of Amasa's other plural wives came to live with her but died not soon after, leaving Paulina to raise her two boys as her own.

For more than a generation, all the medical aid in the Parowan community and outlying Paiute villages was at the hands of the resilient "Aunt Pliny." The children of Parowan never heard of the stork because they believed Paulina brought the babies in her black medical bag. At age 60, she formalized her medical training under the instruction of Dr. Ellis Shipp, Utah's first certified female physician. After returning to Parowan she trained other midwives and was instrumental in vaccinating all of the Parowan children as small box swept through town.

Outspoken, Paulina was an early leader in the women's suffrage movement, stating that "women could as well go to the polls to vote as to the post office."



PAST

Paiute Indian Tribe

In the late 19th Century, the Paiute people merged into five tribal bands known as the Cedar, Indian Peaks, Kanosh, Koosharem and Shivwits Bands. Reservations were established by 1929, however the federal government terminated the band's federal recognition in 1954. Without federal assistance the Paiute people were devastated socially and economically as they didn't have access to proper medical care, housing, nor adequate income. In addition, tribal lands were lost due to the inability to pay taxes. Over the next 26 years the Paiute People dwindled to less than 800.

On April 3, 1980, Congress restored federal recognition for the entire Paiute tribe and by 1984, 4,800 acres of economically viable land was returned to them. The Cedar Band of Paiutes, like their ancestors, consider themselves hunters and gatherers, but in a different sense. They pride themselves on the hunt for opportunities to help rebuild and regain their culture, sovereignty, autonomy, and provide for their people. Through their holding company, Cedar Band Corporation, a Federally Chartered Corporation owned by the Cedar Band of Paiutes, they own and operate nine businesses in the fields of technology, telecommunications solutions, staffing services, aerospace engineering, mortgage services, commercial travel centers and trading posts, and now the wine industry with CBC BevCo.



PAST

Livestock Co-ops & the Gung Ho Initiative



Many of the original settlers of Cedar City found life in the Southern Utah desert challenging and isolating. Early reliance on home-produced goods became essential and sheep became a saving grace for the community.

The first head of sheep came to Cedar City in 1862 and soon nearly every family in the community acquired livestock for family needs. Neighborhoods became overwhelmed with the space needed to care for the sheep and a community herd was formed. By 1869 there were more than 2000 sheep and the Cedar Sheep Cooperative Association was formed to manage the herd. The Co-op built a local mercantile whereas stockholders could withdraw their dividend in merchandise. Cooperatives like the Cedar Livestock Association sustained rural communities through the early part of the 20th Century until rail provided better means to supply goods and services.

Years later and thousands of miles away, Cedar City native Helen Foster Snow along with her husband Edgar chronicled the plight of the Chinese people during the Japanese occupation. Helen being familiar with the rural pioneer cooperatives like the Cedar Livestock Association

suggested that a similar model could be adapted by the to provide jobs and stability to the suffering Chinese people. These small producer cooperatives were a resounding economic success with more than 3,000 scattered through 16 Chinese Provinces. Helen spent the majority of her life writing books and championing co-ops in China, Burma, Japan and India; earning her two Noble Peace Prize nominations for her efforts.

Interestingly enough, the Chinese name for these industrial cooperatives was eventually abbreviated to “Gung Ho,” which translated means “working together.” Gung Ho became the slogan for the movement and eventually became a common American phrase.



PRESENT

Outdoor Vitals

Tayson Whittaker wanted to provide quality outdoor clothing and products at affordable prices. In 2014 he started his company Outdoor Vitals with only \$500 to his name. He purchased a few sleeping bag samples he sold on Amazon. As sales increased, he reinvested his earnings into new products sold directly to the consumer.

From the very beginning Tayson knew he had to fortify his company to be resilient to major economic changes. Tayson's success grew by focusing on his main streams of revenue, building relationships with new manufacturers and utilizing Kickstarter campaigns to fund the production of new products so he didn't have to rely on financing.

When COVID-19 hit, Outdoor Vitals identified an opportunity as people were stuck at home

shopping online. Unfortunately, Amazon wouldn't carry their product due to their strict COVID requirements and sales dropped 40%. Outdoor Vitals decided to focus on their website to drive more sales, found multiple manufacturers to produce their products to offset any production delays, streamlined their employee base, launched a new outdoor pant product from a \$700,000 Kickstarter campaign and started a revolutionary membership program that no other online outdoor product company had tried before. By seeing new opportunities in this challenging time, efforts have certainly paid off. Sales to date are up 80 % and Tayson continues to have his eyes on the future and the next wave of growth.



PRESENT

Red Acre Farm



Symbria and Lynn Patterson knew their daughter Sara was exceptional when she announced at age twelve she was going to be a farmer. When she turned 14, the Patterson's quit their day jobs to indulge Sara's dream by starting an urban farm business on their two acres west of Cedar City. They were Sara's first employees.

Red Acre became a Community Supported Agriculture (CSA) enterprise; where local residents buy shares of the anticipated harvest, becoming members and shareholders of the farm. Almost immediately, Red Acre started running into obstacles with loopholes and weird laws on the books of the Utah State legislature. Sara and her mother started commuting to Capitol Hill to advocate for Utah's small farmers.

The Patterson women have been instrumental in the passage of nearly a dozen laws to allow raw milk sales on farms and HB 104 bill which loosened restrictions on farmers who sell homemade food. Unfortunately, the same day HB 104 was signed by Gov. Gary Herbert, Lynn passed away from a sudden heart attack. A few months later, the Patterson home burned to the ground.

Tragedy didn't stop these ladies, soon their home was rebuilt with an addition of a commercial kitchen to help support their farming and political endeavors.

Sara's love of gardening led her to start a farm that feeds several dozen families, co-found a farmer's market, an annual Farmer's Conference and a nonprofit that advocates for policies benefiting small rural and urban agriculture all before turning 25! With disruptions in food chains and growing concerns over where our food comes from in these days of COVID-19, the legislative efforts of this mother/daughter powerhouse may prove instrumental to our food supply.

PRESENT

Metal Craft

M

Metalcraft Technologies began delivering to customers in 1989 in Cedar City, first making sheet metal components, but quickly pivoted to airplane parts. Over the years, they've become known in the industry as customer oriented "problem solvers" growing into a one-stop-shop aerospace manufacturing company taking products all the way from raw material to large complex aircraft assemblies ready for install.

Being located in rural Utah has proven to be an asset to the company, President Spencer Grant attributes much of the company's success to the area's community of resilient families and healthy Southern Utah attitude and lifestyle. Having a great community bank (State Bank of Southern Utah) and engaged educational institutions such as SouthWest Tech, Southern Utah University and Iron County Public Schools is critical to its success.

Over the years, Metalcraft has experienced its ups and downs. Its most defining moment was with the aftermath of the September 11th terrorist attacks, forcing them to significantly reduce their workforce. As Metalcraft recovered, they implemented strategies to adapt to future economic woes, from diversifying their customer portfolio to both commercial, private and military aerospace industries to investing in their most important asset,



their employees. Providing a flexible work environment, opportunities for advancement and cultivating a culture that encourages out-of-the-box thinking helps them recruit, develop, and retain top notch employees.

Their rural location has also helped them avoid many of the difficulties brought on by the response to COVID-19. As the pandemic began to unfold, there was a moment of uncertainty but leaders were proactive and felt the Metalcraft family was prepared. Focus on a strong productive culture, employee development and military contracts and they're seeing growth in an otherwise down economy. They're cautiously optimistic for the future and confident Metalcraft Technologies will continue to soar.



PRESENT

Family Healthcare

Family Healthcare began in St George Utah in 2002 with a mission to make lives better by providing accessible, quality health care regardless of financial, language or cultural barriers. That small clinic has grown into five locations in South west Utah including Hurricane and Cedar City and serves 6% of the Washington and Iron County population.

When the COVID pandemic hit, Family Healthcare went into action to provide low cost testing in the county's most vulnerable and at-risk populations.

PRESENT

Bristlecone

Bristlecone are the world's oldest trees, with twisted, knackered stands that live thousands of years in the harshest environments. Joann Stevens and Chelsee Robinson knew their business Bristlecone Coffee Co & Yoga had to be named after the tree, as they saw the Bristlecone as the embodiment of their life's journey- from Chelsee breaking the cycle of inner generational poverty, to Joann overcoming a family tragedy, to creating a life and a business with strong roots and a lasting community connection.

Opening a restaurant and yoga studio during the height of the COVID-19 Pandemic was very concerning. The Utah Shakespeare Festival and Utah Summer Games, the main hospitality drivers for Cedar City had just canceled for 2020. Joann and Chelsee considered



walking away before they were too deeply invested. Fortunately for Cedar City, they marched forward and opened in June with strong turnout from locals excited to be part of the Bristlecone experience. They were one of three restaurants that opened during COVID-19.

Business has been steady and Joann and Chelsee acknowledge that being flexible has helped them adapt in this era of COVID-19 (must be the yoga). They've adjusted menu items and class offerings to accommodate the growing concerns of health conscious patrons and hired an events coordinator to create engaging content. Bristlecone Coffee Co. is a wonderful example of the many restaurants in Iron County successfully wading through these challenging times.

Utah Rural Summit 2020 Partners



SOUTHERN UTAH UNIVERSITY
Larry H. and Gail Miller
Center for Entrepreneurship



