

AO
Tuesday, March 17, 2015



DEREK HOPPER, VERNAL EXPRESS

Gross Gold

Gross Gold, which specializes in gold, silver and art work opened last week in Smith's Grocery Plaza in Vernal. From left: Brett Hancock, John Boekwig, Symone Massey, owner Brandon Gross, Adam Massey, Marilyn Wallis, Ted Munford and Shane Mayberry.

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Vernal Express

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Hats Off: Precision rifles from Vernal gun maker

By VIANN PRESTWICH
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Most rifles are born amongst a cacophony of clinks and clanks and the rattle of robotics echoing through

the large facility. Not so the rifles from Blue Mountain Precision. Each gun, from start to finish, is the baby of one man, Eric Andersen.



Eric carefully studied gun making and then determined the best location to build a gun business. After considering population and demographics, he moved his family from Wyoming to Vernal. Within a couple of months he opened Blue Mountain Precision.

"My guns are completely hand built," Eric explained. "There is not one detail that I have not looked at. The guns are mine from start to finish."

To build a custom piece takes between 40 and 60 hours.

"Custom-built rifles are expensive for the guy building it," Eric admitted. "You are lucky to make 10 or 15 percent on the whole job."

Besides building guns, the father of two also likes to take "normal" rifles and make them shoot better.

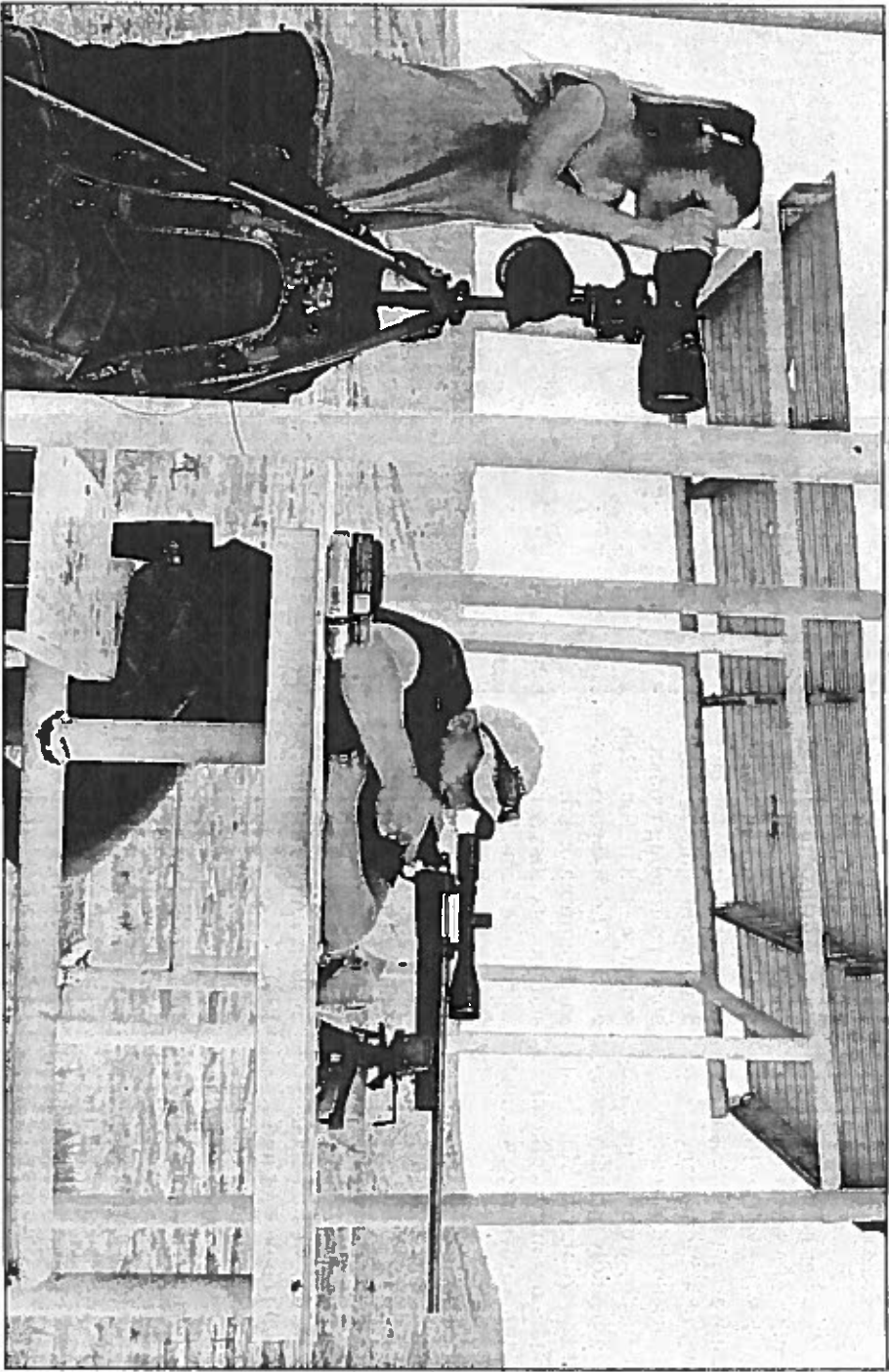
"I love to take a regular hunting rifle and see why it doesn't shoot well or simply make it work better," he continued.

Settling in Utah has been a long journey. Eric was raised in Wisconsin where he started hunting and became interested in how to achieve accuracy and precision from his weapons.

He went to Wyoming to work in the oil field, but knew the population base in Big Piney, Wyoming (about 600), wouldn't support the business he had in mind. After securing a job with the power company in Vernal, Eric was ready to run his own business and a "day job," too.

Born and raised in Belarus, Olya Andersen's journey to Vernal was even further than her husband's. Olya's native land is in Eastern Europe bordered by Russia to the northeast, Ukraine to the south, Poland to the west, and Lithuania and Latvia to the northwest. While studying in the U.S. she was introduced to Eric through a mutual friend. They now have 2-year-old son and a 4-year-old daughter.

Before becoming part of a hunting family, Olya



SUBMITTED PHOTO

Eric and Olya Anderson want every gun they make to be perfect and precise. knew very little about guns and certainly nothing about precision long-distance range shooting.

"She's a pretty good shot now," Eric said and listed several hunts in which she has successfully filled her tag. These included a mule deer, an antelope and a white tail.

"It is fun," Olya said. Both of them enjoy Vernal. "Except the wind," Olya

said. "I don't really miss the country (Belarus) but I miss my parents."

Much of the couple's appreciation for the area comes from the friendliness they feel.

I want to thank the Uintah Basin for being friendly and helping a new guy out.

I can't quit my full-time job," Eric admitted. "But I am getting busier and busier and getting repeat customers. That says a lot

right there."

His love of accuracy and precision has helped Eric place well in competitions as well as producing accurate guns. His thirst for more knowledge gave him incentive to attend classes provided by the best gun makers.

All his guns have an accuracy standard 1/2 inch groups at 100 yards, and a 1 inch moa (minute of

angle) at 200 yards.

Eventually the couple plans to add shooting schools to their business. "I learned a lot of long range shooting strategies in the schools I went to," Eric explained.

Dealing with high winds in the Wyoming plains also provided the businessman with experience.

Hats off to a couple with a successful small business.

'Hobbit' actor visits Uintah High School drama class

LIBERTY BEST
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told the students about how he increased the character of Slade Wilson

nett told students that the school was not only welcoming but also full of



DEREK HOPPER, VERNAL EXPRESS

HIBBETT OPENS

Hibbett Sports opened its Vernal location with a ceremonial ribbon cutting hosted by the Vernal Area Chamber of Commerce. **Ryan Nelson**, holding scissors, does the honors to open the new store, at 1495 W. Highway 40, in Aaron's Plaza. The store's actual opening date was Aug. 24. The store will employ about eight full and part-time workers, Hibbett Sports announced. Pictured left to right are Karl Cobbs, Symone Massey, Myrna Cobbs, Jessica Prather, Amber Morton, Nelson, Catie McVae, Nicki Sturdivan, Julie Curry and Adam Massey, with the Chamber. Utah has been a target of the company's expansion for several years now. With the addition of the Vernal location, the company has three stores open in Utah. Hibbett Sports opened in Price in 2012 and in Richfield in January of this year. In business since 1945, Hibbett Sporting Goods, Inc. operates more than 850 sporting goods stores in small to mid-sized markets, predominantly in the Sunbelt, Mid-Atlantic and the Lower Midwest. The company's primary store format is a 5,000 square-foot store located in dominant strip centers and enclosed malls. Each store typically lies within 150 miles of another store location.

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Vernal Express Sept 25, 2013

Wednesday, January 9, 2013 - Vernal Express

Ichiban opens: Vernal gets on a roll with sushi restaurant

By STEVE PURO
Utah Basin Standard

Ichiban.

The word for "first" or "number one" in Japanese.

The new Ichiban Sushi and Asian Grill restaurant in Vernal keeps true to the traditional meaning of the word with a vast offering of hand-made sushi offerings.

Ichiban Sushi opened Dec. 12, 2013, in Vernal just in time for the holiday dine-out season.

One of the owners, Lex Lin, has been in Vernal about seven years, but his uncle has been operating the Win-On Chinese Buffet in the Basin for 50 years.

"We are developing a chain of sushi restaurants within the state," Lin said. "My brother Frank and I also operate an Ichiban restaurant in South Salt Lake City on State Street."

Lin believes that the time was right to open a sushi restaurant in Vernal.

"Many people have considered it, but thought it was too risky," he said. "The people in Vernal really like it and say they are really happy that we have come to Vernal."

The main ingredient for a successful sushi restaurant is fresh fish of very specific kinds. In order to prepare the best possible sushi, fresh fish are ordered and flown directly into the Vernal airport twice a week, Lin said.

"People enjoy trying variety plates of sushi like the Imperial Sushi, so they can experience different tastes," Lin said. "The fresh fish in sushi is very healthy for everyone." Not all sushi is raw. Shrimp (ebi), and eel (unagi) are just two of the seafood items served cooked.

Some of the specialty sushi rolls also include cooked seafood, like the eerie sounding "spider roll," which is made with a deep fried soft-shelled crab, Lin said.

The list of sushi rolls offered at Ichiban seems endless. The various rolls, Honolulu, Ichiban, California, and others are hand

THE SCOOP

What: Ichiban Sushi

When: Ichiban is open from 11a.m. to 9:30 p.m. weekdays, 11a.m. to 10:30 p.m. Fridays and Saturdays. The restaurant is closed on Sundays.

For additional information, customers can call the restaurant directly at 435-789-8089.

Where: 578 S. Main Street, Vernal

rolled with fresh ingredients at the sushi bar.

There are chairs available at the bar for customers who want to watch the sushi chefs in action.

One specialty roll, the Fiery Dragon, is served covered loosely in aluminum foil and delivered on a flaming plate.

If you aren't sure about sushi for the evening, the Asian Grill part of the menu offers many other choices.

"We offer a variety of other selections like soba and udon noodles, bento boxes, tempura, and traditional Chinese meals like sweet and sour chicken, and broccoli beef," Lin said. If you would like an adult beverage with your meal, Ichiban offers a full liquor service including sake, wines and imported beers.

"We just try to do the best as a sushi restaurant," Lin said.

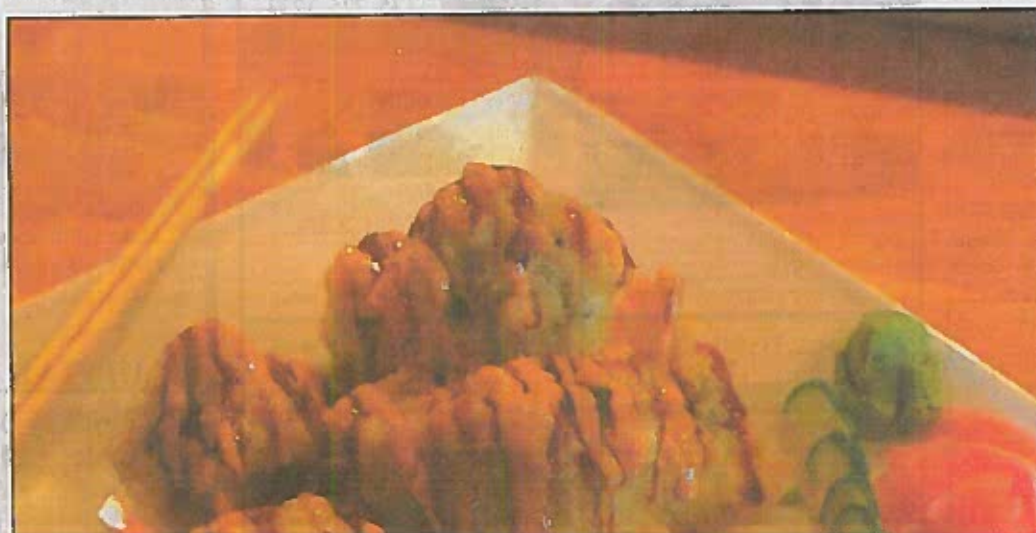
"We strive to offer a unique and excellent experience for our customers in the Basin."

Sugoi! (Japanese for "awesome.")



STEVE PURO, UTAH BASIN STANDARD

The Fiery Dragon specialty sushi roll is served on a flaming plate with light blue flames dancing around the aluminum foil wrapped delicacy.



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STEVE PURO, UTAH BASIN STANDARD

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STEVE PURO, UTAH BASIN STANDARD

A sushi chef at the Ichiban Sushi and Asian Grill in Vernal uses his chef's knife to cut a continuous sheet of cucumber in preparation for the evening rush.



STEVE PURO, UTAH BASIN STANDARD

One of the specialty rolls from the Ichiban restaurant in Vernal is the Honolulu roll, served with the traditional ginger and wasabi, garnished with sliced cucumber.

Allred retires after 60-year career

LIBERTY BEST
lbest@ubmedia.biz

James Allred, 73, retired from Jones Paint & Glass on Aug. 11, after a 60-year long career, leaving behind a legacy to his colleagues, son Jerry Allred, and customers.

He started out when he was just 13 years old working with his father, Claud Allred, in the family business Allred's Glass.

When Claud Allred decided it was time to retire, the Allred's father and son team sold the reigns of the business over to Jones Paint & Glass, in 1975. James has continued to manage the business since then, over the years having added his son to the list of employees and managers, Jerry Allred.

"We miss him, miss having the guy to ask all the questions to, all the knowledge," Jerry said. Jerry said that about 15

years ago, James wanted to continue working but no longer be in charge and stepped into management of only the paint department, leaving Jerry with the larger role.

Jerry said that at the Christmas party, a present was given to James of framed old newspaper ads for the business, something fun for his father.

"With the internet you can access so many things like that, those ads were around before I was ever born," Jerry said.

James said that he enjoys working and giving himself goals he can reach every year and the main reason to retire was to allow for more time to have different goals. James spends most of his time hiking, gardening and has plans to paint his home inside and out.

"It's been busy," James said. "I start at 7 (a.m.) and end about dark. Yard

work and helping people in the ward and helping people move."

James said he misses work and enjoys it, but the best part of retirement is the fact he is able to "climb U hill often."

James said he has also been helping others in his neighborhood to start off his retirement, helping neighbors with yard work.

James said that Jones Paint & Glass now has four generations of Allred's running the local business. He said some of his favorite parts of working has been the variety, his favorite department being auto glass.

James said auto glass is a challenge because each windshield is different, making him have to learn something new all the time. He said there were times he had to take fenders off of vehicles in order to replace the glass, each vehicle being different

from the next.

"My dad's my hero," Jerry said. "I look up to him and respect him very much. I appreciate the things he's taught me about hard work, the kindness he showed toward me, the good example he was to me, he was always kind to me and kind to employees. I could learn a lot from watching my dad."

The family empire may have been sold to Jones Paint & Glass, but the legacy continues with the Allred family, making sure there is glass and paint available for the Vernal community.

James Allred retired from Jones Paint and Glass, after having worked in the glass industry in Vernal for 60 years.

LIBERTY BEST, VERNAL EXPRESS



Jim Davis wins Hall of Fame Award

Jim Davis and his wife Debbie own and operate four Davis Food and Drug Stores in Vernal, Roosevelt, West Valley and LaVerkin.

In March 1988, Jim and Debbie decided to make the big leap from management to ownership and purchased the Safeway/Farmer Jack stores in Vernal and Roosevelt. They purchased the West Valley store in 1999 and the LaVerkin store in 2012.

Jim has always been a great supporter of the Utah Food Industry Association and was elected to the Board of Directors in 1991, where he actively served for 11 years. He was elected Chairman of the Board and served from 2001-2002. Jim has continued to be engaged with UFLA and currently serves on the association's Government Relations and FoodPAC committees. Jim is a member of the Greek Orthodox Church in Salt Lake City, El Kalah Temple, Master Masons and Argenta Lodge. Jim and Debbie have two sons: CJ and Lee who are actively involved in the family business.

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Vernal Express
Aug 30, 2014

JoAnn's Fabrics opens to throng of customers

By STEVE PURO
spuro@utahmedia.biz

Customers lined up in front of the new JoAnn's Fabric and Craft store in Vernal long before the official ribbon cutting scheduled for 8:45 a.m. on Thursday March 21.

The newest store to open in the new Vernal Town Center was drawing its share of attention.

Store Team Leader Shaena Summerhays had worked through the "soft opening" of the store in preparation for the grand opening event.

"We're doing great so far," Summerhays said. "The community has been amazing and the customers are really excited about the store. We are so excited to be here as your one stop shop for fabric and crafts."

As part of the grand opening celebration, JoAnn's prepared a check in the amount of \$2,000 for Maeser Elementary.

"Without the community we don't have a store," Summerhays said. "At this time I would like to present to Maeser Elementary a check for \$2,000."

District Team Leader John Porter was there representing



STEVE PURO, VERNAL EXPRESS
Crowds of people moved through the open doors of JoAnn's as they looked for special sale items and hoped to receive gift cards valued between \$10 and \$250.

the broader presence of JoAnn's. "We do this every time we open a new store. It's our way of giving back to the community," Porter said. "We saw a need and hopefully we can do some good."

Maeser Elementary Principal Leonard Sullivan accepted the check on behalf of the school.

"We asked the kids what to buy with the money," Sullivan said. "Strangely enough, the kids chose books and wanted more books."

The time had arrived to cut the ribbon on the new JoAnn's as the line snaked down the sidewalk.

"Each day of the grand opening event we are handing out gift cards for \$10 to \$250 to the first 100 customers who are here each day," Summerhays said. "It's a mystery scratch off card and no one knows what they are getting."

First customer of the day was Marcia Buika, who arrived at 6:30 a.m. to assure getting a gift card and begin part of the excitement.

"I am so excited that all these supplies are now available for

SEE JOANN'S on A2

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NO. 1376

Vernal Express MAR 25, 2014

L & L Motor Company celebrates Grand Opening of Vernal location

L & L Motor Company is pleased to announce that they have expanded their services and offerings to their Uintah Basin customers.

The company celebrated the Grand Opening of their new Vernal location on Saturday, Aug. 20, with a ribbon cutting ceremony and open house that featured prize drawings, concert ticket giveaways, snow cones, and bounce houses for the kids to enjoy.

Earlier this summer, L & L Motor Company acquired Vernal's Perry Motor Company. The acquisition has allowed L & L to expand its services into Uintah County and increase its offerings.

In addition to Ford, Chrysler, Dodge, Jeep and Ram, L & L Motor Company now sells GMC and

Buick as well.

"We serve all of Eastern Utah and are proud to support the local communities which we serve," says L & L's website. "Now with seven different brands to offer, we pride ourselves on being the destination for all your automotive needs."

L & L Motor's new Vernal dealership is located at 463 East Main Street in Vernal. They can be reached by phone at 435-789-2114.

The sales department at L & L is open Monday through Friday from 8 a.m. till 6 p.m., and Saturday from 10 a.m. till 4 p.m. The service department is open Monday through Friday from 8 a.m. till 5 p.m. L & L is closed on Sunday.

Matt Garner has assumed management of L & L's Vernal office.



Matt Garner, general manager of L&L Motor has come to Vernal to offer business with GMC and Buick on Hwy 40. L&L Motor is a family owned company that has been steadily keeping people on the road with vehicles in Roosevelt since 1955. Garner and his family's company has been in Vernal about two months and held a ribbon cutting with Vernal Area Chamber of Commerce Dina-Miles on Aug. 20.

NOV 10, 2015



Main Street Manor Bed and Breakfast

The Vernal Chamber of Commerce held a ribbon cutting Monday, Nov. 2, for Main Street Manor Bed and Breakfast, operated by Toni Graham and located at 220 West Main Street, and Early Bird Bakery, owned by Rachel Richardson. The bed and breakfast is in a house built by Dr. Eskelsen in 1939 and is next to what was then the hospital but is now the bakery which supplies the homemade pastries for the Bed and Breakfast and the community. Pictured from left are Dee Collett, Sonja Norton, Joe McKea, Rachel Richardson, Toni Graham, Becky Jackson, Joel Brown, Cheryl Meier, Pete Morphy, Marilyn Wallis, Carl Cobbs.

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Tuesday, March 3, 2015



Microtel welcomed with ribbon cutting

Microtel Inn and Suites by Wyndham Hotels, Naples, was recognized by the Vernal Area Chamber of Commerce Dinah-mites with a Ribbon Cutting as the area's newest fine hotel. Pictured are Guy Collett (left), Brett Hancock, Director of Operations with Oasis Management John Stickel, Front Desk Clerk Chelsea Logan, Front Desk Clerk Louann Cooper, Director of Support and Operations for Wyndham Lina Ramirez, Ted Munford, Microtel Naples General Manager Dave Haney, Housekeeping Manager Jaime Calderon, Marilyn Wallis, Dee Collett, Madonna Allen, Brian Gorum, Vernal City Mayor Sonja Norton, John Boekweg and Shane Mayberry. Microtel opened their doors in Naples last November with 78 rooms, a conference center and numerous other amenities for the traveler.

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NO. 1376

Jan 9, 2013

New hotel set to open

By **DEBORAH TRACY**
Vernal Express

Build it and they will come.

The newest addition to the local lodging scene is the TownePlace Suites by Marriott. This new facility, scheduled for a soft opening on Thursday, has 85 rooms that are set up more like an apartment than your typical hotel room. Ground for the now complete hotel was broken in December of 2011.

Joe Pepper, general manager of the extended stay hotel, is also general manager of the hotel that shares the parking lot, Spring Hills Suites, also by Marriott. Both are adjacent to U.S. Highway 40 on the west side of Vernal.

"What sets this Marriott apart from Spring Hills Suites is the fact that it was custom-built for extended stay travel," Pepper said. All the rooms have full kitchens equipped with plates, glasses, silverware, pots and pans. Each suite also has a refrigerator, a cook top, a microwave and a dishwasher.

"A lot of our regular

corporate travel is here for the oil and gas exploration companies. They have a lot of people that come in for a night or two, and they have a lot of people that are here for five, six, 30 or 60 nights, so there really is a need in the area for extended stay hotel rooms," Pepper said.

To illustrate this point, the hotel opens Thursday. For Friday and Saturday, all rooms are completely booked. Pepper attributes the full house to Tournament of Champions Wrestling this weekend.

Some suites are two bedrooms, which share a common kitchen, sitting area and bathroom with separate closed door bedrooms. Pepper said these suites may be suited for a family relocating to the area, or a company that brings two guys out to work on a project.

"They only have to rent one room, but they're got their own private space," Pepper said.

There are also rooms with one bedroom, and studio suites that function much like a studio apartment with kitchen and sleeping area all connected.

There is also an indoor pool, hot tub and fitness center.

Another need the facility is intended to fill is for meeting space. Pepper said there is a 2,000 sq.ft. state-of-the-art meeting room, with an airwall that allows the space to be converted to two 1,000 sq.ft. meeting rooms. "There is definitely a need for additional meeting space in this area as well," he said.

Both properties are franchises managed by Lodging Dynamics Hospitality Group of Provo. Pepper explained that owners of the franchise properties of both Marriotts is a group of gentlemen led by Vernal native Mark Bingham.

"Being from Vernal he recognized a need that Vernal had for additional hotel space," Pepper said.

"He has done a lot to bring some investments back into the community and bring some businesses into the community and boost the economy that way."

A grand opening event for clients and the community is in the works, with a possible March date.

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Mar 3, 2015



DEREK HOPPER, VERNAL EXPRESS

Open for Business

Left to right: John Boekwig, Brian K. Gorum, Dee Collett, Christy Christiansen, Guy Collett, SaritaAnn Downard, owners; Scott and Cory McKee and son, Tim Larberg, John Gale, Dana Antillion, Ted Munford and Shane Mayberry participate in the ribbon cutting celebration of Great Harvest Bread Company located in the Vernal Towne Center.

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COURTESY VERNAL AREA CHAMBER OF COMMERCE

Members of the Vernal Area Chamber of Commerce Dinah Mites along with employees of Papa John's Pizza cut a ribbon for the company's new location at 67 West Main Street in Vernal.

Payless to close doors in March

LIBERTY BEST

lbst@ubmedia.biz

Payless ShoeSource, in Vernal, will be closing its doors in March, there is not an exact date that can be released at this time, according to Payless media contact Meghan Spreer.

According to an article by Bloomberg Markets, on Feb. 10, Payless was discussing closing 1,000 stores nationwide.

"The discount shoe retailer may consider filing for bankruptcy if it's unable to reach a deal with the creditors," the article states.

Payless has roughly 4,400 locations worldwide.

According to AOL finance, in January, "Payless was working with attorneys to restructure debt worth roughly \$655 million. Later in the month, Payless laid off 165 associates, including 110 employees at the Topeka corporate office."

Other retailers that have set out to close multiple locations this year are Macy's, Kmart, Sears, JC Penny, CVS and The Limited, according to Clark.com.

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Vernal Express
Mar 7, 2017

B4

Tuesday, March 22, 2016

Vernal Express



COURTESY Vernal Area Chamber of Commerce

Penny Layne Furniture celebrated the Grand Opening of their new location with members of the Vernal Area Chamber of Commerce Dinah-Mites. They are located in Vernal at 525 N 2500 W.

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DEREK HOPPER, VERNAL EXPRESS

RIDGELINE OPENS

Ridgeline Motorsports, at 543 E. Main Street in Vernal, celebrated its grand opening with a ribbon cutting and open house Saturday, Sept. 21. The event included free food, door prizes and more. The store sells Can-Ams, Ski-Dos and more. They have a Facebook page that can be found by searching Ridgeline Motorsports. Pictured at the ribbon cutting are Karl Cobbs, Myrna Cobbs, Milka Brunson, Brandon Brunson, Seth Schuerfings, Jorden Gurr, Mary Donovan, Tammy Gurr, Doug Hammond, Rick Gurr, Doug Dunn, Carissa Magee, Ruth Dunn, Julie Justice, Easton Brunson, Cache Magee and Canyon Magee, Julie Curry and Adam Massey, with the Vernal Area Chamber of Commerce.

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NO. 1374

Vernal Express
Sept 25, 2013

Nominee for small business of the year



Robin Roberts, owner of Rockin' Robin's Re-nest in Vernal.

STORY AND PHOTO BY VICKI FELD

Uintah Basin's Small Business of the Year nomination goes to Rockin' Robin's Re-nest in Vernal.

"It's exciting," said Robin Roberts, owner of Rockin' Robin's Re-nest. "If I win, I will get to go out to the state capital and the state legislators will present the award to me."

"Businesses are nominated at the discretion of the Small Business Development Center for each region," said Mark Holmes, director of the Small Business Development Center at Utah State University at Uintah Basin campus.

"It's not always the most profitable business, but usually one that has exhibited a true entrepreneurial spirit in what they are doing and overcome some adversity. 'The only requirement is that they need to be a client of our center,'" explained Holmes. "Robin started with nothing and bootstrapped her business into what it is now."

Roberts became a client of SBDC when she enrolled in the entrepreneur class.

"I took it the first time and didn't end up starting my business," Roberts said. "Then four years later, I took it again, and there were updates. Different laws had changed by then, but they teach you everything: from taxes, to whether you are going to be a sole proprietor or LLC, where to get your licenses,

marketing, even your location, and name; that can make you or break you. Then they help monitor you and give you free counseling. It's a great class."

Roberts retired as an art and drama teacher with Uintah School District to become sole proprietor of the vintage mall located at 1344 W Hwy 40 in Vernal.

"We're right off the highway, which was one of the things that the class recommended, but we're kind of hard to spot since we're downstairs. Having the old Model T out front has helped a lot. It's on loan from my niece, but they are going to turn it into a rat rod."

"We are hoping to find an old truck that doesn't run so that we can put a great big sign in the back," she added. "We want a cute old step-side that doesn't run because that would fit the character of the store."

The vintage mall tucked behind a decorative fence of garden art, old headboards, and what-not, offers everything from hard-to-find, one-of-a-kind, unusual, vintage, and repurposed.

"We started out here with four rooms, and so many people wanted to be involved that before we even opened, we were up to nine rooms. Now we are up to 15 rooms covering the entire downstairs and half of the upstairs area." With approximately 100 vendors, consignors, and crafters, she exclaimed, "We use every nook and cranny

we can. We want to carry things that you can't find anywhere else. Our things come from all over. We go on shopping trips, and auctions, and we also host estate sales. We have three coming up."

Roberts encourages anyone thinking of investing in a start-up business to take advantage of the low-cost classes, and free market research and business counseling through the Small Business Develop-

SEE *Business Award* on A5

Business Award

Continued from A3

ment Center at Utah State University.

"We only charge enough for those classes to cover our costs," said Holmes, SBDC director. "Most of what we provide is counseling and training for people wanting to start a business, market research for new or existing businesses and business appraisal work for those

wanting to sell or buy an existing business. We also offer other services like procurement technical assistance for businesses that want to sell products or services to government agencies where we help them find bid opportunities and show them how to put their proposals or bids together."

"The SBDC offers classes, seminars, and symposiums throughout the year, including the 8-week entrepreneur

training that Roberts took, where the students meet once a week for a couple of months.

"That class starts in January each year," Holmes said. "Other trainings can be as short as two hours."

Previous winners of Uintah Basin's Small Business of the Year nominated by Holmes include Nashelle Jackson, of Vernal Theater; Live, and Jeremiah Espinoza, of Blind Man Whips.

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Vernal Express
Nov 20, 2018

Rolling out the welcome for Basin Tire's grand opening



DUSTIN HUGHES, VERNAL EXPRESS

Stacie Bertoch, with scissors, is joined by her husband and co-owner Mark Bertoch, to the right of her, at the grand-opening ribbon cutting for Basin Tire. The ceremony was hosted by the Vernal Area Chamber of Commerce. Joining in the ribbon cutting are Basin Tire employees, friends and family, and Adam Massey, far right, president of the Chamber. The store, at 2100 W. Highway 40 in the new Vernal Towne Center, is the first of several stores to open in the new center.

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NO. 1376

Mar 10, 2015

Vernal Express



Ross Dress for Less opens

Officials with Vernal City, Uintah County and the Chamber of Commerce, as well as store employees and other representatives, celebrate the grand opening of the new ROSS department store in Vernal Saturday morning. The new store is located in the Vernal Towne Center, 2000 W. Highway 40 in Vernal.

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SUBMITTED PHOTO

Sportman's Warehouse ribbon cutting

The Sportsman's Warehouse crew, including store manager Craig Person with the scissors, Steve Steinke, Dave Border, Ryan Bair, Bill Smith, Mike Fulks and Ted Jones are surrounded by the Vernal Area Chamber of Commerce Dinah-Mites in welcoming the fishing, hunting and

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NO. 1376

Staples to close its doors

BY KOBY DURAZO
CONTRIBUTING WRITER

Another business closes in the Uintah Basin. Only a few weeks left before the Staples location,

in Vernal, closes its doors permanently.

According to a Staples store associate, "Retail

in general has been suffering across America and in the Basin, and Staples is no exception."

It has been decided that Staples closes on October 14, and that the building will be replaced by Harbor Freight Tools, as confirmed by Joel Brown, director of the Vernal Area Chamber of Commerce.

Staples will be holding all displayed items on sale until the closing date, with some products even sitting on the shelves to be sold up to 75 percent off.

"Whatever remains after closing time," Staples associate said, "will be sent back to the warehouses and restocked at

SEE STAPLES on A8

STAPLES

Continued from A1

other Staples' across the nation."

When asked about why the store is permanently closing it's doors in Vernal, the associate said, "We're just not hitting the numbers we have in the past. Typically speaking, retail outlets, such as Staples and Wal-Mart, rely on two gears to keep the machine rolling: a good stock and knowledgeable employees. With most everything now becoming more easily available online, it's getting harder and harder to compete with Amazon and other online stores."

According to the store associate, the Vernal location is not the only Staples in Utah to shut its doors.

"The Staples up in Salt Lake City is also closing sometime soon," Staples associate said, adding, estimating the deadline to be around November 15, this year.



UINTAH COUNTY
REGIONAL RECORDS
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NO. 1376

Vernal Express
Sept 26, 2017

Starbucks Brings Coffee and Concern to Basin

By WILLOW BECKER
wbecker@utahmedia.biz

Starbucks is scheduled to open its doors for business on June 22, 2016, according to a company spokesperson. Some residents say that the national coffee chain, slated to hire between 7-10 employees for its new location at 500 W. and Main Street in Vernal, could have a negative impact on the local coffee-selling economy.

Though it has not yet opened, the construction project has spurred both positive and negative feedback on social media. On May 24, Kelson Jay Beard made a plea on the Vernal Facebook Page for residents to boycott the national coffee franchise.

"With its opening, it would not be surprising to learn that two, if not three, of our local coffee shops are put out of business," Beard wrote. "You need to ask yourself, will the new Star-

bucks employ enough people to make up for the number of jobs lost, due to the closing of local shops?"

Residents' responses varied, with some calling for support of local coffee companies and others welcoming the national franchise with open arms. Still others expressed the need for natural competition to sift the weakest coffee shops out of business.

"If the local businesses need to step up the service and quality of their businesses to compete then let the games begin," said Vernal resident Donald Guyman. "Best product, best service wins."

Joel Brown, the Executive Director of the Vernal Chamber of Commerce, says there is a need for business in the Uintah Basin, both locally and nationally supported. When asked if local coffee companies could really compete

SEE CONTINUED on A8



ROBERT DABERRY, UB MEDIA

The Starbucks sign is lifted into place at the new location on the corner of 500 west and Main Street.

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NO 1374

Verlall Express - June 14, 2016

CONCERN

Continued from A1

with the national impact of a store like Starbucks, he said that they could, but on their own terms.

"On a national scale?

Definitely not. On a local scale, places like Shivers and Jitters definitely can," Brown said. "It's high-end, yet it's locally provided. At the end of the day, a lot of people will go back to their tried and true coffee choice."

It still remains to be seen how locally owned coffee companies will respond to having a Starbucks in the area. When the Vernal Express attempted to reach

out, no local coffee owners were available to comment. Starbucks, however, expressed faith that local sellers and the national franchise could work side-by-side at no detriment to the community.

"We know the community is passionate about coffee and their local businesses, and we believe this is a community where independent stores and small chains can continue to grow and thrive," a Starbucks spokesperson told the Vernal Express. "It's all in service of elevating specialty coffee - which is a good thing for everyone."

STEPHANIE'S MENAGERIE EMPORIUM

The Vernal Dinah-mites and Members of the Vernal Chamber of Commerce welcome Stephanie's Menagerie Emporium, at 166 West Main, with a ribbon cutting. Pictured (left to right) are Jennie Pack, Jasmine Stratton, John Marsala, Stephanie L. Anderson with little boy Angelo Anderson, Marvin Anderson, Robin O'Driscoll, Merna Cobbs and Marilyn Wallis. The Emporium is upstairs in the old bowling alley where Stephanie offers consignment sales, full body detox, paparazzi jewelry, Posh makeup and much, much more.



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REGIONAL ROOM
FILE FOLDER
NO. 1376

Vernal Express
May 28, 2014

Stitch N' Prints

Stitch N' Prints Vernal is owned and operated by Matt and Andrya Sisneros.

"We love what we do," Matt Sisneros said. "It's great to have all the tools we have to help businesses promote themselves in unique and positive ways."

Matt and his wife, Andrya bought the business from the previous owner, Jenny Brailsford, in the spring of 2017. Then renamed the stitching and printing business to Stitch N' Prints and moved the business to its current location on Main Street in Vernal.

They offer custom screen printing, stitch embroidery, banners, and sublimation.

"We even make custom mousepads," Sisneros said. "What a fun advertising tool for all your businesses."

Stitch N' Prints is committed to providing the best quality products at a fair price. Stop in and see how they can help you promote your business.



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NO. 1376

Vernal Express
MAR 5, 2019

~GRAND OPENING~

Stone Hollow Event Center / Bed & Breakfast

COME CELEBRATE AT THIS MUCH NEEDED ADDITION TO OUR COMMUNITY. COME SPEND YOUR FAMILY TIME WITH US!!

Community Together Open House:

July 29th Featuring Local vendors!

Come see our beautiful newly renovated building with a spacious event room, beautiful garden area, pavilion and themed rooms completed just in time for your 2017 event.

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- Birthdays
- Anniversaries
- Family Reunions
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Spacious Event Room



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Vernal Express
July 25, 2017

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NO. 1376

Feb 19, 2019

Vernal Express

Superior Drilling Products recognized by Zions Bank



Chris Redgrave and Rob Brough presented Superior Drilling Products with the Award.

SUBMITTED PHOTO

SUBMITTED BY ZIONS BANK

A Vernal business has been recognized as one of the state's best examples of entrepreneurship, earning a spot among the Zions Bank "Speaking on Business" Top Businesses for 2018.

Superior Drilling Products was among 10 Utah companies honored by the radio program and Zions Bank at a Feb. 15 luncheon in Salt Lake City. "Speaking on Business" host Chris Redgrave and Zions Bank Executive Vice President Rob Brough presented the awards.

Superior Drilling Products developed the first commercially viable process to remanufacture PDC drill bits, used for the oil and gas industry. The Vernal, Utah company has pioneered products and procedures that

have become standards throughout the oil and gas industry.

"Businesses like Superior Drilling not only form the backbone of our economy, they are elevating life for all of us through their problem solving, innovation and insightfulness," said Redgrave, Zions Bank Senior Vice President of Community Relations.

Since 1997, "Speaking on Business" has highlighted approximately 7,000 diverse businesses throughout Utah and Idaho. With the features airing on 22 stations throughout Idaho and Utah.

The program features a wide variety of businesses. Listeners might hear about a landscape design company, an international ski supplier, or even beekeeping.

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COURTESY VERNAL AREA CHAMBER OF COMMERCE

The Vernal Area Chamber of Commerce Dinah-Mites along with employees of the new TechnaGlass store in Vernal cut a ribbon for their grand opening. The store is located at 830 W. 100 S.

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REGIONAL ROOM
SUB FOLDER

NO. 1376

Vernal Express
NOV 8, 2014

kur-CHHH!

The crack of this blind man's whip
is actually a mini-sonic boom.



Working in near total darkness, local man's whip company wins state award

By DEBORAH TRACY
dtracy@ubmedia.biz

The sharp CRACK of a whip splitting the air in a Vernal yard is the result of the work of Jeremiah Espinoza.

The flying end of the whip is traveling at 768 miles per hour, explained Espinoza, known as Miah to his friends. "That crack is the speed of sound getting cracked," he said.

At first his neighbors thought it was a gun going off; now they are used to the sound of Espinoza's whips.

He learned to make whips as a teen. After he served in the U.S. Army in the first Gulf War, he returned home ready to resume his other pursuits, which included braiding whips.

Shortly after returning home, his vision started to fade. Although he now operates in the dark, his company, **Blind Man's Whips**, makes whips that sell across the country and around the world.

Tightly woven and beautifully crafted, whips are appealing to a larger audience these days. He makes whips for reenactors, people evoking either Indiana Jones or Zorro. "People actually still use

them for working cattle," he said.

And now, sports whip cracking is making a splash in the United States. Long popular in Australia, sports whip cracking involves competitive routines, target practice and speed cracking.

Espinoza has also used the braiding technique for making whips into creating other practical goods, such as horse reins and dog leashes, get-back whips for motorcycle riders and adjustable rifle slings.

He makes custom orders, or sometimes just creates things he imagines and puts them up for sale on his Facebook page. "I used to have a web page, but was only getting about 10 percent of business on the web and 90 percent on Facebook," he explained. Now it's all Facebook and word of mouth.

Just before Christmas, he sold a whip that was shipped to Italy.

He learned the craft in Oklahoma at 15. He was fascinated watching an "old guy" sitting in the corner with his hands moving swiftly. After Espinoza started hanging out watching the man, he was told, "If you are going to watch, give a hand." "Yes sir," was Espinoza's reply, with no idea that this would turn out to be a paying business many years down the road.

At 16, Espinoza said a whip taught him a harsh lesson. "I learned the golden rule, never fight with a whip for control; it will always remind you who is in charge." The young man cracked the whip. "I remember hearing it go off, it cracked. That's about as much as I remember, I remember getting off the ground, my face covered in blood on one side, and I was trying to walk to the back door," he said. Later, the doctor informed him that he had about cracked his skull. "It

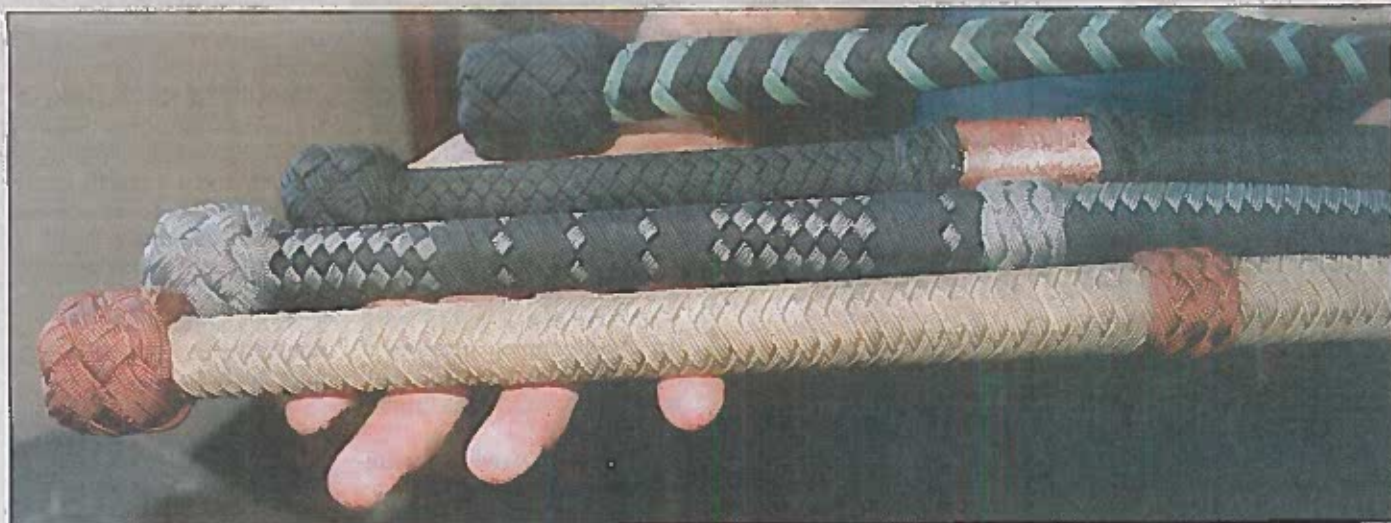
actually hit hard enough, it's like a bullet."

In fact, although cattle ranchers have long used a whip in their business, it never hits the animal. The crack goes off over their heads, and it's the sound that frightens and motivates them. "You can break bones with them if you are not careful," he said.

Although he started with leather, his deteriorating vision forced him to switch to parachute cord. The colorful cord not only enables him to use a wide array of colors, including glow in the dark, it also proves more durable in some situations.

A few years back, Espinoza took one of his parachute cord whips and buried it out in the snow for a few hours. He took it out of the snow, and it worked just fine. "Try that with a leather whip," he said.

SEE WHIPS on B4



All photos by
Deborah Tracy

Top left: Jeremiah Espinoza's hands become a blur when he gets into the rhythm of whip making. **Top right:** Espinoza said it takes about 12 hours to make one of his 6-foot whips, depending on how much coffee he's had. **Center:** Espinoza displays the tightly woven handles of his handmade whips. **Above:** Espinoza's recent award for Blind Man's Whips is displayed on a table with an array of other products which employ the braiding technique he used for making whips.

Community Calendar

May 22 - 28

• Register for Summer Orchestra for 6 thru 12 graders at Roosevelt Junior High School. Contact Rachel, rwheeler@dcsd.org.

May 23

• Teaching Kids, Love and Logic Parenting, Uintah County Library, 6:30 - 8:30 p.m. Call Connie (435) 790-7678.
• Toastmasters Meeting at the Vernal City Offices, 374 E. Main., Vernal at 6 p.m.
• TOPS Club, Golden Age Center at 330 S. Aggie Blvd, 9:30-10:45 a.m. Contact Marilyn 781-2911.

May 24

• 12th Annual Strata Networks Charity Golf Classic, Vernal Dinosaur Golf Course. Call 622-5007/ email golf@stratanetworks.com.
• Teaching Kids, Love and Logic Parenting, Uintah County Library, 10 a.m. - noon. Call Connie (435) 790-7678.
• Golden Age Center Dances, 330 S. Aggie Blvd., Vernal, 8-10 p.m. Kays Band. All ages welcome.

May 28 - June 1

• Summer Orchestra for 6 thru 12 graders at Roosevelt Junior High School. Contact Rachel Wheeler, rwheeler@dcsd.org.

May 30

• Toastmasters Meeting at the Uintah County Library, 100 North 20 East, in Vernal at 6 p.m.
• TOPS Club, Golden Age Center at 330 S. Aggie Blvd, 9:30-10:45 a.m. Contact Marilyn 781-2911.

May 31

• Golden Age Center Dances, 330 S. Aggie Blvd., Vernal, 8-10 p.m. Kays Band. All ages welcome.

June 1

• Main Canyon & See Ridge Rd., Uintah Riders All Terrain group (URATS).

June 6

• Toastmasters Meeting at the Uintah County Library, 100 North 20 East, in Vernal at 6 p.m.
• TOPS Club, Golden Age Center at 330 S. Aggie Blvd, 9:30-10:45 a.m. Contact Marilyn 781-2911.

June 7 - 8

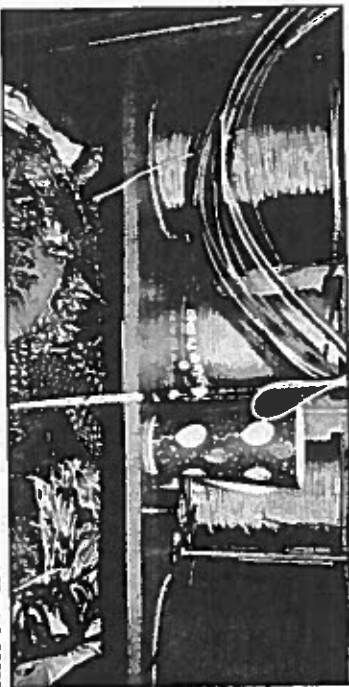
• Thunder Rock Outdoor Rock Festival, Western Park. Friday gates open at 5 p.m. Saturday gates open at 2 p.m. Two days of rock.

Hosting an event

Post it for free on our community calendar at

vernal

Vernal Express



DEBORAH TRACY, VERNAL EXPRESS

Parachute cord allows Espinoza to make his whips and other hand-braided products in a wide variety of colors.

WHIPS

Continued from B1

Earlier this year, Espinoza received a Utah State University Small Business Development Center Client of the Year for 2012 award. Mark Holmes, director of the Small Business Development Center located on the Utah State University -- Uintah Basin campus, said when he first met Espinoza, he had his doubts.

entrepreneurism," Holmes said. "Getting knocked down, and getting back up, doing something new and trying it and if that doesn't work you try something else, you just keep trying and going."

As Espinoza's fame in the art of whip-making grows, he continues to try new products, and someday hopes to teach whip-making to the art ion?

"He may never become a million dollar company, but this is really the spirit of entrepreneurship," Holmes said. "Getting knocked down, and getting back up, doing something new and trying it and if that doesn't work you try something else, you just keep trying and going."

As Espinoza's fame in the art of whip-making grows, he continues to try new products, and someday hopes to teach whip-making as well so the art isn't lost.

He explained one of the joys he finds in the occupation. "When I am starting to build one of these things I swear I can almost hear it crack in my head, just how it's going to sound. They do sound kind of different

Mostly, Holmes helped Espinoza with some of the financial paperwork required to start his business.

[illegible][illegible]

Openings



SUBMITTED PHOTO

The grand opening of a second Vernal location for B's Buzz In, Buzz Out convenience stores was celebrated with the Chamber's Dinomites and others including Carl Cobb, Myrna Cobb, Ted Munford, Cody Cook, Connie Smith, Adam Massey, Jessica Bourgeois, Tim Jones, Amy Moser, Madonna Allen, Symone Massey and Marilyn Wallis.

B8

Tuesday, May 19, 2015

Vernal Express



SUBMITTED PHOTO

Train Station Opens

Members of the Vernal Area Chamber of Commerce welcomed the new Train Station fitness center to Vernal with a ribbon cutting ceremony on Saturday, May 9. The center is located at 2488 West 500 North.

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FILE FOLDER
NO. 13716

Ulta opens candy-land of beauty in Vernal



across the U. S. all focused on bringing all things beauty, in one place, for women of all ages.

Store Manager Elaine Schroyer says the store offers full salon services with skin, hair, facial, nails and waxing treatment.

Ulta also offers micro-derm treatments for men as well as women, according to the manager.

A veteran of 12 years and many store openings with Ulta, Schroyer said "Vernal's opening has been an amazing and inspirational experience."

Maybe more like in-demand or sought after judging from the crowds at the Grand Opening.

Aaron Cleavinger, Ulta's Director of Corporate Strategy, and former Vernal resident said no less than 68 people were waiting in-line at the door before they opened.

"There was one woman at the front door at 8 a.m., when I arrived this morning," he said.

When people arrive early for anything in Vernal - we're looking at a success.

Cleavinger is a "1995 graduate of Uintah High School" and proud to return to his home turf.

He is a 2001 graduate of Brigham Young University, a 2014 MBA from the University of Notre Dame and an Ulta employee since 2010.

Submitted Photo

Grand Opening at the Vernal Ulta beauty store with the Vernal Area Chamber of Commerce Dinah-mites, Ulta Director of Corporate Strategy Aaron Cleavinger (left), Ulta Store Manager Elaine Schroyer and (center) and Ulta CEO Mary Dillon.

By MARY BERNARD
mbernard@ubmedia.biz

Ulta defines itself as the ultimate beauty store for women, or as Ulta CEO Mary Dillon, says "a Candy-Land of cosmetics, fragrances, hair care and salon services."

Ulta's Grand Opening in Vernal on Friday, Sept. 26, did not disappoint Dillon

or Vernal with a continuous stream of women filing through the doors.

"We know that women love beauty all across the United States and we had a vision of coming to a town like Vernal," Dillon said.

She praised the warm welcome of the community in accepting the small-format store that just opened.

"We have two

5,000-square-foot stores in the country, this one and one other in North Carolina," she said, adding their goal is to open 100 stores in the coming year.

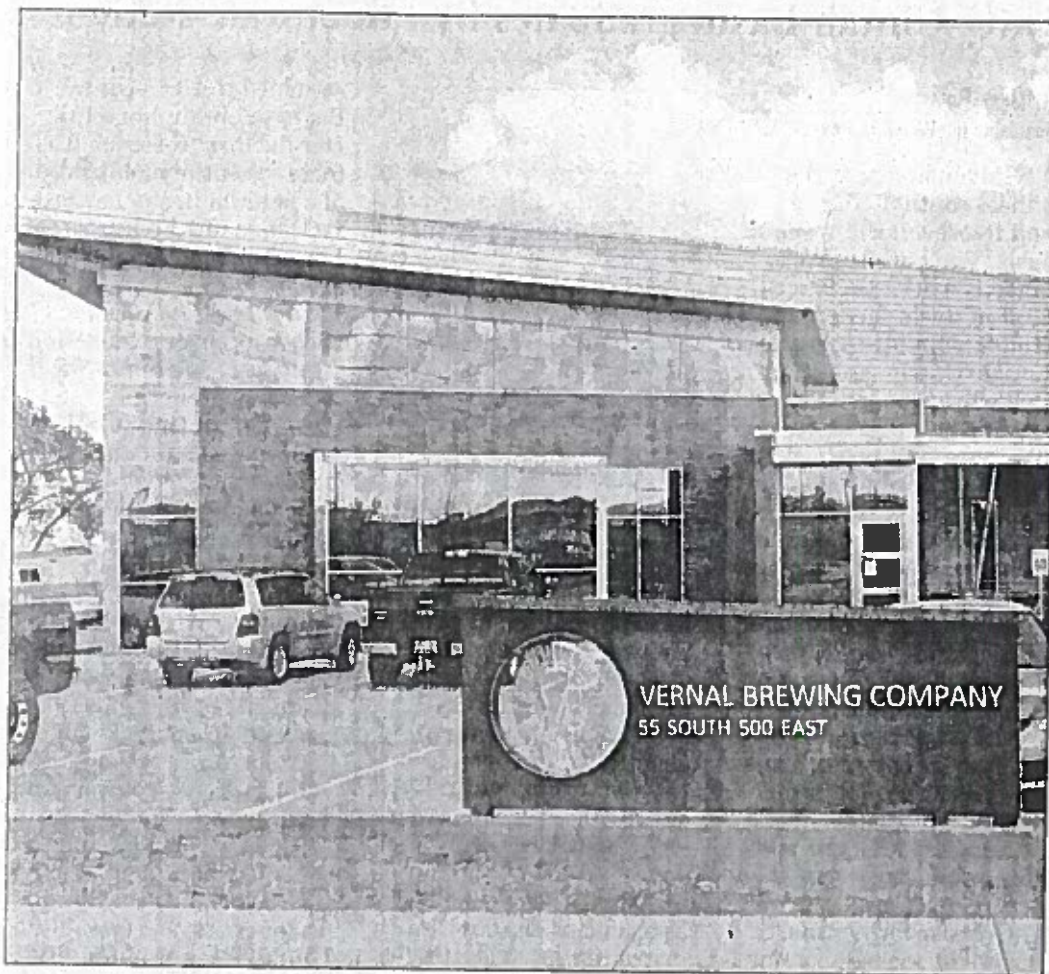
Small in size perhaps, but not staff, as the Vernal store boasts 35 employees in every aspect of beauty services.

The Chicago-based company has over 700 stores

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NO. 1376

UBS - Sept 30, 2014

MAY 15, 2013



VERNAL BREWING COMPANY

Have a hankering for some hand-crafted brew? Maybe some Dinobite or Directional Porter or Kokopelli Kolsch or Little Hole Lager? The Vernal Brewing Company, locally owned and managed, has made a soft opening this month. "We'll do a grand opening when the beer is ready," said Ginger Bowden, owner. In the meantime, the restaurant is open for limited hours from 10 a.m. to 4 p.m., Thursday through Sunday at 55 South 500 East in Vernal, 435-781-Beer (2337). Visit them online at their website <http://www.vernalebrewingcompany.com>.

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Vernal ranks 2nd of small business friendly communities

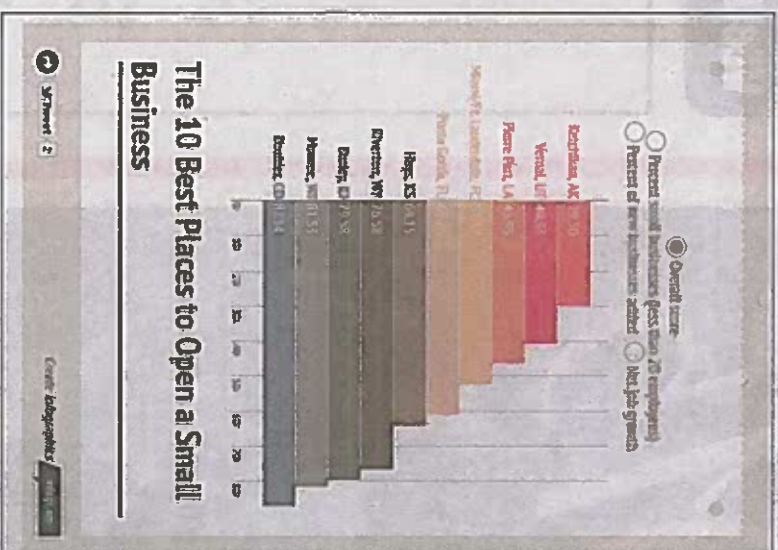
By MARY BERNARD
mbernard@utahmedia.biz

Vernal has been recognized as the Second-Best American City in which to open a small business by the National Federation of Independent Business for 2014. Sure, Vernal is home to big business partners like Halliburton, Anadarko, Kinder-Morgan, etc., but this report says the small business climate runs deep in the local culture.

Analysts used U.S. Census data to rank the 10 best places for small businesses based on hiring trends, positive growth numbers and small business numbers. To read the article visit this link: <https://salentribune.com/america-reproducers.com/america-best-places-small-business/>

The Vernal Express contacted a number of small businesses, but none chose to comment, so the analysis presented here comes from the report. Researchers looked at labor, inventory, sales, capital spending, earnings and wages as criteria for comparison.

They found that businesses with less than 20 employees in Vernal reflect 76 percent of local businesses, growing at a rate of 3.6 percent for all new businesses and generating a net job growth of 3.5 percent, locally.



Based on census data reflecting hiring trends, positive growth numbers and small business numbers, Vernal ranks second nationally in small business optimism right behind Ketchikan, Alaska.

More than half of all small businesses reported hiring or trying to hire, saying the local labor market presented challenges with near-full employment. Inventory and sales expectations varied as the rate of inventory reduction was reportedly slowed due to less than timely restocking. Overall earning trends made modest gains with 22 percent, reporting that they raised wages up 2 percent, as a consequence.

Utah's Department of Workforce Services reported 2014's seasonally-adjusted unemployment rates the lowest in Duchesne and Uintah Counties, below 4 percent. That includes a "year-over payroll employment in Uintah County (that) grew 2.2 percent in the second quarter of 2014." Uintah County's "year-over changes in taxable sales decreased for the sixth time in seven quarters, though the decline was less than 1 percent."

Optimism remains high among small businesses in the county, says the National Federation report. The outlook, the framers of the report explain, is that small business operators nationwide expect the economy to improve, perhaps a response to the November election results."

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NO. 1376

Vernal Express
Dec. 23, 2014



SUBMITTED PHOTO

Ooh La La & Friends was among nine small businesses that received the Utah Small Business Development Center's Regional Client of the Year award Friday at the State Capitol during Rural Legislative Day.

Vernal small business celebrated at 'Rural Legislative Day'

SALT LAKE CITY—Ooh La La & Friends, of Vernal, was among nine small businesses that received the Utah Small Business Development Center's Regional Client of the Year award Friday at the State Capitol during Rural Legislative Day.

The winners are from nine regions in Utah that work with the Utah SBDC. The businesses represent a broad range of products, services and innovations offered by Utah's entrepre-

neurs.

Ooh La La & Friends is a home decor store that offers classes and supplies for the home decorating do-it-yourselfer as well as a place for hairdressing and a spa.

"The simple synergy of this concept sets Ooh La La apart from other salons in the area," Uintah Basin SBDC Director Mark Holmes said. "I'm also impressed by the amount of sales in the supplies area.

This has become an important part of the operation."

Rural Legislative Day was started in 2011 by the Governor's Office of Economic Development's Rural Division to inform lawmakers about issues impacting rural Utah. The Utah SBDC operates 10 service centers and 4 satellite locations throughout Utah, providing consulting, training and other resources to emerging and existing small business owners.



DEREK HOPPER, VERNAL EXPRESS

The Dinah Mites recently helped with the ribbon cutting of Vernal Tutoring. Pictured left to right are Adam Massey, Teddie Lewis, Linda Lynch (tutor), Niki Angus (tutor), Karl Cobbs, Myrna Cobbs, Amy Farnsworth (owner/tutor), Julie Curry and Mari Cook (tutor). The tutoring center is located at 38 East 100 North, Suite B, in Vernal and they are currently accepting students for summer tutoring.

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Vernal welcomes new Petco

Salt Lake City – Petco is happy to announce the grand opening of its new store in Vernal, UT located at 1997 West Highway 40 the weekend of March 29-30.

In an effort to raise awareness for pet adoption, potential new pet parents can connect with local shelter pets at the celebration, which will also include other festivities such as giveaways and a variety of activities to introduce the

new store and its team to the community.

Guests are also invited to bring their furry friends to join in on the fun.

All pet parents who adopt during the grand opening celebration will receive a Think Adoption First Care & Savings Booklet with up to 50 percent off supplies and services for their new pet.

To receive the booklet, new pet parents can bring their proof of adoption to

any Petco location.

The new Vernal Petco store will offer local pet parents everyday necessities and a wide-variety of high quality food options, including natural, organic and raw food selections.

The store will also host monthly companion animal events, which are complimentary interactive educational forums for families, such as the annual hit, Reptile Rally. Plus, there will be numerous adoption events throughout the years, which will help local rescues find homes for animals in needs.

On Saturday, March 29 there will be a ribbon cutting at 8:55 a.m. before the doors open and then the first 100 Pals Rewards customers receive a FREE \$10 Petco gift card.

On Sunday, March 30 at 9:00 a.m. once again the first 50 Pals Rewards customers will receive a FREE Petco tote bag.

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Vernal Express
Mar 18, 2014

Westroc Trucking honored by Zions Bank

By MARK WATSON
mwatson@ubmedia.biz

A Vernal company has been recognized as one of the state's best examples of entrepreneurship, earning a spot among the Zions Bank "Speaking on Business" Top Businesses for 2014. Westroc Trucking and Oilfield Service was among nine Utah companies honored by Zions Bank President and CEO Scott

Anderson at a Feb. 6 luncheon in Salt Lake City.

Current Westroc owners Bruce and Westona Horrocks said they were honored to be invited to Salt Lake City last week to receive the honors from Zions Bank.

Westona's father Weston was just 17 years old when he started into the drilling business. Technically, Weston was too young for the job, but he thrived with the

work so much that a few years later he bought his own truck, a two-ton Dodge, and started a trucking company. Today his company, Westroc Trucking and Oilfield Service, has 200 employees and is a partnership between Weston and his two daughters and sons-in-law. It is an extensive trucking operation with specialized equip-

SEE WESTROC on A2

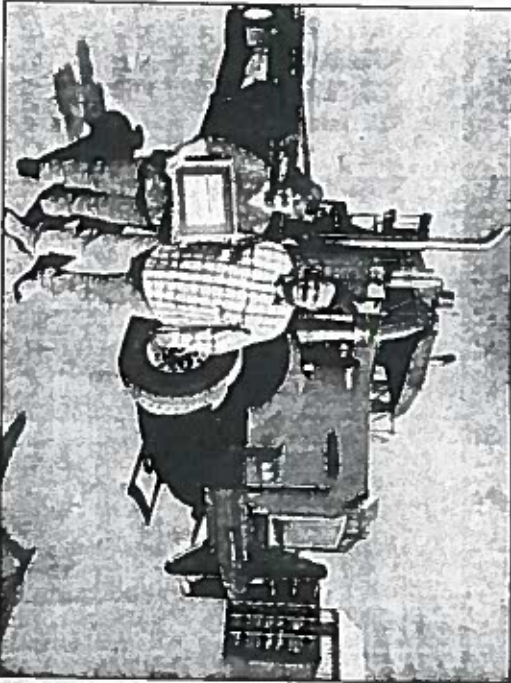
WESTROC

Continued from A1

ment including tractors and trailers used to move large rigs and drilling equipment. They also prepare locations before and after a rig moves. Westroc's operations include services like pipeline construction, pit liners and building compressors.

"Businesses like Westroc Trucking and Oilfield Service are an outstanding example of the entrepreneurial spirit we have here in Utah," said Chris Redgrave, host of the KLLZ 1310 AM radio program "Speaking on Business."

Other businesses honored by Zions Bank were VacationCandy of Park City, Angie's Restaurant of Logan, Internexus of Salt Lake City, International Amoring of Centerville, Top Hat Farms of Deweyville, TruAudio of St. George, Wood Creations of West Haven and ManagementPlus of Cottonwood Heights.



Westona Horrocks and Bruce Horrocks stand in front of one of their 60 semi-trailer trucks used to haul drilling rigs in and out of the oilfields.

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NO. 1376

A2

Tuesday, February 17, 2015



Westroc Trucking and Oilfield Services owners Westona and Bruce Horrocks show off a plaque they received from Zions Bank as one of the top Utah businesses in 2014. From left: Zions Vice President Rob Brough, Zions Bank Vernal Financial Center Manager Tim Negus, Zions Bank Relationship Manager Ben Ashby, Westona Horrocks, Bruce Horrocks, Zions Bank President Scott Anderson and Speaking on Business Host Chris Redgrave.

Vernal Express

April 14, 2015

Grand O



DEREK HOPPER, VERNAL EXPRESS

A Grand Opening ceremony was held for West USA, who moved to a new location at 1293 West Highway 40 in Vernal. Pictured are members of the Dinomites, chamber members and store employees that include: Ted Munford, Madonna Allen, Myrna Cobb, Guy Collet, Marilyn Wallis, Jason Anfinson, Gary Gaudette, Adam Massey, Denna Hatch, Joseph Wright, Cody Boren, Jodi Hancock, Nicole Boren, Jody Shafor, Sky Christensen, Jim Shafor, Karlee Boyles, Crissy Knibbe, Marci Mogen, Carl Cobb and Tim Jones.

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NO 1376

A2

Wednesday, November 6, 2013

Vernal Express

- Grand Opening -



A Toast to Vernal Brewing

The Vernal Brewing Company celebrated its grand opening in style with a ribbon cutting ceremony hosted by the Vernal Area Chamber of Commerce. Holding the scissors in the front row are owners **Eric and Ginger Bowden**. Pictured left to right are: Guy Collett, Brian Gorum, Symone Massey, Steve Evans, Robin O'Driscoll, Eric Miller, Adam Massey, Liz Burk, Zak Watkins, Mariah Gordon, Sheree Fryarludwig, Dillon Howorth, Tosha Zeigler, Myrna Cobbs, Brett Hancock, Julie Curry, Teddie Evans and Kathy Mashburn. Vernal Brewing Company is at 55 S. 500 East in Vernal. The feature hand crafted local beer along with an executive chef taking care of the food items at the restaurant. Their website is www.vernalbrewingcompany.com for additional information.

Paul Kelly guide

River app

Changes are the river permit Dinosaur National Monument, starting 2014 river rafting

A lottery for son permits will

BIG FINIS 201

Vernal Express

C3
Tuesday, December 1, 2015



COURTESY CHAMBER OF COMMERCE

Affinity Sports Zone

A ribbon cutting was held at Affinity Sports Zone located at 2009 West Highway 40 in back of Sportsman's Warehouse. (Drive around behind.) The Vernal Area Chamber of commerce welcomed owner Brian Griffin and his employees at the ribbon cutting.

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D6

Tuesday, November 4, 2014

Vernal Express



LIBERTY BEST, VERNAL EXPRESS

Apex Aviation joins with New Horizon Travel

Apex Aviation and New Horizon Travel have come together to create the ultimate experience in Vernal. Apex Aviation is a new business who offers many things such as scenic flights over Vernal, travel and pilot training for commercial license. New Horizon will offer agents to help make travel the best it can be. The Dina-Mites collectively welcomed the new businesses at 595 South 700 East with a ribbon cutting ceremony Saturday.

Bakery owners rise to the occasion

Couple has faith in Vernal, buys business in downed economy

LIBERTY BEST
lbst@ubmedia.biz

Jay and Molly Haslem have taken over ownership of Great Harvest Bread, Co., officially opening its doors again on Oct. 21. The Haslems said the downturn in the economy didn't scare them from purchasing the business because they believe in Vernal.

"Both of us have a lot of faith in Vernal," Molly Haslem said.

"We both grew up here, so we know how it goes with the boom and bust, but we know there is a core group of people that stay here. We love it here and Vernal is very supportive of things like this."

Jay Haslem said he thinks that Vernal, whether in a downturn or not, will support those that support the community. He

SEE **HEAD** on A10



LIBERTY BEST, VERNAL EXPRESS

Jay and Molly Haslem have taken over ownership of Great Harvest Bread, Co. Jay and Molly Haslem are pictured with their staff and nephews, Evan and Seth Haslem. Great Harvest re-opened its doors on Oct. 21.

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NO.

1376

VERNAL EXPRESS
OCT 20, 2016

BREAD

Continued from A1

said he wants to give back to the community that he grew up in.

Jay Haslem said it is in his blood to run his own business and has been in retail and customer service

his whole life. Great Harvest has been his dream for years.

"I actually liked Great Harvest ever since I was in college in Logan, and I actually tried about 10 years ago to get Great Harvest here and they said no because we were too small," Jay Haslem said.

After his first attempt in bringing Great Harvest to Vernal, Jay Haslem had a lot on his mind. In that time he met his wife, and had a son, Eli. He said when the opportunity came up to buy it he did not want to see the business leave, so he set out to realize his goals.

Molly Haslem said their son is just as excited about the business as they are.

"He calls it the bread store and he told Jay, 'I just want an apron and I want to work and I just want to give people food.' Maybe in a few years," Molly Haslem said laughing.

Jay Haslem currently

works at BHI and can only be at Great Harvest morning and night, when he is not at his other job. He said working with Molly Haslem really takes the load off.

Molly Haslem has a marketing degree and took care of all the redesign at the store and has also been in charge of the marketing

and social media for the business.

The Haslems opened their doors to Great Harvest on Oct. 20, in a soft opening for only a couple of hours. In that time, Jay Haslem said there were over 200 people that came through the doors.

Sept 11, 2013

Vernal Express



DEREK HOPPER, VERNAL EXPRESS

RIBBON CUTTING

Gales Books Decor And So Much More celebrates the opening of their new location with a ribbon cutting hosted by the Vernal Chamber of Commerce. Pictured (from left) are Symone Massey, Liz Severson, Dabra Anderson, Sherrie Brinkerhoff, Amy Vernon and Adam Massey.

UINTAH COUNTY LIBRARY
REGIONAL ROOM
FILE FOLDER
NO. 1376

Beloved bookstore closes its doors forever after 38 years

By LIBERTY BEST
best@ubmedia.biz

After 38 years of business Bitter Creek Books closed its doors on Saturday. Allan and Kathy Mashburn owned the business for 18 years. They have nurtured the small bookstore to be a part of Vernal's community, having branched out from books and expanding their inventory as well as having a small cafe in the back of the store.

Bitter Creek Books has a rich history in Vernal's town. It started with Marie Kaczmarek in 1976 after 20 years of teaching school off and on, traveling all over the country and finally resting in Vernal, where her family had a homestead by Bear Creek.

Feeling a connection to Bear Creek, Kaczmarek chose Bitter Creek Books for the name of her bookstore. Kaczmarek ran the bookstore with the help of her daughter, Suz Johnston, who said she spent so much time at Bitter Creek Books that her children grew up in the store.

Eighteen years ago, Kaczmarek sold the bookstore to Allan Mashburn who moved it to its location on main street. He has many fond memories of his time owning Bitter Creek Books and is sad to close its doors.

"Everyone is sad we are going," Mashburn said. "The problem is we don't have enough customers to justify having the front doors open. We tried putting in the grill and that didn't help either, between

the two we are just losing too much money."

Mashburn also said electronic readers have also impacted the business. He was able to see the change when the electronic readers started coming out and since they are becoming more prevalent it is becoming a problem with selling books.

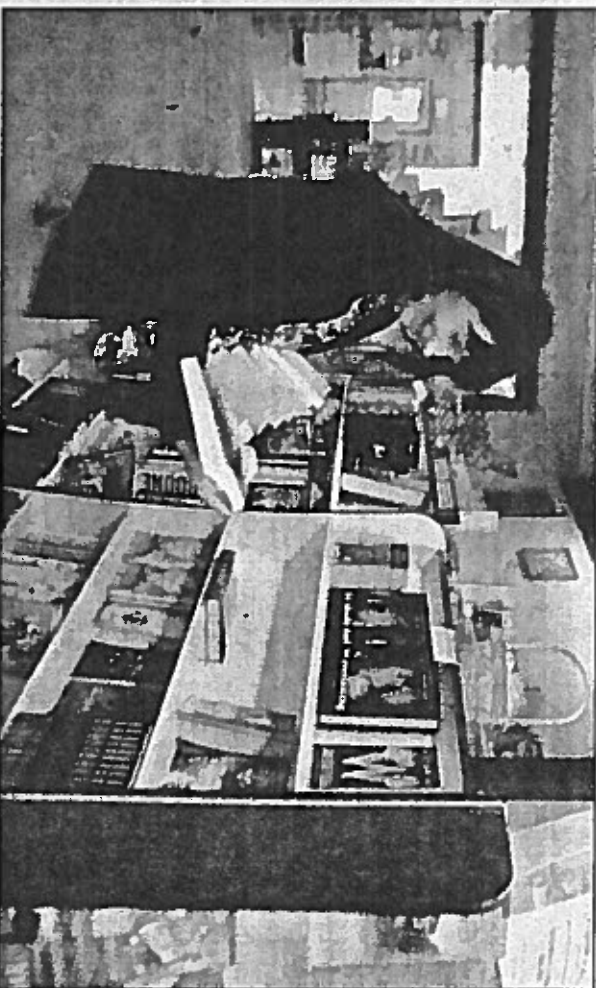
Mashburn also said he used to have business with the school district and things have changed in that department as well. Having had teaching supplies in previous years but finding teachers going online for supplies, made Mashburn make the choice to rid the store of those items.

"I don't think that there's a strong sense of community anymore in

that people want to shop local," Mashburn said. "They want to go to the bigger stores, they want to go to the businesses open-

ing on the west end of town and they want to go to Salt Lake. The sense of community and belonging that used to be here is gone."

Mashburn said he has had a lot of good and loyal customers over the years and is grateful for the customers that stayed loyal.



Karen Lawson shops at Bitter Creek Books for the last time.

LIBERTY BEST, VERNAL EXPRESS



SUBMITTED PHOTO

Boot Barn Grand Opening

Boot Barn, located in the Vernal Towne Center west of Vernal, held a Grand Opening for their new store on Nov. 21. Store manager Kevin Williams was joined by his staff as well as members of the Vernal Area Chamber of Commerce to cut the ribbon and officially open the store. Boot Barn offers a wide selection of all kinds of boots as well as jeans, workwear, accessories, hats and other items for men, women and kids.

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REGIONAL ROOM
FILE FOLDER
NO. 1376

A12

Wednesday, April 17, 2013

Vernal Express

Brady Trucking wins top honors

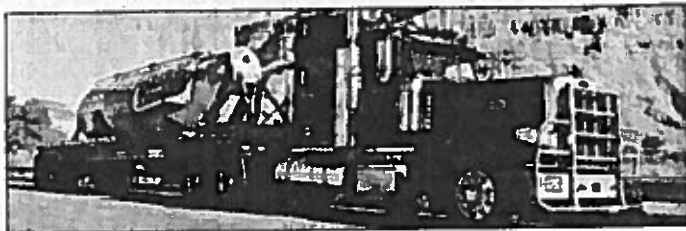
By **DUSTIN HUGHES**
Vernal Express

Vernal's Brady Trucking has grown quite a bit from its foundation in 1980, culminating in winning honors as Trucking Company of the Year for 2012 at the Rocky Mountain Oil and Gas Awards.

"We were very grateful and pleasantly surprised to be: number one, nominated, and number two, to win the award for trucking company of the year for the region," said Chuck Johnson, vice president and chief operating officer.

It's the latest chapter in the company's growth.

Brady Trucking opened in 1980, founded by Larry Brady and wife Jennifer.



SUBMITTED PHOTO

One of Brady's fleet.

It was incorporated in 1986, serving primarily the Uintah Basin. In 2005, it started an expansion and now primarily serves the Rocky Mountains. Its services reach as far out as California to Florida and in between. Over the time it's grown from one employee to about 225 people on the payroll, Johnson said.

It operates 140 trucks and more than 175 trailers. But Vernal is still the

company's headquarters.

"It's been a lot of fun," Johnson said. "I'm quite pleased of the growth we've had and the success the company's had with our customers. That's been the primary reason for our growth."

Johnson also said the company had drawn notice from the Rocky Mountain Oil and Gas Awards for its safety programs aimed at improving employee safety.

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2019 S. 1!



MLS# 1136418

UPS driver inducted into 'Circle of Honor'



UPS employee Brian McNamara of Vernal, recently marked a career milestone by driving and working accident-free for the last 25 years.

STORY AND PHOTO
By JOHN THOMPSON
jthompson@ubmedia.biz

When Brian McNamara of Vernal started his new job as a driver for UPS, the internet and Seinfeld were brand new, Dances with Wolves was the hot new movie and the Euro dance band Milli Vanilli had their Grammy award revoked after admitting to lip-syncing two hit songs.

That was 1990. Now, 29 years and 1.45 million miles (estimated) later, McNamara is being recognized by his employer and invited to join the company's

Circle of Honor for drivers who have achieved 25 years or more of accident-free driving. Utah now has 49 Circle of Honor drivers.

"My thanks go to all of them for their dedication and focus and for the countless lives they've saved," said Kenneth Cherry, president UPS Mountain District. "Their attention to detail has kept them safe and has helped improve public safety."

McNamara isn't the sort to seek recognition. The 54-year-old who has lived in the Uintah Basin for most of his life, has a calm confidence that puts people at ease. "Plenty" of dogs have bitten him, he's had a wood plank and a drop-hitch fly off trucks and come through his windshield on Highway 40. He's extra careful during inversions, winter storms and around drivers who are using their phones, which is common, he said.

He likes the job because it keeps him active and in shape, and he plans on working for another six to eight years even though he could retire now. "It's a good company to work for or I wouldn't have been here this long," he said.

The trick to dealing with territorial dogs is to give them a biscuit, which he does nearly every day. He says he still likes dogs in spite of all the bites. But it's frustrating when people let them out as he is walking away from a house.

Winter driving and inversions are among the biggest challenges. "Getting up in the morning and seeing six to 10 inches of snow and knowing that's your day is challenging sometimes," he said.

Watch what you're doing, drive defensively and don't text and drive are the three things McNamara attributes to his 25-year safety record. "I see people on their phones everywhere I go," he said. "You're sitting higher than them and when they pass you look over and they are texting. That's the biggest thing I see."

The holiday season can be a bit hectic but UPS keeps drivers on a five-days-per-week schedule. Each driver delivers about 100 packages each day. The pace of work has gotten a bit more relaxed over McNamara's career. He said the company has learned that pushing drivers too hard can lead to costly mistakes.

McNamara is the longest-tenured UPS driver in the Basin. But during that time he's only had to work one weekend. "I always have weekends off which is great because when the day is over I don't have to worry about being on call," he said. "When I leave the office I put it behind me."

UPS gave him two new jackets and put out a breakfast for the entire crew in his honor for reaching the 25-year milestone. In his spare time he likes to catch walleye and hunt elk.

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NO. 1376

Vernal Express
April 30,



JOSHUA MURROCK, IN REAR

The interior of Classy Brass Reloading Supply and Indoor Pistol Range feels more like an inviting hunting lodge or a friend's cabin than a store and gun range. With a variety of firearms and ammunition for sale, pistol rentals, an indoor range, and a common area featuring a couch, coffee and darts, Classy Brass is not your average firearms dealer or range.

Classy Brass indoor pistol range opens in Naples

JOSHUA MURROCK
jmurrock@vernal.net

The Union County's first indoor gun range opened in Naples, on Oct. 25. Classy Brass Reloading Supply and Indoor Pistol Range is an expansion on Joe and Beth Carroll's ninth-old reloading supply store located at 1013 U.S. Route 40, Naples.

Classy Brass features a seven-lane indoor pistol range, show room and common area with a couch, television, coffee maker and dart board. The Carrolls offer firearms and ammunition sales, daily late rentals and firearm rentals.

Joe Carroll explained that potential visitors buyers would find a complete inventory purchasing experience at Classy Brass. Unlike other stores, he said, customers of Classy Brass would be able to fire guns they were interested in and work personally with Joe and Beth to determine exactly which firearm best met their needs.

Patrons of Classy Brass can shoot their own firearms and ammo or rent a firearm from the variety available at the store.

"We're just, bring your gun, bring your ammo, we supply some targets," said Joe Carroll. "We do have ammo here for sale

but most people like buying their own stuff, a lot of people do all their own reloading. It's a good place to do your first date. We do have firearms for rent, they're \$15 a day to rent."

Joe Carroll said he tried to keep his prices low, knowing that the economy in the Union is struggling.

"We've tried to keep in the price range for the economy," said Joe Carroll. "I've checked on other indoor shooting ranges around and they're \$15-\$40 an hour. We're not trying to put that procedure; we're just \$12 a day for a 12-hour day, that's a buck an hour. (At) an indoor shooting range, you know,

that's not bad."

Aside from pricing, simply opening and expanding a business in a down economy has been a challenge.

"It's rolling the dice, you know, rolling the dice - see what happens," said Joe Carroll. "We stumbled onto the building and just went for it. So far, met a lot of nice people and a lot of interested people."

The Naples City Police Department and the Union County Sheriff's Office

have expressed interest in using the range during the winter. The Carrolls also hope to add more training features for law enforcement.

"We're looking at a few other options (including) video shoots for the police academy with live ammo," said Joe Carroll. "They'll be able to come in with their firearms and shoot in situations where they've already taken other footage of what to do, what not to do, when to do, when not

to do."

The Carrolls hope to build a 100-yard, indoor rifle range since they see how their current operation fares.

"That's down the road; we'll see how this takes off," said Joe Carroll.

Classy Brass is open 8 a.m. to 10 p.m. Monday through Saturday. For more information, call (435) 630-3562 or search "Classy Brass Reloading Supply and Indoor Pistol Range" on Facebook.

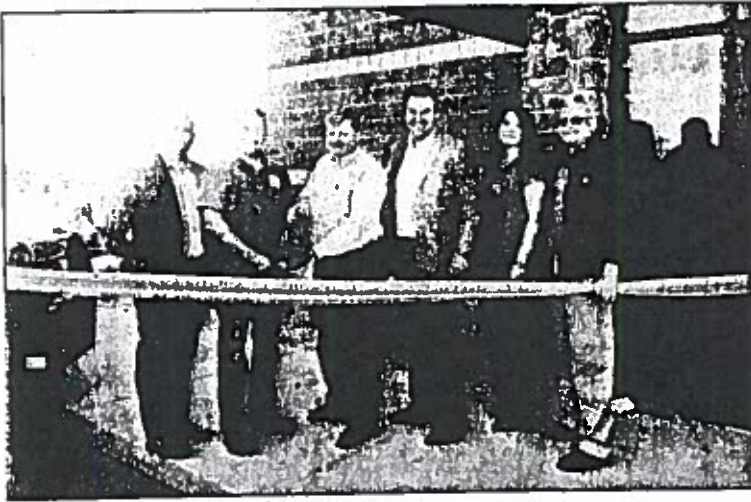


JOSHUA MURROCK, IN REAR

An immaculate range sits in the back of Classy Brass Reloading Supply and Indoor Pistol Range. With a variety of firearms and ammunition for sale, pistol rentals, an indoor range, and a common area featuring a couch, coffee and darts, Classy Brass is not your average firearms dealer or range.

May 28, 2014

Vernal Express



CODALE ELECTRIC RIBBON CUTTING

Codale Electric Supply's arrival in Naples is greeted with a Ribbon Cutting on May 1 at their new facility at 535 South 1070 East in the industrial park. Pictured are Codale Vice President Nick Holt (left to right), Branch Manager Jason Lewis, Naples Mayor Dean Baker, Codale Vice President of Sales Jon Mitchell, Vernal City Mayor Sonja Norton and Gordon Kitchen of Deseret Industries.

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NO. 1376

Business is booming!

Ribbon cuttings aplenty attest to growing number of businesses in the local community



SUBMITTED PHOTOS

The Vernal Area Chamber of Commerce Dinah Mites have been extremely busy helping local companies wield the "big scissors" to cut the ribbons for their new businesses. FROM LEFT TO RIGHT, TOP: Sally's Beauty, April 5; Commerical Tire, April 16; MIDDLE: Warrior's Warehouse, April 16; Ashley Lock and Security, April 25; BOTTOM: West USA Realty, May 3; and Risk Managers Insurance, May 3.

Consumer confidence seems to hold steady

SALT LAKE CITY – The Zions Bank Consumer Attitude Index (CAI) decreased 2.4 points to 76.5 in April, while the national Consumer Confidence Index (CCI) rose by 6.9 points to 69.1.

and employment conditions – declined 4.8 points. Nevertheless, the Zions Bank CAI Present Situations Index still sits 11.2 points ahead of the CCI Present Situation Index.

Index relative to the Expectations Index. For example, according to the White House, starting on April 1 approximately 15,000 civilian Department of Defense employees were to

government will be able to replace or amend the sequester in the future, or, at a minimum, that they will eventually better understand the ultimate impact of the forced spending cuts.

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Vernal Express

A8

Tuesday, August 19, 2014

Davis Food & Drug reopens with a new look



KEVIN ASHBY, VERNAL EXPRESS

Chamber members and community leaders joined with the Jim Davis family to celebrate the re-grand opening of Davis Food and Drug on August 13. Hundreds of people joined in the celebration over the weekend. The Davis family purchased the stores in Vernal and Roosevelt in 1988. In 1988



KEVIN ASHBY, VERNAL EXPRESS

Davis Food and Drug owners gathered inside their newly remodeled store. Pictured are Lee, Debbie, Jim, baby Sloan, Jani and CJ Davis.

A flower by any other name



COURTESY VERNAL AREA CHAMBER OF COMMERCE

Members of the Vernal Area Chamber of Commerce Dinah Mites along with employees of Executive Imports cut a ribbon for the company's new location at 295 W. Main in Vernal.

Aug 28, 2013

Vernal Express



DEREK HOPPER, VERNAL EXPRESS

EZ CUTTING

E-Z Furniture Sales and Leasing, 1180 N Vernal Avenue in Vernal, recently celebrated a grand opening with a ribbon cutting ceremony. Pictured are Nina Pease, Norm Fokui, Hadlee Hale, Madilyn Hale, Chris Hale, Amy Hale, Annie Hale, Sophie Hale, Annie Hale, Cholie Hale, Jason Doliwa, Tiffanee Doliwa, Scarlett Hale, Cody Rock, Marcena Walker, Rick Walker, Miranda Walker, Linda Clude, Cody Flinnin, Emily Walker, Rich Walker, Telen Schriver, Rex Jorgensen, Mary Walker, Julie Curry, Cap-

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GAME ON

COURTESY VERNAL AREA CHAMBER OF COMMERCE

Sneedie P's Arcade celebrated the Grand Opening of their new arcade with members of the Vernal Area Chamber of Commerce Dinah-Mites. They are located in Vernal at 64 E. Main.

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Vernal Express
mar 29, 2016

Greenes hope to make being green easier

Curbside recycling pick-up is now a reality in Vernal



LIBERTY BEST
lbest@uhnmeda.biz

The Greens have always been green. They have always been aware of the need to recycle, but when Shelli Greene realized she was too busy to drop off recyclable material, she figured it would be easier to recycle if there was a pick-up service, similar to weekly garbage pick-up.

Between knowing the need to recycle, seeing a demand for pick-up service, seeing local recycling bins overflowing with items, the Greens knew there was a need for the business and decided to start Greene Recycling.



ROBERT DOBERRY, UB MEDIA
Mike and Shelli Greene along with their three children stand with one of their recycling bins. The Greens have started a new curbside pick-up recycling business in Vernal.

"We are still new and I hope people can be patient," Shelli said. "The word travels fast, we haven't started advertising yet, it looks like there's a lot of excite-

ment and I hope the excitement stays there." Shelli said she knows there is a need for recycling and hopes there will be more people apt to

recycle items when it is picked up from their home once a week. "My husband (Mike) still has

SEE PAGE 13 on A8

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Vernal Express Jan 17, 2016