

People

Keith Gerson was named chief operating officer of Sopra Brands,



a Salt Lake-based firm that consults franchise-oriented companies. A 30-year franchise veteran who most recently served as president and COO of PuroClean, Gerson will oversee the day-to-day operations of each of Sopra Brands' franchise and business concepts — including HouseMaster Home Inspection Services,

Teriyaki Stix, Hogi Yogi, Yoasis, LunchBoxers and GFEazy — and will play an integral role in introducing new Sopra-owned brands.

James Willis, a farmer and rancher from Cokeville, Wyo.,



was elected to the board of directors for Intermountain Farmers Association during IFA's annual meeting in Salt Lake City several weeks ago. Willis will be the new board member representing IFA's District 2, consisting of Salt Lake, Weber, Davis, Morgan, Tooele, Summit and Wasatch counties in Utah as well as the state of Wyoming. Willis has been cutting hay and farming since he was 8 years old.

After earning a degree from Utah State University, he returned to the family-operated Willis Ranch located south of Cokeville, and also in Laketown, Utah. Their operation consists of 1,430 mother Black Angus beef cows and 2,200 acres of irrigated farm ground.

Trystan Smith, a trial attorney with Snow & Martineau,



was given the Raymond S. Uno Award by the Utah State Bar Association. The

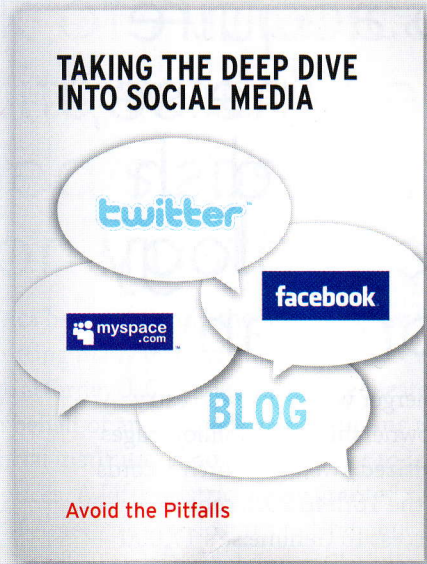
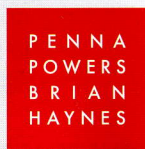
award honors a Utah lawyer who demonstrates commitment to the advancement of minorities in the legal profession. In addition, Snow & Martineau attorney John R. Lund was elected as Third District bar commissioner for the Utah State Bar.

Four attorneys at the Salt Lake law firm Fabian & Clendenin were given top grades in the 2010 Chambers USA legal guide:

Peter Billings, for general commercial litigation; Diane Banks, for real estate; Rosemary Beless, for energy and natural resources; and Scott Petersen, for labor and employment. The Chambers USA guide ranks attorneys and firms on criteria such as technical legal ability, professional conduct, client service, commercial astuteness, diligence, commitment and other qualities most valued by clients. Chambers rankings are derived from surveys and interviews conducted with lawyers, in-house corporate counsel and other clients.

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