



Chow premiered last week, catering to Outdoor Retailer attendees. It is expected to be on site at Trolley Square this week for Sundance.

Mobile Asian cuisine truck makes debut in downtown SLC

By Ryan Shelton
The Enterprise

A new dining experience began trolling the streets of downtown Salt Lake City on Jan. 21

Chow, a mobile kitchen specializing in California-inspired Asian cuisine, will cater to convention-goers, white-collar workers and bar hoppers. Food trucks have grown increasingly popular in large U.S. cities, inspiring Chow founder SuAn Chow to abandon plans for a brick and mortar eatery and establish Salt Lake's first urban mobile dining concept.

"We're the only outfit operating on this level," said Chow, who founded the Charlie Chow's and ChowMeinia restaurants. "There are other mobile catering trucks that focus primarily on industrial business and manufacturing zones, such as refineries, but our goal is to bring this to the foodies."

Chow hired former Sage Grill chef/owner Rosanne Ruiz to design the menu and oversee the mobile kitchen. In addition to Chow and Ruiz, two other employees were hired. Chow's menu is centered around major dishes — coconut chicken, ginger pork, spicy beef and panko fried tofu — that can be served on corn tortilla, slider buns or on a salad bed. The menu also includes an assortment of side dishes, such as fried calamari and daily soup specials. Entree items average around \$5 and no single dish exceeds \$6.

Chow teamed up with Logan-based Cafe Ibis Coffee Roasting Co. to develop a custom coffee roast, the Chow Truck Blend, which will be sold at the truck by the cup and in one-pound packages.

Utah regulations stipulate that food trucks can only park on private property with permission from the property owner. Chow has gained access to a lot on West

Temple across the street from the Salt Palace Convention Center, where she hoped to serve Outdoor Retailers Convention attendees last week will week. Chow will then move to Trolley Square, where Chow anticipates steady business from the Sundance Film Festival's main box office.

Chow is also investigating properties around the University of Utah and Westminster College.

"I'm finding that the group most attracted to mobile food trucks around the country is the young, hipster crowd," Chow said.

The Chow truck will operate primarily during weekday lunch hours but will begin to test the late night "bar crowd," Chow said.

"Given the economy, everyone has become so conscious of their spending," Chow said. "People are going out to restaurants less but still want to enjoy good food. We felt that making gourmet food more accessible would be successful ... This is a healthy, fresh and delicious alternative."

Chow will update its Twitter page (twitter.com/chowtruck) daily to inform the public of its location and schedule.

Exec, attorney launches mediation, counseling firm

Utah business executive, attorney and government leader Bob Gross has launched Robert C. Gross Associates, a private mediation, arbitration and corporate governance counseling firm in Salt Lake City. The launch follows three decades of dispute resolution and consulting experience in Utah and abroad, including service as Department of Workforce Services executive director and as chief of staff for former Utah Gov. Michael Leavitt.

"The creation of Robert C. Gross Associates is a natural progression of my career," Gross said. "Through various experiences in business and government — locally and internationally — I've

been mediating and providing corporate governance counseling for more than 30 years. I've been on all sides on the boardroom table so I can speak to clients from a perspective they understand, which is a rare quality in a neutral and consultant."

Gross Associates will specialize in conflict management, board evaluations, executive consulting and strategic planning.

"I've found that many of the techniques we use in mediation are valuable in the boardroom," Gross said. "By encouraging collaboration, self-awareness and constructive skepticism in our corporations, we're able to increase effectiveness and become

powerful, strategic leaders."

As a corporate executive, Gross served as president, chief executive officer and board director of First Interstate Bank of Utah and Blue Healthcare Bank. He acted as general counsel for two banks and was a senior attorney at Jones Waldo, one of Salt Lake City's oldest law firms. As executive director of the Department of Workforce Services, Gross led the consolidation and integration of six separate state organizations into a single agency.

More recently, he was tapped by President George W. Bush to serve as senior advisor to the interim Iraqi government.

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February 9
Milford
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February 10
Richfield
Sevier Valley Center
800 West 200 South

Rocky Mountain Power is proposing to build a new 345 kilovolt (kV) transmission line from the Sigurd substation near Richfield in Sevier County, to the Red Butte substation near the town of Central in Washington County, approximately 160 miles. This project will provide vital energy infrastructure needed to help meet our customers' growing electricity needs, improve system reliability and support economic development in the region.

We hope you can attend one of the meetings to the left. The open house begins at 5:30 with a presentation at 6:30 p.m.

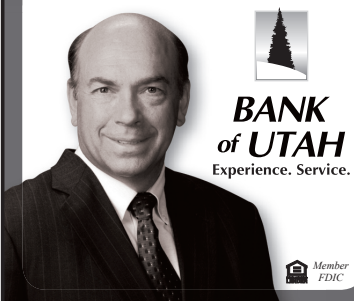
For more information on the project, please visit rockymountainpower.net/transmission and click on "Sigurd to Red Butte."

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