

**From:** Roody Rasmussen [rrasmussen@petzl.com]  
**Sent:** Friday, August 31, 2012 6:03 PM  
**To:** Stuart Reid  
**Subject:** Greetings from Roody Rasmussen, Petzl America, Inc.

Dear Senator Reid,

I wanted to thank you for your time on the telephone today, bringing me up to speed on the Economic Development work group that you will be co-chairing in the future. Utah is a great state to do business in, and your group's efforts at identifying the barriers as well as the attributes of "growing" a business in Utah will certainly make an excellent business environment even better.

I was on the site selection committee when we relocated Petzl America from Lafayette, Georgia to Utah in 1999. We are the North American Headquarters for Petzl S.A.S. of Crolles, France, and we specialize in the design and manufacturing of vertical rope access equipment for sport and industry. You can see our web site at [www.petzl.com](http://www.petzl.com). We decided to move our company to Utah because of its business friendly environment, it's high quality workforce, and for the easy access to Utah's mountain and desert landscapes. It is a place where our staff can practice their vocation and avocation within minutes of the office. The mountains along the Wasatch Front are the ideal test lab for the climbing gear that we produce. Over the past 13 years in our Utah home, we have grown from a staff of 24, with sales of \$11 million, to a team of 51 and sales of \$45 million.

In an effort to be of assistance you with your project, and provide a perspective from a Utah business person, I would like the legislature to address two fundamental issues that are a constant challenge when recruiting new talent to come to Utah.

1. People want to know about the quality of the education system they will be moving their young families into, and
2. Is the air quality there "really as bad as I've heard?"

Below is a quote from KSL on-line from January of 2011 that was sent to me by a candidate investigating what life might be like in Utah:

SALT LAKE CITY -- Northern Utah currently boasts the worst air in the nation, and it's not even a close margin.

Monday, the federal government's [air quality website](#) forecast the five worst places for air quality and they were all in Utah: Logan, Ogden, Provo, Salt Lake City and the Washakie Indian Reservation near the Utah-Idaho border.....

I've also attached a spreadsheet from the Census Bureau that shows that Utah spends the least amount of money per capita on primary and secondary education of any state in the nation. These statistics are from 2008. I'm not certain what today's ranking is, but I'm sure we are still near the bottom. For a state that touts the importance of family values, it makes it a hard sell to admit that we are near the bottom when it comes to investing in clean air and our children's education. Anything that the Utah legislature can do to address these two fundamental issues will certainly go a very long way towards making Utah not only one of the best places to conduct business, but the best place in America to live and raise a family.

Thanks for your consideration, and thank you for the work you are doing for Utah.

Sincerely,  
Roody Rasmussen

**Mark (Roody) Rasmussen**

Senior Vice President

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