

**MOST LIKELY TO WEAVE THE WEB**

**Jeff Crane | 39**  
 uPlej.com (pronounced "You Pledge"), Lehi  
 Founder/President  
 www.uplej.com

*When it comes to Jeff Crane's business ventures, it's a matter of connecting the dots — WebSoft.com, HomeClassifieds.com, CreditCardRates.com, HotSaints.com and now uPlej.com. Rather than go the way of the dot-com bust, the Internet maven has spent the past 13 years proving success-or-bust.*

*His current venture — a social networking fundraising organization — has captured the interest of Travis Hansen, Thurl Bailey, the Osmonds and Pleasant Grove-grown "Survivor" winner, Todd Herzog.*

**HIGH SCHOOL** California High School, Whittier, Calif.  
**COLLEGES** Cypress College, Orange County, Calif.; UVU (I did not graduate from either but had a great time.)  
**FAVORITE TEACHER** Mrs. Armstrong. A) Had a crush on her. B) She was patient with me. C) I had fun in her class.  
**FAVORITE SUBJECT** Typing.  
**SCHOOL PERSONA** Definitely a doodler. To this day I doodle, except now it's business ideas.  
**LIFE LESSON LEARNED** "As a man thinketh, so is he."

**MOST LIKELY TO BUILD OUT UTAH COUNTY**

**Greg Fix | 35**  
 Big-D Construction, Londen  
 Vice President  
 www.big-d.com

*Greg Fix has built quite the career for himself. After serving as chief commercial estimator for EPCO (starting at age 25), he was hired as the senior estimator at Big-D Construction in 2002, one of the largest builders in the western United States.*

*Three years later, he was running the place — well, the Utah Valley office, that is. Within his domain, he's developed effective marketing and business plans, hired, trained and mentored his team, and led his office to \$56 million in revenue for 2007.*

*What do they call that? Ah, yes. Built to last.*

**HIGH SCHOOL** Carroll High School, Southlake, Texas  
**COLLEGE** BYU  
**FAVORITE SUBJECT** Country dance. That's where I met my wife!  
**WORST SUBJECT** A tie between biology and statistics.  
**SCHOOL PERSONA** Hand-raiser/class clown — it depended on the class.  
**LIFE LESSON LEARNED** Life isn't about how successful you are individually, but how you've helped others to succeed.

**MOST LIKELY TO BE IN THE MARKET**

**Adam D. Petersen | 34**  
 Thanksgiving Point, Lehi  
 Chief Marketing Officer  
 www.thanksgivingpoint.com

*Adam Petersen knows how to go to market. The marketing, advertising and operations wizard has been honing his skills since high school. He spent five years as VP of marketing (and then president and owner) of Bryan College, three years as the accounts manager at Razor Advertising, two years as national accounts manager for WorldNow Online, and four years in various positions at DataMark.*

*These days, Petersen gives his skills to Thanksgiving Point and is one of the masters of its first-rate brand.*

**HIGH SCHOOL** Brighton High School, Salt Lake City  
**COLLEGES** University of Anchorage Alaska; University of Utah (changed major four times, have more credits than fit in a basket, but no degree — yet.)  
**WORST SUBJECT** I didn't care for English and grammar because it felt too open-ended. How misinformed I was.  
**MULTIPLE CHOICE OR ESSAY** I would like multiple choices in selecting which essay to write.  
**LIFE LESSON LEARNED** These things matter: honesty with yourself, genuine relationships, and acting with purpose, passion and integrity.

**MOST LIKELY TO BECOME A SUCCESSFUL SKI BUM**

**Chad Linebaugh | 36**  
 Sundance Resort, Sundance  
 Co-General Manager  
 www.sundanceresort.com

*Fourteen years ago, Chad Linebaugh was a waiter at Sundance because he loved the resort and liked to ski. Three years later he was in sales and marketing. Nine years after that he was promoted to his current position as co-general manager. That's co-general manager of a resort that has won more than 28 prestigious awards, including ranking No. 2 in Conde Nast Traveler's Top 50 U.S. Mainland Resorts.*

**HIGH SCHOOL** Pleasant Grove High School  
**COLLEGE** UVU  
**FAVORITE SUBJECT** Math — especially algebra.  
**MULTIPLE CHOICE OR ESSAY** Essay. Being able to B.S. a little is always a good thing.  
**SCHOOL PERSONA** Somewhere in between quiet observer and class clown.  
**HIGH SCHOOL PREDICTIONS** In high school I was voted "Best Car" for my 1965 Volkswagen Bus. Not much of a compliment, but I did love that bus!  
**LIFE LESSON LEARNED** My mom and dad taught me that you can't have too many friends. I've always applied this to life and business.

**MOST LIKELY TO BE AN ENTREPRENEUR FOR LIFE**

**Aaron Wong | 28**  
 Arrow Quality International, Lehi  
 Founder/President  
 www.arrowquality.com

*Aaron Wong hasn't been acting his age for a while.*

*At 10, he started his entrepreneurial career by selling homegrown cherries. At 13, he worked for a computer business called Liquid Systems. At 23 he founded AERO Translations. At 24, he worked with Discover Language. At 25, he was an executive account manager at Nu Skin. At 26, he was an Asian affairs manager with XanGo. And, backing up for a moment, at age 24 he founded his current venture Arrow Quality International, which helps companies improve relations in China. He also has a bachelor's, master's and MBA to boot. Kids these days.*

**HIGH SCHOOL** Taylorsville High School, Taylorsville  
**COLLEGES** University of Utah; Colorado Technical University  
**MULTIPLE CHOICE OR ESSAY** Multiple choice. The answer is there ... somewhere.  
**SCHOOL PERSONA** In high school I was a class clown. In college, a quiet observer.  
**LIFE LESSON LEARNED** Follow your instinct, it is always right — and often the hardest thing to do.

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