

had to be forward-thinking. Since our grand opening, the Snake River Landing location and community has exceeded expectations.”

Another new addition, Carey Perkins Law Office, enjoys the additional exposure from the diverse traffic that visits Snake River Landing. Don Carey, a partner at Carey-Perkins, says “Snake River Landing plays host to an ever increasing number of excellent family friendly activities. There is always something fun going on at SRL. It’s location on the green belt, the jewel of Idaho Falls, is an added plus. We look forward to a long association with Snake River Landing.”

Convenient access to downtown and the rest of the Greenbelt trail is enjoyed by tenants, employees and visitors alike and

can be found near the 4000 square foot Pier overlooking the Snake River.

The public is invited to enjoy the Central Valley trail system that runs through the middle of Snake River Landing, visit Milligan Park and the Pier overlooking the river, and attend the many events hosted throughout the year, including **Scoop Jam!**, **The Great Race for Education**, **The HeArt of Idaho Century Ride**, **Christmas on the River** and others.

■ To learn more about the overall vision and master plan of the community, Snake River Landing invites you to visit the Discovery Center at 901 Pier View Drive, Suite 104, the home of a model table and other resources than lend to telling the full story of this impressive part of Idaho Falls.



Benefitting at Snake River Landing

Idaho’s largest employee benefit brokerage and consulting firm, **Western Benefit Solutions** (WBS), has now opened an Idaho Falls branch in Snake River Landing. The office is located at 950 Pier View Drive in Suite C next to Liberty Mutual. The firm is headquartered in Boise but expanded to Idaho Falls in 2010.

Heading the office is **Matt Hansen**, Benefits Consultant. Prior to joining WBS, Hansen owned and managed Insight Financial, a successful employee benefit and financial services organization that he helped found in 2003.

According to Hansen, WBS found Snake River Landing to match the professionalism the company exemplifies. “Snake River



WBS Benefits Consultant **Matt Hansen**

Landing was the perfect choice for our office,” Hansen said.

“WBS represents the high quality of tenant that we are attracting at Snake River Landing,” says Chief Development Officer Eric Isom. “We look forward to watching our tenant list grow as we offer attractive lease deals.”

WBS specializes in benefit design and implementation, self-funding, cost containment, alternative benefit strategies, forecasting trend analysis, managed care alternatives and compliance issues.



Valued Merchant Services CEO **Sean Ruppel** (left) and company President **Chris Del Grande**.

Processing Gets Personal

Growing your business through Valued Merchant Services

Credit and debit cards are the easiest way to carry money without worrying about being short a few bills or not having one last quarter to pay the lunch bill. Both customer and business owner alike know how essential it is to be capable of running cards. But when it comes to dealing with high card processing fees and time-consuming calls to a toll-free number whenever you need support, running credit cards might make you want to pull your hair out.

Valued Merchant Services has the solution to this headache.

Since its founding in 2006, Valued Merchant Services has been striving to provide not only card processing services that every business needs, but great customer service and big savings as well. One major priority for Valued Merchant Services is to give business owners an opportunity to reach out to a company that’s in their own community. Hundreds of their customers exist in East Idaho alone, including most major car dealerships, medical offices, and even the Greater Idaho Falls Chamber of Commerce and Mountain View Hospital.

To find out more about how Valued Merchant Services can help you, contact their office at (800) 531-8575, ext. 100 or by visit www.valuedmerchants.com.

(Editor’s Note: For a more detailed look at Valued Merchant Services, check out the business department of the upcoming May/June issue of Idaho Falls magazine.)