

EASTERN IDAHO BUSINESS REPORT

A Post Register publication

Globetrotters



With construction under way for several area projects, Regional Economic Development for Eastern Idaho officials are hard at work recruiting more new businesses to the area. (Krysten Bullock/kbullock@postregister.com)

Officials reach overseas to attract new business to region

By Nina Rydalch

For Eastern Idaho Business Report

Idaho is usually not the first place most international business owners consider when expanding to the U.S.

However, for five Japanese companies sending representatives to the state this July, Idaho may be the location of their first outlet in the country, said Jan Rogers, CEO of Regional Economic Development for Eastern Idaho (REDI).

This visit is not out of the blue, Rogers said, but rather the result of a trip she and others made to Japan in April. Rogers said she didn't expect the companies to come to Idaho so soon after the initial meeting, and described their reciprocal visit as "a plus."

"For us, success would be, 'we met with many companies; we began to build relationships that we can continue to foster,'" she said. "But not really the expectation that we would have five companies coming over within a couple of months of our visit."

Rogers said east Idaho's relationship with Japanese manufacturing company Sakae Casting was key in securing the April meeting with 15 more Japanese businesses.

Sakae Casting opened a satellite location in Idaho Falls in 2017 after owner Takashi Suzuki spoke with REDI representatives about opportunities available in Idaho. Rogers said Suzuki ultimately decided to come to the state upon receiving an Idaho Global Entrepreneurial Mission grant to work with the University of Idaho and the Idaho National Laboratory on new nuclear cooling technologies.

"That led to the next opportunity," Rogers said. "Which was to actually leverage our relationship with Sakae and make a trip to Japan to not only see their business and thank them for their business, but also to be introduced to other companies that were interested in coming into the Idaho market."

Marc Skinner, executive officer of the University of Idaho Idaho Falls campus, said the university's relationship with Sakae Casting is a good example of how international businesses can help Idaho progress. Skinner, who accompanied Rogers and others to Japan, said he will be among those who greet the Japanese businesses when they visit in July.

"I look forward to seeing them and following up," he said. "That's the meat of the whole trip, I think, is making sure we follow up and keep things moving."

See **REDI**, page 3

Local hotels save energy

By Nina Rydalch

For Eastern Idaho Business Report

For hotels that house dozens of people every night, energy use can be pretty high. When guests stay up late into the night with the lights on, take long showers and turn up the heat or air conditioning to equalize the extremes of Idaho temperatures, the hotel has to cover that cost.

Energy specialist Tony Allen with Idaho Falls Power said for hotels in Idaho Falls, the biggest drains on energy are heating, water heating and lighting, in that order. Allen said there are at least two simple and inexpensive ways multiple hotels in the area are conserving energy by tackling one of those big three energy users.

The first is putting in LED lights to replace older, less efficient incandescent bulbs. Allen said retrofitting hotels with LEDs can reduce lighting energy consumption by 60 to 90 percent. Additionally, LEDs need replaced less often than traditional bulbs, he said.

"The lifespan of them is so much longer that you reduce operations and maintenance costs and time," he said. "So that can free up your employees to do other things."

One example of a hotel that will be replacing its older lights with LEDs in the near future is Econo Lodge. Bill Peacock, general manager of Econo Lodge, said he thinks installing the LEDs will be the biggest way for the hotel to conserve energy.

"We should see pretty huge savings on that," Peacock said.

See **ENERGY**, page 7

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INSIDE:

- Premier Technology breaks ground, page 4
- Main Street Program helps communities, page 7
- List: Top event centers, page 8
- Chamber update, page 10

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Table of Contents

REDI announces new CEO.....	3
Premier Technology breaks ground.....	4
Bank of Commerce ribbon cutting.....	4
Featured business: The Waterfront.....	5
Idaho Game Changers: Ryan Weeks.....	6
Main Street Program helps communities	7
LIST: Top event centers	8
ShopTalk	9
Chamber update: What's new in your community.....	10
Batter cash management for seasonal businesses	11
People in Business	12

Advertiser Index

CableOne.....	12	PayneWest Insurance	3
Colliers International	5	Pocatello Airport	11
Idaho Central Credit Union.....	10	Post Register printing.....	4
PacificSource Health Plans	9	Westmark Credit Union.....	7



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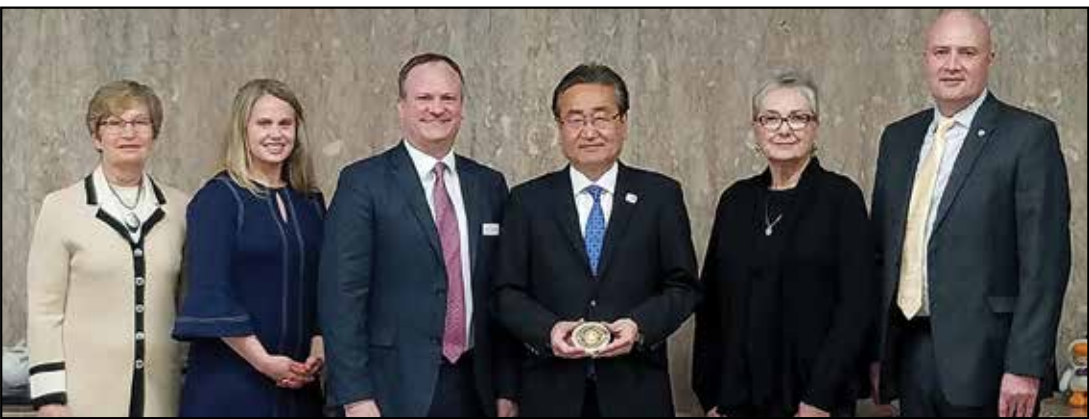
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Idaho team members join Takayuki Ishimori, Mayor of Hachioji City, Tokyo at a welcome event in Japan. Pictured left to right: Celia Gould, Director, Idaho Department of Agriculture; Bobbi-Jo Meuleman, Director, Idaho Department of Commerce; Kelly Anthon, Idaho Senator/City of Rupert Administrator; Mayor Ishimori; Jan Rogers, CEO, Regional Economic Development for Eastern Idaho; and Dr. Marc Skinner, Executive Officer, University of Idaho's Eastern region. (Submitted photo)

REDI

Continued from page 1

Rogers said she tells companies to consider Idaho their “front door to the U.S. market.”

“We are easy to do business with,” she said. “We have the time to give them the attention needed to help move their business successfully in the U.S., through Idaho.”

Rogers said this is the first time she knows of that an Idaho economic development group has travelled internationally to convince businesses to consider coming to the state. However, she said she doesn't think it will be the last.

“There are other opportunities that we could explore as well,” she said. “We could explore Canada, as an example.”

Canadian company eCobalt, which recently announced the opening of a mine and silver refinery in Blackfoot, could be east Idaho's door

to the country up north, Rogers said.

“We've had limited resources,” she said about REDI and east Idaho. “The best possible outcome is you take what you have and you expand on that and leverage that so that you have more opportunity.”

Rogers said she thinks a big part of marketing east Idaho is talking about the whole region — from the INL, to the two universities, to the multiple businesses in between. With this being REDI's third year in action, Rogers said the success of that marketing strategy so far has been exciting.

“There's a lot going on in eastern Idaho,” she said. “And I think in a very short period of time, we've been able to harness that story in a way that we can begin to tell that on a national, international level, so that we will be a consideration when companies and folks are in the market.”

REDI announces new CEO Dana Kirkham to replace retiring Jan Rogers

Regional Economic Development (REDI) for Eastern Idaho's Science Technology and Research Director Dana Kirkham will fill the CEO position for retiring Jan Rogers effective June 29, 2018.

Rogers has reached the end of her three-year contract and will retire.

“My experience working on behalf of Eastern Idaho and growing the region's economy as STAR Director will enable me to move seamlessly into the CEO position,” said Kirkham. “REDI will continue to promote economic development and market the region to ensure economic growth in the years ahead.”

Rogers leaves REDI having reached numerous milestones. “We've secured many economic and marketing successes for the region over the last three years,” Rogers said. “After nearly 20 years working in economic development in Idaho, I'm looking forward to my retirement.”

“Jan was hired to start-up the REDI organization in Eastern Idaho and she has made good on her promise,” Kirkham said. Moving forward, Kirkham will focus on working with investors and communities to develop an economic strategic plan to define the region.

Kirkham added she is excited about the opportunity for the region. “The goal is to determine a thoughtful approach to systematically growing Eastern Idaho. This will require a lot of listening to the people and industry that already call Eastern Idaho home. REDI provides a platform to have a unified vision and goal to collectively work toward.”

The REDI organization represents a 14-county region focused on job growth, industry retention, and business development.



Kirkham



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Premier Technology breaks ground on expansion

By Leslie Sieger
For Eastern Idaho Business Report

What began more than 20 years ago, as a small manufacturing business, has grown into a full service engineering, manufacturing and construction management company. The company began with a handful of employees in a small shop in Pocatello. Founder Doug Sayer and his wife Shelly Sayer, CEO, started the company in 1996.

“We started Premier Technology Inc. because, I believed there was going to be a Nuclear renaissance sometime in the future and that there needed to be a company that could support this market and the existing markets we serve today,” said Chief Business Officer Doug Sayer. “I believed that we could build a company that would service not only North America but also be able to do work globally.”

In 2006 the company moved to Blackfoot, and opened its corporate headquarters. In June of 2009 they added 56,000 square feet to the facility doubling its size. Currently the company employs more than 300 skilled professionals, in the Blackfoot facility.

The company manufactures a variety of products for the nuclear and pharmaceuticals industry, as well as serving commercial industries, such as food and beverage. They also produce interlocking lead



Shelly Sayer, CEO, watches her grandchildren help break ground on Premier Technology’s \$15 million expansion project in Blackfoot. Pocatello Mayor Brian Blad and Chubbuck Mayor Kevin England look on at right. (Leslie Sieger/For Eastern Idaho Business Report)

bricks and low level waste boxes for use at nuclear sites.

Recently, the Sayers held a groundbreaking ceremony announcing the \$15 million expansion of the facility.

“Our expansion project is to service the existing work both nuclear and non-nuclear work that we presently have,” said Doug.

The expansion of the facility is expected to bring 150 new jobs to the area by the end of the year. The new jobs include project managers and financial specialists, among others, with an expected salary of \$56,000 annually.

“We’re struggling to find qualified workers, so we’ve started our own training program,” Sayer said. “We’re hiring individuals and then putting them through training and developing their skills so they can work for us.”

The 70,000 square foot expansion will allow the company to add new equipment with state-of-the-art technology including automated metal-processing.

Doug attributes the company’s success to its highly skilled employees.

“The success of Premier Technology is singularly traced back to the character and values of its em-

ployees,” Doug said. “Every success that they each have rolls up into the success of the business. They are the company’s strongest and most valuable asset. We try to challenge each of them to grow and contribute all that they can. Their innovation and work ethic, their commitment and loyalty to our customers are the pillars of our company.”

The company has also worked with community leaders to provide scholarships to local graduates, and in May it also awarded scholarships to seven children of their employees.

Both Doug and Shelly are avid hunters and proponents for wildlife conservation efforts. Doug serves as Chairman of the Board of Directors for the Wild Sheep Foundation, while Shelly also serves on the board.

Shelly was also recognized recently, by the Idaho Business Review, as one of 10 CEOs of Influence.

The couple has two daughters, Christi and Ashleigh, as well as five grandchildren.

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Ribbon cutting



Bank of Commerce held an open house and ribbon cutting on May 22 to celebrate the opening of its new building at 290 S. State Street in Shelley. The new building is located next door to the bank’s original location. The old building was torn down.

Featured Business



Fireworks at the Melaleuca Freedom Celebration are seen from The Waterfront at Snake River Landing, 1220 Event Center Drive in Idaho Falls. (Photo by Brad Barlow, B2X Photo)

The Waterfront has successful first year

By **Nina Rydalch**

For Eastern Idaho Business Report

Nearly a year ago, The Waterfront at Snake River Landing in Idaho Falls opened its doors for the first time, its inauguration punctuated by the largest fireworks celebration Idaho has seen.

Since its launch on July 4, 2017, The Waterfront has been a place for members of the community to gather for both public and private events. Eric Isom, the chief development officer for Ball Ventures, said the facility has so far been used for concerts, dances, corporate dinners, private wedding receptions, birthdays and various other events.

"Really, it's to be used for almost anything," Isom said. "And so far it has been."

In May, The Waterfront acted as the location for the annual KLCE Second Chance Prom, an event which had previously been held at Hillcrest High School and the Rodeway Inn in Idaho Falls. Bill Fuerst, General Manager of Riverbend Communications, said the communications company decided to use The Waterfront for multiple reasons, including capacity, location and the novelty of the building.

"It's new," Fuerst said. "It's new, it's exciting, it's a hot place to be, so we wanted to make sure that we did that. That we hosted our event at that location."

The building itself accommodates just over 500 people, but The Waterfront can accommodate twice as many if the outside space is used. Isom said parking is also plentiful,

with room for around 500 cars.

"There's not a lot of places in town that can handle that many cars or that many people," he said.

Isom said, other than bringing the community together, Ball Ventures had The Waterfront built in order to have a place to host their own events and "not be so subject to the weather all the time."

However, the facility also has an outdoor grassy area and patio for warmer months and larger events. Three doors on the sides of the building roll up, allowing people to go in and out, and a single stage opens up to both the interior and the exterior.

"Somebody who's on the stage can turn one way and face the inside, or they can turn 90 degrees and face the outside, depending on how big the crowd is," Isom said.

Isom said he hopes the multipurpose facility will bring the community together and foster activity in what has previously been a less active part of Snake River Landing.

"Part of our vision here is that Snake River Landing will become a gathering place in the community," he said. "So, (The Waterfront) certainly enhances that vision. I think, long term, we'd like to see more activity down in that area of Snake River Landing, around the lake."

If more activity does come to the area, Isom said the plan is The Waterfront, which is equipped with a full kitchen, will be transformed into a restaurant that provides entertainment on the weekends. He said the facility was designed with that potential eventuality in mind. He said

hopefully, the restaurant would create yet more activity in the area.

"We think it's a beautiful area in

the community and want as many people as possible to be able to experience it," Isom said.

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Weeks showcases INL’s ‘cool science’

Idaho National Laboratory is a unique and diverse place. Not only is INL the nation’s lead nuclear energy research and development laboratory, but it also is a world leader in broader clean energy R&D and the effort to protect and make more resilient the nation’s critical infrastructure against man-made and natural threats.



Amy Lientz
INL

It takes a lot of moving parts to ensure that the lab functions well. Behind the globally recognized science and research are the leaders and game changers with the vision and talent to solve our world’s most complex problems.

This month, I am featuring Ryan Weeks, a communications specialist who works in INL’s Tours and Protocol department.

Weeks earned a bachelor’s degree in communications from Brigham Young University-Idaho. He has worked at INL for just over three years. Prior to that, Weeks worked for eight years running tours on Scenic Railroads.

He lived for three years in Alaska and five years in Colorado. Weeks has three daughters and lives in Idaho Falls.

Q: What is your day job?

A: I spend my day showcasing INL’s cool science.

Q: Explain to the average person, “Why is your job important?”

A: Most people have no idea what we do — they think it’s “top secret” or “Stranger Things.” My job lets me help people understand the work we are doing and why it is important to our country’s energy future.

Q: You grew up next to INL in Howe. How did that proximity help form your opinion of the Laboratory?

A: Honestly, the only thing I knew about the lab was that on the way to school every day I would drive by its signs and occasionally they would change the letters in the name. That’s another reason I feel like what I do is important — because there are so many people just like I was that have no idea what INL does.

Q: You train the interns who conduct tours at Experimental Breeder Reactor-I, which is a registered National Historic Landmark open to the public between Memorial Day weekend and Labor Day. What kind of advice do you give them?

A: I’m a storyteller. I tell the interns to focus on telling an accurate story and weave the science into the story. I tell them to be fun and entertaining. People will remember a story far better than they will remember a bunch of numbers and facts.

Q: How do people not familiar with EBR-I’s history react to their tour of the nuclear reactor that first produced electricity by harnessing



Ryan Weeks is a communications specialist for INL’s Tours and Protocol Department. (Submitted photo)

the atom in this country?

A: Amazed! Surprised! The geeks think it’s really cool and the majority of people are surprised that it happened out in the middle of an Idaho desert where there’s nothing but sagebrush and rattlesnakes.

Q: You also conduct tours at EBR-I. What question do you get the most?

A: People ask me all the time about radiation and if they are going to be glowing when they leave the museum. (I think they’re a little surprised when the answer is “no.”)

Q: What was it like at EBR-I during the eclipse last summer?

A: We were crazy busy on the days leading up to and following the eclipse with about 800 visitors per day (700 more than usual) coming through the museum. Among the notables, Neil deGrasse Tyson visited us that week.

Q: What is the most popular part of EBR-I during tours?

A: Where the EBR-I staff signed the wall when the reactor first generated electricity in 1951. There is also a plaque on the wall that honors the women that worked at the reactor.

Q: What is your favorite part of the facility?

A: The hot cell. I like to shine my flashlight into the window and see the reflection off each of the 34 panes of leaded glass. It’s pretty cool to see.

Q: You also conduct tours throughout INL for elected officials, members of the public and many others. What was your most memorable tour?

A: My most memorable tour was with former Department of Energy Secretary Ernest Moniz.

Q: And why?

A: At the time I had grown my hair out just like him. It’s not every day you get two super intelligent, incredibly handsome, short guys with amazing hair on one tour.

Q: How many tours does INL host every year?

A: In 2017, INL Tours hosted 4,600 visitors on 359 tours.

Q: Did you always want to do what you are doing? If not, what did you want to be growing up?

A: I listened to a lot of music growing up and ended up getting a communications degree because I wanted to be a DJ on the radio. But giving tours at the nation’s lead nuclear R&D laboratory is a pretty good second place!

Q: Your colleagues know that you’re a big Los Angeles Dodgers fan. Who is the greater Dodger? Sandy Koufax or Clayton Kershaw?

A: Koufax is a legend. Kershaw is really, really good, but I don’t think you can have that conversation until he leads the Dodgers to a World Series championship.

IDAHO GAME CHANGERS

Q: Kirk Gibson or Roy Campanella?

A: Gibson has the 1988 World Series home run, but he was only a Dodger for a couple years, so Campanella has to be the greater Dodger.

Q: What do you most value in your friends?

A: The ability to keep drama at a minimum. I like to keep things simple and uncomplicated.

Q: Tell me what you like to do when you’re not working?

A: When I’m not hanging out with my three beautiful daughters, I like to watch baseball or catch the occasional metal concert.

Lientz is director of the Partnerships, Engagement and Technology Deployment for Idaho National Laboratory. Her organization is responsible for governmental affairs, technology transfer, economic and workforce development, university programs, STEM and Public Affairs, and community giving. A favorite part of her job is to interact with engineers and scientists who innovate, create and solve big problems, and then share their success stories with others to help inspire more discovery. For more information and success stories, go to inl.gov.

Main Street Program revitalizes downtowns

By Nina Rydalch

For Eastern Idaho Business Report

When assessing a town's economy, its downtown or main street might be a good place to start.

At least, that's what Jerry Miller, economic development specialist with the Idaho Department of Commerce, said. Miller runs a statewide Idaho version of Main Street America, a program created in the '80s by the National Trust for Historic Preservation.

"(Main Street America) was really originally designed as a program to help save historic commercial buildings in downtowns and other commercial districts," Miller said. "And what they found in implementing the program is that, not only were they able to save historic buildings, but the efforts to save the historic buildings — and building a program around saving those buildings — had a lot of other economic and social benefits."

Miller said that over the years, people found the price went up on preserved historic buildings, as well as on properties near those buildings. Additionally, he said there is more economic activity in the downtown area when communities make the effort to implement Main Street America strategies.

It was with the hope of bringing this activity to Idaho communities that the Department of Commerce decided to launch the state's program in 2012.

"We're still in an educational stage, in letting communities know about the national Main Street program," Miller said.

Miller said since implementing the state program, Idaho communities have become more aware of Main Street America. Now, four Idaho cities — Coeur d'Alene, Lewiston, Nampa and Driggs — are recognized as accredited Main Street America communities.



Communities throughout the nation have joined the Main Street Program to help revitalize their downtown areas. (Post Register file photo)

Doug Self, Driggs' community development director, said Driggs already had an existing downtown revitalization program before joining Main Street America. He said that local program mirrored the strategies the national program supports.

"It just made sense to officially incorporate the Main Street program," Self said. "They offer so many resources, and the grassroots network. It would be silly not to."

These resources include access to grants and special programs, guide books, webinars and the ability to attend conferences with other Main Street America member communities. Self said he thinks the biggest resource is being able to see what other communities throughout the country are doing, and "not having to reinvent the wheel."

In addition to the four accredited Idaho programs, Miller said other communities, such as Pocatello, have general membership, meaning they are not required to meet the criteria for accreditation, but do receive a portion of the benefits offered by Main Street America.

Jerry Myers, a Pocatello architect who has been involved with the Main Street program in Wyoming and Idaho, said making the downtown area unique is key to driving interest in a community.

"So many of the commercial districts that have been established are so much the same that you can't tell one from the other," Myers said. "They're just a cluster of McDonald's, Subways and Alb-

ertsons. And the shopping experience, the living experience in downtowns is kind of a must ... It gives each community its own sense of identity."

Self agreed with Myers that communities profit from creating a sense of place.

"A community, I think, needs a heart," he said. "Any successful community has a vibrant downtown. And successful, vibrant downtowns are built on their historic core."

For information about Main Street America, visit www.mainstreet.org.

Energy

Continued from page 1

Allen said the second common way hotels save energy is by installing showerheads that limit water consumption over time.

"They reduce those down to a two-gallon-per-minute type of a shower head," he said. "They even go as low as a gallon and a half per minute."

Beyond the LEDs and showerheads, however, Allen said projects to save energy are less simple.

"We can look at bigger, we call it custom projects," he said. "We get into all sorts of building energy management systems, and then the HVAC (heating, ventilation and air conditioning) side of things, but those tend to be a little more complicated, involve engineering time, all sorts of things."

Larry Wolf, general manager of the Idaho Falls Hilton Garden Inn, said while the inn does primarily save energy through installed LEDs and water-reducing showerheads, the hotel also has lights in administrative and storage areas that shut off automatically when no one is in the room. Additionally, he said hotel staff are trained to keep an eye on the thermostats, moving room temperatures to just under 70 degrees in the summer.

"Housekeeping and maintenance monitor those if they go in the rooms," Wolf said. "Obviously guests will adjust temperatures to whatever is comfortable for them, but when housekeeping comes in, they're trained to go ahead and adjust them."

Wolf, Peacock and Allen all agreed the main benefit of saving energy is it also saves money. In addition, for LED lighting, Idaho Falls Power and Rocky Mountain Power both also offer incentives for making the switch. However, Wolf said another benefit is that guests care about hotels working to reduce energy consumption.

"People like it," he said. "They like to know you're saving on utilities and conscious of that."

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Bannock County Event Center	10588 Fairgrounds, Pocatello, ID	3,500 (grandstand); 500 (arena)	Arenas and buildings/ barns for community use	208-237-1340	http://bannockcountyeventcenter.us/bannock-event-center
Civic Center for the Performing Arts	501 S Holmes Ave., Idaho Falls, ID	1,892	Performing Arts Center	208-612-8388	www.idahofallsidaho.gov/495/Civic-Auditorium
Mountain View Event Center	1567 Way To Grace Ave. Pocatello, ID	1,600	Youth sports, sporting events, trade shows, banquets, weddings	208-235-7659	https://meceventcenter.com/contact-us
Pinecrest Event Center	560 E Anderson St., Idaho Falls, ID	1,400	Three receptions halls, can rent entire building	208-227-8088	http://pinecresteventcenter.net
L. E. and Thelma E. Stephens Performing Arts Center	1002 Sam Nixon Dr. Pocatello, ID	1,200	Performing Arts Center - multiple theaters	208-282-3595	www.isu.edu/stephens
The Colonial Theater	450 A St., Idaho Falls, ID	988	Performing Arts Center	208-522-0471	www.idahofallsarts.org/historic-colonial-theater
The Waterfront at Snake River Landing	1220 Event Center Drive, Idaho Falls, ID	522	Building; open grass area	208-557-5300	www.snakeriverlanding.com/the-waterfront-at-snake-river-landing
Meridell Park Farm and Event Center	5740 S 5th Ave., Pocatello, ID	350 (indoors)	Weddings; meetings; reunions; etc.	208-251-6571	http://meridellpark.com
Sereno Events Center	3866 E Menan Lorenzo Hwy., Rigby, ID	295	Weddings; parties; banquets	208-557-1525	www.serenoevents.com
Liberty Hall Event Center	325 W Benton St., Pocatello, ID	200	Wedding; Meeting; other special events	208-406-3343	http://libertyhalleventcenter.com
The Loft Reception Center	5 N 3800 E, Rigby, ID	200 (business); 60-80 (receptions);	Weddings; Receptions; Business; Etc.	208-523-1977	www.loftreceptioncenter.com
The Downtown Event Center	480 Park Ave., Idaho Falls, ID	160	Weddings; Meetings; other special events	208-538-9606	https://thedec.vip
The Teton Event Center	3885 Crestwood Ln., Idaho Falls, ID	120	Receptions; Meetings, etc.	208-528-7922	www.thetetoneventcenter.com
Skyline Activity Center	1575 N Skyline Dr., Idaho Falls, ID	30-120	Multievent Center	208-612-8480	www.idahofallsidaho.gov/Facilities/Facility/Details/Skyline-Activity-Center-60
Labelle Lake	678 N 4212 E, Rigby, ID	100	Weddings; Getaways	208-351-6334	www.labellelake.com
Red Barn Events	222 S 550 W, Blackfoot, ID	100	Weddings; Events; Gatherings; Photo Sessions	208-817-0910	www.redbarneventsidoaho.com
The York Grange	954 E. 6500 S, Idaho Falls, ID	100	Receptions; Meeting; etc.	208-523-4888	www.facebook.com/York-HallIdahoFalls
The Rose Shop	615 1st Street, Idaho Falls, ID	90	Ceremony and Reception Center	208-523-7673	http://roseshop.com
The Venue	142 E Main St., Rigby, ID	60-80	Weddings; Art/Photography Workshops and Galleries	208-313-4159	www.thevenuerigby.com
Bannock County Veterans Memorial	300 N Johnson Ave., Pocatello, ID	N/A	Multievent Center	208-232-9960	www.facebook.com/Bannock-County-Veterans-Memorial-Building-310850465685642
FairBridge Inn and Suites - Idaho Falls	850 Lindsay Blvd. Idaho Falls, ID	N/A	Receptions; Special Events; Business; Etc.	208-523-6260	http://fairbridgeinns.com/Booking_Platform/#/fair-bridge
Hitt Event Center	3441 N Hitt Rd., Idaho Falls, ID	N/A	Performance and Event Venue	208-520-2418	www.facebook.com/pg/Hitt-Event-Center-338246996196225
Juniper Hills Country Club	6600 Bannock Hwy. Pocatello, ID	N/A	Weddings; Banquet Room	208-233-0241	https://jhcc.us
Rose River Receptions	23 W 450 N, Blackfoot, ID	N/A	Ceremonies; Receptions; Luncheons; Special Events	208-785-2227	http://roseriverreceptions.com
Rosewood Reception Center	1499 Bannock Hwy., Pocatello, ID	N/A	Reception Center and Gathering Place	208-478-1699	www.rosewoodreception-center.com/
Shilo Inns Idaho Falls	780 Lindsay Blvd. Idaho Falls, ID	N/A	Receptions; Special Events; Business; Etc.	208-523-0088	www.shiloinns.com/shilo-inns-idaho-falls
The Gem	216 1st Street, Idaho Falls, ID	N/A	Multievent center	208-200-7121	www.facebook.com/The-GemVenue

Area hospital meets quality initiative criteria

An area hospital has met national criteria for quality care and assisted living.

Bingham Memorial Hospital's Skilled Nursing and Rehabilitation Center has met the criteria for the American Health Care Association and National Center for Assisted Living Quality Initiative Recognition program. The Quality Initiative Recognition program is designed to recognize American Health Care Association nursing center members that attain four or more of the organization's quality initiative goals.

The program was launched in 2012 with an emphasis of promoting quality of care in skilled nursing centers and assisted living communities by challenging members with specific, measurable targets.

Mark Parkinson, CEO of the American Health Care Association and National Center, said in a news release that the program looks to recognize those who go above and beyond in improving care in these facilities.

"The program provides an opportunity to shine a spotlight on the progress that our members have made by achieving the Quality Initiative goals and improving care for individuals living in their communities," he said. "I commend their hard work."

Mark Teckmeyer, administrator of Bingham Memorial's Skilled Nursing and Rehabilitation Center said the recognition represents the hospital's quality measures and its ongoing commitment to improving the lives of individuals they serve in the community.

"Our physicians and caregivers focus on providing excellent care to guests staying with us long-term," he said in a release. "And our rehabilitation teams devel-

op tailored plans to meet the needs of each individual patient to achieve optimal outcomes."

For anyone requiring a long-term care solution or a short-term stay for rehabilitation, tours of Bingham Memorial's Skilled Nursing and Rehabilitation Center are available. To schedule an appointment to visit, or for more information on its facilities or services, call 208-785-4101.



Mark Basham
ShopTalk

Chamber announces June CEO speaker

The Greater Idaho Falls Chamber of Commerce announced Jeff Newgard, President and CEO of Bank of Idaho, will be the featured speaker for the June installment of the CEO Speaker Series.

The event will begin at 3 p.m., Thursday, June 28 at The Waterfront at Snake River Landing, 1220 Event Center Drive in Idaho Falls. Questions from audience members will be taken. There is no charge for the event, but space is limited. Please RSVP to programs@ to reserve your spot.

Newgard joined the Bank of Idaho in July 2015 as the President and CEO. He came from HomeStreet Bank where he was responsible for management and strategic expansion throughout Central and Eastern Washington.

Express Lab opening second Idaho Falls location

A local medical laboratory is opening its second location in Idaho Falls.

Express Lab, a full-service clinical laboratory with three locations already in the region, is opening its new location at 2001 S. Woodruff Ave., Suite 15 B in the coming weeks. Its other Idaho Falls location is at 3910 Washington Parkway, Suite B.

Lori Leask, manager of Express Lab, said in a news release that the growing need for laboratory

services in Idaho Falls led to the company's decision to expand in order to provide a higher level of health care services to their patients.

"Our goal is to keep wait times to a minimum, which is what adding the new site will provide," Leask said.

Express Lab is a locally owned business, founded by Dr. John E. Liljenquist in 2000. It is the largest private reference laboratory in eastern Idaho, and works with individual patients and health care providers alike.

To learn more about Express Lab, visit expresslabidaho.com or call 208-529-8330.

First Cobalt announces Iron Creek project

Canadian-based First Cobalt has announced a new \$9 million drilling project in eastern Idaho.

First Cobalt is beginning operations at a new cobalt-copper mine along Iron Creek in Lemhi County.

The Toronto-based company boasts three major operations in North America, with the Iron Creek project being its latest. In a news release, First Cobalt describes its company as "a vertically integrated North America pure-play cobalt company."

The Iron Creek property is located in the Idaho Cobalt Belt and consists of mining patents and exploration claims with significant infrastructure already in place.

All permits are in place for the 2018 drill program.

First Cobalt will continue operating in the area it originally drilled, following along a 40-hole, 2.5 acre area. The results of this drill program are the basis for a mineral resource.

Drilling in the region began in February and a mineral resource estimate is expected to be completed by October. A 70-hole program expansion, totaling approximately seven acres is estimated to be operational in early 2019.



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Chamber update: What's new in your community?

Eastern Idaho Business Report asked area Chambers of Commerce about what's new in their communities and tourism. Here is what they had to say:

IDAHO FALLS

Q: What's new in your community?

A: Museum of Idaho's new exhibit "Steam Punk" is the world preview of this wonderful exhibit. We are expecting large numbers of out of town guests to see this exhibit. The Idaho Falls Zoo has broken ground on their new education center. The new Hilton hotel construction is underway. The "Broadway" construction project is moving forward and we look forward to its completion this fall. Jackson Hole Junction has begun preparations for their new project on the south side of town. Construction has begun on the new Ryder Park on the south end of the River Walk.

Q: What event are you most looking forward to this summer?

A: The Fourth of July is always a favorite here in Idaho Falls. Parade starts at 9 a.m. Then head to Snake River Landing for Riverfest and Fireworks later that night. WarBonnet Roundup happens August 2-4. Then in September the Museum of Idaho and the Chamber are planning the first ever Makers Fair in Idaho.

Q: What projects are you currently working on?

A: Our focus has been on getting

our new Eastern Idaho Visitor Center ready for the summer crowds. Located at 355 River Parkway in Idaho Falls, we are directly across from our landmark waterfall and are looking forward to serving thousands over the coming summer. Our gift shop is growing and has great souvenirs and gifts for our out of town visitors and our locals.

Q: How do you promote your community to tourists traveling through the area?

A: We currently promote tourism through national magazines, partnering with local events to promote them to areas outside our local area, we utilize internet marketing, social media, and good old fashioned pamphlets and brochures designed to promote our wonderful area.

REXBURG

Q: What's new in your community?

A: Rexburg is a city that loves to see positive change, especially, with local businesses. Progrexion, a company that specializes in credit repair, opened a second location on 66 East Main Street, and there have been two openings for Hampton Inn at 1195 S Yellowstone Hwy and June's Place at 259 N 2nd East. Now, those who come to Rexburg will not only have another option for overnight stay, but can visit a new and casual business that serves an array of coffees, teas and even cocoa. The Research and Development Center is opening

their new location at 35 N 1st East #3, Rexburg.

Q: What event are you most looking forward to this summer?

A: When it comes to summertime, Rexburg takes advantage of the sunshine and the fun that families can have outside. With Independence Day coming up, Rexburg is planning an Independence Celebration to help commemorate our country's freedom. While the celebration is still in the planning stages, there will be a Flag Raising Ceremony in front of the Madison County Courthouse at 9:30 a.m. on July 4th, with the Independence Day parade starting at 10 a.m. The parade will go from Smith Park and then move down Main Street, 2nd West and then south onto 2nd West to the roundabout on 4th South. Also, there will be a Celebration in Porter Park for Independence Day where there will be a multitude of vendors, music, games and so much more for family fun. Celebration in Porter Park will begin at 9 a.m. and go until 2 p.m.

Rexburg will, also, be holding its 32nd Idaho International Summerfest July 9-14. This event will be one filled with music, dancing and a chance for people to get a glimpse of a whole variety of cultures.

In addition to Summerfest and Independence Day, there will, also, be a networking event for businesses in Rexburg to come and play golf called,

Whoopee Days. Whoopee Days will be held on June 29, and a great opportunity to have some fun in the sun while businesses can promote themselves.

Q: What projects are you currently working on?

A: Chamber forum lunches are held every 2nd Wednesday of the month. It is a great place to receive information and gain insight on business tactics as well as networking with fellow business contacts. The Chamber continues to be the leading voice as an advocate for our business community. We strive to stick to our goals and mission, which is to Educate, Advocate, and Promote our local businesses and community.

Q: How do you promote your community to tourists traveling through the area?

A: The Rexburg Area Chamber of Commerce is home for Yellowstone Teton Territory, the travel organization for the six county region of, Bonneville, Jefferson, Madison, Fremont, Teton and Clark counties in Eastern Idaho. Tourist information can be picked up here to help you with your vacation plans.

SALMON

Q: What's new in your community?

A: After years without a functioning chamber of commerce, Salmon See CHAMBER, page 11



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Better cash management for seasonal businesses

Seasonal and tourism-driven businesses have a unique set of challenges compared to businesses that experience a steady income throughout the year. For most of these businesses, the greatest challenge is surviving the slow months, or “off season.” This is where a good cash management strategy comes in. As we approach the busy summer months, consider maximizing your cash to best position your business for the year ahead.

A banker or financial manager is key for better cash management. They can help a business owner maximize their capital in a way that helps sustain the business long-term. For instance, a business owner might consider using surplus profits to pay down outstanding balances and reduce loan repayments. Another option to consider would be utilizing a revolving line of credit to cover operating expenses during the off season and pay the line down during the busy season, so the line will be ready for the next year.

Seasonal businesses can also seek building and equipment loans with truncated payments. Truncated payments can be structured so that payments are higher during the tourist season and lower, if not interest-only, during the off season. U.S. Small Business Administration loans also provide a wealth of

flexibility for seasonal businesses who have unique repayment schedule needs.

There are also multiple cash management products available to businesses to help make them more efficient and enhance their revenues. Consider exploring products like remote deposit capture, electronic billing, online payment management, and more.

Understanding the difference between cash and profit is critical to good management of any business, but especially a seasonal business that earns most of its income in a few short months. In general, it's optimal for businesses to get money from a customer upfront, pay bills at the last possible moment and manage inventory, accounts payable and accounts receivable efficiently and effectively so the business stays in top form.

Following are some tips to achieve this:

- Prepare your customer orders quickly.
- Send invoices the same day you deliver your products or render a service. Consider invoicing customers via email.
- Create a penalty system with late fees that is clear to all your clients. Make sure it's printed on all invoices you send out.
- Deposit checks the day you receive them. Talk to your bank about the features they may offer for this type of service. Many banks offer business clients a same-day deposit service.

• Be clear on the deposit availability schedule your bank offers and try to get the best one.

• Do diligent research on your large customers, such as asking for references, and call those references so you are aware of the client's payment history.

• Wait until the last possible day in the allotted time frame to pay the bills. This is because available cash flow is crucial.

• Make sure to reconcile your monthly bank statements.

Remember, inventory sitting on your shelves is not cash, so keep moving it and regularly review marketing strategies to accomplish this. Too much inventory is a common problem for many businesses. Keep your inventory as lean as possible, while still offering your customers options. Also, make sure to keep updating your recording system daily so you know where you stand.

For seasonal businesses, better cash management is critical for success. Those businesses that take advantage of all cash management tools and resources available to them are the ones that don't just survive — but thrive.

Bryant Searle is senior vice president and regional retail lending manager for Zions Bank in Eastern Idaho. To contact Bryant, call (208) 552-1341 or email Bryant.Searle@zionsbank.com.



Bryant Searle
Zions Bank

Chamber

Continued from page 10

now has a new one up and running — the Greater Salmon Valley Chamber of Commerce. Our group has a lot of local support behind it, and we're really thankful for that. We're working hard to get our feet firmly under us as an organization so that we can charge forward and really help our member businesses and the entire community.

Q: What event are you most looking forward to this summer?

A: Our little town puts on a good show in the spring and summer!

• June 28-July 1 is Salmon River Days, which is a jam-packed weekend in Salmon that includes a parade, the demolition derby, live music, sidewalk sales, and more.

• July 12-15 is the annual Rally in the Pines, touted as the American West's great ATV and SxS event

• August 4 is Brews, Blues and BBQ, which brings breweries from around the region to show off their craft against the backdrop of great music and great BBQ.

• August 18-25 is our Lemhi County Fair, with family fun nights, races, and the Salmon Stampede PRCA Rodeo.

• September 8 closes out the summer season with the Salmon Marathon, bringing runners from around the country in for one of the most scenic Boston Qualifier races you'll ever find.

Lots of other events take place throughout the summer, and our local establishments are bringing live music to the community almost every weekend. There are softball tournaments, farmer's markets every Saturday, golf tournaments, rafting trips, and endless opportunities for outdoor recreation away from crowds.

Q: What projects are you currently working on?

A: As a new organization, we have

a lot to do. While we're working on building up the organization, we're also working to support and promote the events that our great community is putting on this year. Part of that is through improving our community calendar at <http://salmonevents.com>, so be sure to check that out if you're wondering what is going on! Other than that, we're trying to reach out to our members and get a really good feel for what they want from us as we move forward.

Q: How do you promote your community to tourists traveling through the area?

A: Since our first official board met for the first time in April, we've got nothing but opportunities in front of us! Going forward, we'll use some traditional advertising in relevant publications, as well as leveraging social media to get the word out. One of our favorite ideas is organizing collaborative marketing, in which we get member businesses who have complementary functions working together to create campaigns that have more impact than one sole business would be able to generate. We'll also work pretty hard to get the attention of people already coming through town for one reason or another, and let them in on other events they may not know about so that they have a reason to come back.

STANLEY

Q: What's new in your community?

A: The Central Idaho Dark Sky Reserve! <https://stanleycc.org/Blogs/ArticleID/430/Central-Idaho-Dark-Sky-Reserve>

Q: What event are you most looking forward to this summer?

A: Our weekly street dance downtown with live music every Thursday starting June 14. It's a fun and free way to end the day after hiking and hanging out around the lake

Q: What projects are you currently working on?

A: The Redfish Lake bike trail connecting the lake to downtown Stanley breaks ground this year to be finished for next season.

Q: How do you promote your community to tourists traveling through the area?

A: Our visitor's center is open 7 days a week, we also promote the area extensively on social media and local print sources.

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People in Business

Weitzel named to National Recreation and Park board

City of Idaho Falls Parks and Recreation Director Greg Weitzel has been named to the National Recreation and Park Association board of directors, the city said in a news release.

The release said the board of directors is made up of up to 30 individuals from across the country who “demonstrate strong leadership skills, combined with passion and expertise in parks, recreation and conservation. Board members are made up of parks and recreation professionals from cities, corporations, industry suppliers, commercial businesses, volunteers and civic groups from across the country.”

The board, according to the its website, is a non-profit organization “dedicated to ensuring that all Americans have access to parks and recreation for health, conservation and social equity.”

“I’m honored to be selected to serve on the NRPA Board of Directors representing Idaho Falls, southeastern Idaho and the mountain west. Helping to chart the future of parks, recreation and conservation in America is a great privilege and responsibility, I’m looking forward to this opportunity to serve,” Weitzel said in the release.

Caribou-Targhee welcomes new forest supervisor

Mel Bolling is the new forest supervisor for the Caribou-Targhee National Forest. Bolling comes from Fishlake National Forest in southern Utah, where he had been the forest supervisor since 2015, a U.S. Forest Service news release said.



Weitzel

Bolling has worked for the Forest Service for 24 years. Growing up in Georgia, he attended the University of Georgia, graduating with a degree in recreation resource management. It was during a college internship when he was first introduced to the Forest Service.

“I started as a volunteer in Kamas, Utah, working as a wilderness and backcountry ranger for the Wasatch-Cache National Forest in 1994,” Bolling said. “That evolved into various seasonal positions in Utah and North Carolina and eventually resulted in a permanent recreation position working on the Coconino National Forest in Sedona, Arizona.”

From there, he worked on the Carson National Forest in Taos, N.M., as a recreation staff officer on the Camino Real Ranger District. In 2006, he moved to the Fishlake National Forest in central Utah to serve as the Fillmore District Ranger, moving from a ranger to the public services staff officer for the forest and, in 2015, was selected as forest supervisor.

Bolling is moving from a national forest covering 1.5 million acres and four ranger districts to one spanning more than 3 million acres with seven ranger districts and two wilderness areas.

30-year museum volunteer to receive state history award

LaDean Harmston, of Idaho Falls, received a 2018 Esto Perpetua Award from the Idaho State Historical Society at a ceremony in Boise.

The award, which takes its name from the state’s motto, meaning “let it be perpetual,” recognizes people and organizations who have made sig-



Bolling

nificant contributions to the preservation and promotion of Idaho history, a Museum of Idaho news release said. Harmston, one of 12 Esto Perpetua Award honorees for 2018, has volunteered at the Museum of Idaho in various capacities for 30 years.

Harmston’s work at the Bonneville Museum, as it was then known, began in the late 1980s after she attended a talk on local geography there with her late husband, Larry. The couple heard the museum was looking for volunteers, and they signed up immediately.

The Harmstons helped create the Eagle Rock, USA, exhibit on the museum’s ground floor, the release said. The exhibit, a detailed walk-through of 10 storefronts as they appeared in Eagle Rock (now Idaho Falls) around the turn of the last century, remains a popular fixture of the museum.

“It was all just a group of dedicated volunteers back then,” Harmston remembers. “The first person that got paid was the janitor.”

After serving in a number of capacities for the museum, including building up the collection of artifacts and working the front desk, Harmston has spent the last several years working in the museum’s archives.

There, she catalogues documents and artifacts and serves as a resource for writers, researchers, media and all who come looking for answers in eastern Idaho’s past.



Harmston

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