



West Branch, LLC Bio

West Branch was established in 2010 as an e-commerce business. The focus of West Branch is to assist people in finding great deals on outdoor and camping gear. West Branch is unique as it will be providing a daily deal each day focusing on a sporting equipment or outdoor gear item. The company will also be working with larger retailers to market many of their products. West Branch intentionally wants to create strategic partnerships with large retailers so customers can visit our website, browse through some of the best deals in the industry and conveniently make purchases from one site while experiencing excellent customer service. West Branch also intends to support various non-profit organizations in order to make an impact in the local community and make a difference in people's lives.

Eric Vander Schaaf

Eric is a junior marketing major at the University of Northern Iowa. At a young age, he began working for his dad doing odd jobs for his construction business. Eric grew up learning what it was like to run a business and work hard. He enjoys many outdoor activities, such as kayaking, biking, ultimate Frisbee, and camping. Eric also enjoys building things in the shop at his home, including furniture and small wood projects. Eric places his faith in God and every goal he has in his life and for his business are all based on his faith and the hope that he can share it with everyone he meets.