



Incahoots'  
Green Spring  
Campaign

Melanie Johnson | Public Relations Final Project | May 29, 2020

### ***Mission and Goals***

Incahoots is a family-owned garden, floral and gift store located at 905 NE Baker St. in McMinnville, Oregon. Janet Gahr and Brian Bailey purchased the business from Janet's parents in 1987. The city's tourism website describes Incahoots as a "welcoming florist and gift shop, [that] offers coffee and tea, gifts, greeting cards, fresh flowers, garden plants and supplies, music, books, imports and holiday items" (Visit McMinnville, n.d., para. 1).

According to your website, "Incahoots is focused on offering quality merchandise at fair prices and to providing prompt and courteous service. Extra effort is made to sell products which are earth friendly and have a positive aspect [on the planet]" (Incahoots, n.d. para. 3).

Taking care of the environment is important to you. "We are aware of our impact on the environment, our little impact, but it does make a difference," Brian said (B. Bailey, personal communication, April 14, 2020). "[Selling earth friendly products] just kind of resonates with us," Brian said (B. Bailey, personal communication, April 14, 2020).

That is why, in season, you sell organic flowers grown in the McMinnville Community Garden.

Your business goal is to sell your products. One product Brian mentioned you would like to sell more of is the tea that you sell in boxes, tins, in bulk and at your tea bar, which is purposely Wi-Fi free because you see your business as a way people in the community can connect not only through the giving of gifts and flowers, but by

unplugging from technology and connecting with one another over a cup of tea (B. Bailey, personal communication, April 14, 2020).

Thus, you are committed to not only environmental and economic stability, but also to the social sustainability of McMinnville.

### ***External Environment***

Your store is in McMinnville, which is “located in the heart of Oregon wine country, not too close — or too far— from the bustle of Oregon’s largest cities, Portland and Salem,” and “... is a hub for those who appreciate the laid-back style of a small town with great taste,” the city’s tourism website says (Visit McMinnville, Area. n.d., para.1). It is a “Pinot Noir paradise...at the epicenter of Oregon’s wine valley” (Visit McMinnville, Area. n.d., para. 3). There are more than 200 wineries and vineyards in the town’s outlying area, making it a popular tourist destination.

The town is the home of Linfield College, which opened its doors in 1849. The McMinnville campus currently has more than 1,300 students enrolled.

The city, which is also the county seat, has about 35,000 permanent residents according to the QuickFacts page on the U.S. Census Bureau’s website (United States Census Bureau, n.d.). The town is known to lean left politically, though the rest of the county is more conservative.

The U.S. Census Bureau also reports that 73.3% of its residents are white, 13.3% are Hispanic or Latino and the rest are black, American or Alaskan Native, Asian, Native Hawaiian or Pacific Islander (United States Census Bureau, n.d.). More than 60% of its residents own their own homes (United States Census Bureau, n.d.). About 9 out of 10

are high school graduates and one in four have earned a bachelor's degree or higher (United States Census Bureau, n.d.).

The U.S. Census Bureau reports the average household income is \$51,820, which is much less than the state's average of \$59,393 (United States Census Bureau, n.d.). However, McMinnville is far enough away from the Portland area that it is a less expensive place to live. For example, McMinnville has some of the lowest utility rates in the state.

Gardens are popular in the area. A fair amount of people plant their own backyard and/or raised bed flower and vegetable gardens. Half a dozen or so of those gardens are featured in the McMinnville Garden Club's annual Tour of Gardens each June, which is a popular event.

McMinnville residents, like many other in the U.S., often prefer to buy sustainable products when they are available. The country has seen a tremendous growth in the sales of sustainability-marketed products since 2013. Such products “delivered 50.1% [of the] packaged goods market growth (2013-2018) despite representing only 16.6% of the category” (Whelan & Sacco, 2019, slide 3).

A current external threat to Incahoots is that, like other small businesses, you are still struggling to become fully viable again after the Covid-19 pandemic in spring 2020. However, as residents continue to recover from the health crisis' effect on their personal finances, they will have more money for flowers and gifts, which provides you the opportunity to establish yourself as the preferred florist, garden, and gift center in the community.

Another external factor is the changing demographics of the town. While 75% of McMinnville's overall population are white, they make up just 60% of the students in its schools. Over a third are Latino (McMinnville School District, n.d.).

### ***Business Analysis***

Incahoots has many strengths. It is an independent business so you can adjust and make changes to fit the needs of the local market without needing the approval that a franchise or chain store would need.

In addition, you have a great batch of "good friendly, positive people" working for you, Brian said (B. Bailey, personal communication, April 14, 2020).

Incahoots is in a prime location on Highway 99 where the road splits into two one-way streets. You occupy the entire block and provide easy access to parking from both of those streets. That makes the drive-thru you opened in April 2020 quite handy because customers that are in a hurry can make a purchase without leaving the comfort of their cars. It is also a nice amenity in a part of the country that gets a lot of rain.

Another strength is that Janet and Brian are hands-on owners and are always at the store ready to help customers find what they are looking for.

The store is well thought of in town. "Beautiful flowers, great people and fair prices," is what customer Mike Lott said (M. Lott, personal communication, April 7, 2020). "Incahoots are beautiful folk," Chanda Koesel said (C. Koesel, personal communication, April 7, 2020). "I often go there to buy greeting cards because they have a large selection of interesting cards," Linfield college professor Lisa Weidman said (L. Weidman, personal communication, April 2020).

And lastly, you offer an enormous selection of products, so visitors to your physical or online store can easily find a special something for friends, family members—or themselves.

Because of your wide range of products, you have many competitors. That includes grocery stores in the area that sell flowers and stores like Bi-Mart, Walmart and Lowes, which have garden centers. However, none of these offer the variety of items that you carry.

Poseyland Florist and Kraemer’s Garden are your closest competitors. Poseyland is a full-service florist but does not have many gift items. And it has significantly higher prices. For example, three roses in a vase sell for \$18 at your store, while a similar item is \$36 at Poseyland. And the week before Easter last year, the least expensive holiday floral arrangement was \$35 at Poseyland, while you offered an adorable bouquet in a cute bunny vase for just \$15.

Poseyland tends to be the store of choice for more “strait-laced” clientele that buy floral arrangements for church events, funerals and weddings (M. Johnson, informal survey, April 2020). It is a full-service florist, so its primary business is flowers, though they do sell a limited number of gift items. Its website has a formal appearance with its crisp, bright colors on a pristine white and gray background.

In comparison, Incahoots’ website colors are more muted. It features soft yellow and green pastels giving it a more casual appearance. Likewise, your physical store also has a more “down to earth, come as you are” type atmosphere than your competitor. A walk through your store is like taking a refreshing walk through an enchanted forest.

Though you are not a full-service florist, flowers are your store's bestseller. "We do funerals—but not weddings," Brian said (B. Bailey, personal communication, April 14, 2020). The clientele for weddings is a "little higher maintenance" in that "matching a flower to a particular ribbon" on a dress is time consuming and "not profitable" for your business (B. Bailey, personal communication, April 14, 2020).

Like Poseyland, you have some customers who purchase floral arrangements for church services and the like, but far more come in to buy loose cut flowers (B. Bailey, personal communication, April 14, 2020). "Quite a few do that, buy and arrange it themselves. We like people to use their own creativity" (B. Bailey, personal communication, April 14, 2020).

Kraemer's Garden, less than a five-minute drive from Incahoots, sells a greater volume of plants on its large lot, but offers few gift items. Though you do not have as many plants as the full-service garden center, you have a nice variety of indoor plants and, in season, carry a small selection of outdoor plants as well.

The majority of the products Kraemer's sells are outside, so, though parts of the outdoor plants are in covered areas, customers are exposed to the weather while they shop there. Incahoots keeps the majority of its products inside the store. And even if a person goes outside to see your outdoor plants, they are never far from the building where they can warm up or cool off, depending on the weather.

The atmosphere at Kraemers' is less formal than Poseyland and a bit like your store. And while the salesclerks there are friendly, they are few and far between, unlike at Incahoots that has a higher clerk to customer ratio. In addition, Kraemer's makeshift

website leaves much to be desired. It is little more than an advertisement and does not appear to have been updated for at least 20 years.

The Velvet Monkey is your closest competitor when it comes to selling tea. Like you, it has a tea bar, but with more than 100 different varieties, it has the larger selection (The Velvet Monkey, n.d.). However, tea, tea ware and chocolate are all they sell.

When compared to your various competitors, your greatest advantage is that in addition to flowers and plants, you have a large, whimsical collection of gift items. As Brian explained, “Pretty much everything we have you can find somewhere else—but we have a different combination of things” (B. Bailey, personal communication, April 14, 2020).

There are a couple of internal threats to your campaign that need to be mentioned.

While the inside of your store is clean, neat and visually attractive, the outside of the building looks weathered, worn and in need of a fresh coat of paint, especially the large sign that displays your business’s name. That could threaten the success of the campaign because potential customers may misjudge your business based on its outside appearance and miss out on all the wonderful delights that await inside its doors.

A second possibly threat is the inconsistent mailing of Incahoots email newsletter, “Timely Tidbits.” The masthead at the top of the newsletter says that it is a “weekly look at what’s happening at Incahoots,” (B. Bailey. April 25, 2020). However, it is not sent out every week. To be of best use in the campaign, it would need to be sent out regularly, ideally on the same day each week. If it is not, it could threaten the success of the campaign because those on your mailing list may not hear about them in time to act on



them or share any timely news with their family and friends.

Third, your suspended Twitter account could prove to be a problem if people try to access it. It either needs to be deleted and replaced with a functioning account, or we will need to contact Twitter and get the old one working again.

One other thing that could be a threat to the campaign is your website's domain name extension. The ".biz" extension is uncommon, so people may type in ".com" and end up at the In Cahoots Dance Hall and Saloon website.

Other internal issues that you have going on right now, like updating displays, systems and procedures such as payroll (B. Bailey, personal communication, April 14, 2020) are unlikely to affect your campaign in a significant way.

Your store's No. 1 internal resource is its incredibly friendly employees. No matter how good a campaign, without great customer service, it cannot succeed.

Other important resources that you have available are your social media accounts. Incahooots Instagram account has 1,000 followers and is updated regularly, so that is a great resource that is already up and running strong.

Your Facebook page is another resource that you are already making terrific use of. It has frequent posts and includes many colorful photographs. Boosting posts during the campaign will not only drive more people to the page, once they are there, it can point them to the online store on your website.

Your website is another great tool for the campaign. The online catalog is updated regularly and includes lots of photographs of your products. The process for ordering

from the site is quick and easy to understand. With a little updating to its appearance, it will be a solid resource for your campaign.

### ***Opportunity Statement***

Incahoots is committed to environmental, social and economic sustainability. As a locally owned business that includes the social and economic stability of McMinnville. A public relations campaign can promote awareness of your commitment to residents of McMinnville who are also concerned about the triple bottom line. That will result in not only a healthier environment, healthier community and healthier local economy, but also in an increase in traffic and sales at both your physical store and website.

### ***Target Audience***

The primary target audience for the campaign includes high school through retirement age residents of McMinnville who come from middle to upper income households. They are dependable, responsible citizens that rarely miss work or school unless they are sick and like to spend their free time engaging in gardening, as well as sports and other community activities.

They often attend events like the UFO Festival Parade, Turkey Rama, the Yamhill County Fair and the Fourth of July celebration at the Evergreen Aviation and Science Museum. Those 21 and older like to drink wine or have a beer or two but are not heavy drinkers.

The majority are homeowners that plan to live in the area for a while. They are actively engaged in the community and like to shop locally. They like to stay abreast of current political, environmental and social causes. Taking care of the earth is important to

to them, so they were pleased when the city banned plastic bags in 2017. They gladly bring their own bags to the grocery store rather than buying paper ones. And when shopping, they often choose sustainable products when there are ones available.

Because they like to know what is happening in their community, they are more likely to read Yamhill County's News-Register than other McMinnville residents. If they use Facebook, they follow YamCo Watch. All own a home computer and have access to the internet.

Because this is an awareness campaign, the target audience also includes your current customers. According to Brian, the largest majority is females from age 35 to 59, though there also men who come into the store to buy plants and call to order flowers (B. Bailey, personal communication, April 14, 2020).

An opinion leader in the campaign will be Caitlin Rue Wright, president of the McMinnville Garden Club. Because she is an officer in the club, people who attend the gardening class that Incahoots will be sponsoring will listen to what she has to say.

Other opinion leaders to consider are Alexandra Feller and other members of the Linfield Environmental Club. Members in the group are passionate about sustainability, so other students view them as knowledgeable sources of information about environmental issues.

## **The Plan**

### ***Goal***

The goal of Incahoots' Green Spring campaign is to increase traffic at the store and website resulting in an increase in sales.

This will be accomplished by raising awareness of the business's commitment to the environmental, social and economic stability of McMinnville, which will motivate like-minded residents to shop at Incahoots for flower, plants, gifts and more.

The desired result of the campaign is that there will be a 15% increase in sales.

### ***An Introductory Note***

Before we start the process of implementing the campaign plan, there are a couple of things that we will need to do in preparation. The first is to make a few small changes to your website to update its appearance. The second is to create a publication schedule for your weekly newsletter so it will be easier to get it out on a regular basis. These are important things to take care of right away because both will play important parts in the campaign.

### ***Objectives, Strategies and Tactics***

The campaign has two objectives. The first objective is to make 500 people who are concerned about the triple bottom line aware that Incahoots is committed to sustainable business practices. The second objective is to motivate 50 people who have never visited your store or placed an order on your website to do so.

The campaign's objectives are based on Everett Rogers' Diffusion of Innovations theory, which says there are five steps that people go through in a particular order when

making a lifestyle or behavior change. The steps include awareness, interest, trial, evaluation and adoption.

The strategies used in this campaign will move the target audience through those steps. This is how it will work. People will become *aware* that Incahoots shares their commitment to the triple bottom line. They will become *interested* in what the store has to offer. Next, they will move on to the *trial* stage by talking to other people about the store and then decide to visit the store or website. They will look around at what Incahoots has to offer, find something they want and buy it. Afterward, they will *evaluate* the wonderful experience they had shopping at your store and decide to make it their go-to plant, flower and gift shop.

#### Objective 1

To achieve the first objective in the campaign, which is to make 500 people in the target audience aware that Incahoots is committed to sustainable business practices, we will use two strategies. The first is a combination of owned and shared media. Owned media is self-published. It is an effective way to get a message out because, unlike a newspaper or magazine, there are no editors or journalists involved in deciding what is or is not included in the publication. While such strategies are not very personal, they are an excellent way to bring awareness to a large group of people.

The first tactic will be the creation of a quarterly newsletter called “in season with incahoots,” with the store’s name and first word intentionally in lowercase to match the business’s logo. The first issue will be sent out at the end of March. The newsletter will

include a story about some of the organic teas Incahoots sells and let readers know about community events and activities the store will be involved in.

The target audience for the campaign are those who like to know what is happening in McMinnville and like to take part in community events, so they will enjoy reading the newsletter. As they read it, they will become aware of the business's commitment to sustainability, which is a matter of importance to them as well. That will help them feel connected to the store. As a result, when they need to purchase flowers, plants, a gift or just want a cup of tea, they will spend their money at Incahoots.

We will send the newsletter to everyone on the store's mailing list, including local vendors. Salesclerks will pass it out to people who come into the store who are not on the mailing list and then invite them to sign up so they will receive the next issue by mail. There will be a stack of newsletters placed near the cash register alongside a signup sheet for that purpose.

We will also deliver copies of the newsletter to Alexandra Feller, a student at Linfield College, so she can pass them out to her fellow members in the school's environmental club. That way, club members will learn about the earth friendly events you are planning and want to get word out about them to others on their campus.

Each newsletter will include a table of contents so readers can quickly see what articles they might like to read. There will also be a list of upcoming events so interested readers can put the dates on their calendars. There will always be a letter from Brian and/or Janet included. In it, they will share a few thoughts and give a peek at the issue's contents. Other regular features will include a profile story about a customer, employee

or other community member; an application or how-to story that explains how to do something, such as how to steep tea, plant beans or keep cut flowers looking fresh; and a story about one of your store's past or future events. Another regular feature will be a list of 10 of something. Items on the list will be anything from organic teas to the most popular flowers to thoughtful gift ideas. There will always be a mention in the newsletter about something that has to do with environmental, economic or social sustainability. It might be a small side bar with information about an organic potting soil you sell, a short story or profile about a new local vendor you are working with, or even a photograph of customers chatting at the tea bar.

It is difficult to measure awareness, but we can assume that most people who receive the newsletter will take at least a brief look at it.

The next tactic is a survey that will be housed on your website. It will consist of a list of sustainable products that the store is considering adding to its shelves. This tactic is a type of shared media, in that it is interactive. It allows readers to engage with the content. A survey is an especially effective tactic because most people like being asked to share their opinion. People will go to the website to view the survey, think about what three products they think the store should carry and then cast their vote by clicking on a small box to the left of each item. We will promote the survey on Instagram, Facebook and in the store's weekly newsletter.

Paper copies of the survey will also be available at the store. They will be the size of half a sheet of printer paper. Both the print and online versions of the survey will have a place at the bottom where people can write in an item if they like.

The second strategy to make people aware of the store's commitment to sustainability is the creation of an event. It will be an essay contest the store will sponsor in celebration of Earth Day April 22. Events motivate people and are a way to reinforce people's existing beliefs, which in this case is the belief that it is important to take good care of our planet. The contest will be for both adults and children. It will challenge children up through age 15 to write a one-page essay about ways they can take better care of the earth and tell why it is important to do so. Those 16 and older will craft a two-page essay about steps they are currently taking to reduce their ecological footprint. In addition, they must include details about one new environmentally responsible habit they can add to their daily routine.

The winning child will receive a \$50 Hopscotch Toys gift card. The possibility of winning a shopping spree at the toy store will get children excited about entering the contest. In addition, offering a gift card at another local store is a great way for Incahoots to demonstrate its commitment to the economic stability of McMinnville.

The prize for the 16 and up category will be a \$100 shopping spree at Incahoots. The winning entries in both categories will be posted at the store and featured in the next issue of the newsletter. All entrants will receive a 20% off coupon to use toward a purchase in the store or online.

The first tactic for the essay contest is a press release that will be sent to Yamhill County's News-Register and local radio station KLYC. Sending out a press release to generate a story is an effective way to let people know about an event because people tend to trust news stories more than advertisements. Though mass media is an impersonal



way to communicate with people, it is also the most effective way to get a message to vast numbers of people.

The newspaper and radio station are highly likely to publish the story because it has the news values of proximity, since it is happening right here in McMinnville, and prominence, because the store is known to so many people. Also, since the adult prize is a \$100 shopping spree, the story has the news value of significance because it is a generous prize in a town the size of McMinnville.

While it is impossible to know exactly how many will read the story in the newspaper or hear it on the radio, we can be sure at least 500 people will see or hear it. That is because Yamhill County's News-Register has a circulation of about 10,000 and the signal population of KLYC is more than 300,000. "The online listenership is more than 10,000 listening hours a month," the radio station's general manager, Wes Simkins said. And their listeners are loyal, he said. "We have many accomplishments bringing new customers to local business."

The event's second tactic is a promotional flyer, which is another form of owned media. The flyer will be inserted into a sponsored Facebook post and posted on Instagram. It will feature a photograph of a potted flower and a piece of paper with the recycle symbol on it. There will be a bright purple pen on top of the paper. The paper in the photograph will have all the information about the contest written on it in blue ink. It will include the store's address and a link to the signup page on your website. Copies of the flyer will also be printed out so they can be dropped off at the front desk of the senior citizen center and the offices of each of the public and private schools in McMinnville so

they can be posted at each drop off point. Copies will also be given to Alexandra Feller in hopes she and others in Linfield's Environmental Club will post them on campus.

Looking at Facebook and Instagram's analytics and taking note of how many inquire about the event and/or enter the contest will show the effectiveness of the tactic.

The third tactic to raise awareness is a pitch letter that we will send to Yamhill County's News-Register for a follow-up story about the results of the essay contest. The letter will include a list of some of the interesting ways that entrants are taking steps to care for the environment. The story has the news value of proximity, since it will feature ways local people care for the planet, as well as the news value of immediacy because it will be a recent event.

Again, while there is no way of knowing how many will read the story, we can be certain that at least 500 people will see it.

Evaluating the effectiveness of the first objective's tactics in promoting awareness will be done in several different ways. We will look at the reach of the Yamhill Valley's News-Register and KLYC. We will check the analytics on your Facebook and Instagram accounts to see how many people viewed or interacted with posts related to the essay contest and survey. And lastly, we will take note of how many people entered the contest and took part in the survey.

## Objective 2

The second objective, to motivate 50 people who were not already customers to shop at your store or website, also has two strategies. The first one is to take part in the town's UFO Festival Alien Days Parade. Again, events are a wonderful way to connect with

people one-on-one. An extra bonus to this strategy is that it will not only motivate people to shop at your store, it will also show that you are committed to the social sustainability of McMinnville.

The store's entry in the parade will feature Brian dressed up as an alien farmer. His face and arms will be painted green and he will be wearing a pair of green tights under a cutoff pair of blue denim overalls. Antennas will be attached to a straw hat perched upon his head. He will push a wheelbarrow with a banner attached to the side that reads, "Shop Incahoots for ~~planets~~ plants that are out of this world." The word "planets" will have a line through it as if it has been crossed out. Alien looking paper mâché flowers and plants will fill the wheelbarrow. Rain Bailey will accompany him. She will be dressed in silver from the top of her head to the tip of her toes and sport antennas. She will carry her clarinet with her and play "Cantina Band" from Star Wars off and on throughout the parade. Janet will be nearby wearing her green Incahoots' apron and a straw hat like Brian's. She will walk along one side of the street and carry a silver watering can filled with materials to pass out. There will be two employees, also dressed as aliens, in the parade as well. One of them will push a wheelbarrow with a large piece of brown material laid over a box that contains a stash of the materials and samples that Janet and the other employee will be passing out.

There are three tactics that we will use to promote the event. The first will be in the notes posted on the store's website, Instagram account and Facebook page alerting people to look for the store's entry at the parade for a coupon and an organic tea sample. Incahoots' weekly newsletter will also include a note about it the week before the event.

The second tactic is a colorful brochure that will feature just seven of the tasty teas available at your store. Janet and one of the employees will pass them out to people on each side of the street.

When people receive a brochure, they will look at it. Many will be surprised to learn that Incahoots sells so many different varieties of tea. Some who have never been inside the store will decide to go check out your full tea selection.

After looking through the brochure, some of your current customers will decide to browse the tea section next time they are in the store and will likely find a flavor they would like to try and buy it.

The third tactic for the event will be organic tea samples that will be handed out with an attached coupon good for 10% off any purchase, including organic tea on the shelves or at the store's tea bar. Customers will need to fill in their contact information to redeem the coupon. That way, you can add them to your mailing list.

The tactic's effectiveness will be measured by how many of the coupons are redeemed at the store.

The second strategy to motivate people to shop at the store is an Organic Container Gardening Class that Incahoots will co-sponsor with the nonprofit McMinnville Gardening Club that will be held in June. People like experiences so that will make them want to attend the class. They will sign up on the garden club's website or at your store, which will increase foot traffic. The class will provide a fantastic opportunity for Incahoots' employees to interact with current and potential customers.

When people arrive on the day of the class, they will see firsthand the large variety of items available for purchase. Some will buy something and spread the news about what a wonderful little shop it is.

The class will begin with a time of teaching as garden club members talk to students about container gardening and some of the tricks to success. After that, there will be a time of hands on learning as the students create their garden. The store will provide the needed workspace, potting soil and seeds. Students will be encouraged to repurpose empty containers from home to use as pots. The store will also have a supply of repurposed containers for those who do not bring any.

The first tactic we will use to draw people to the event is a public service announcement on local radio station KLYC. Because the store is partnering with a nonprofit for the class, the station will be willing to air a public service announcement about the event, which provides a service to the community. The event is newsworthy because of its proximity, in that it is happening locally, and its timeliness, in that it is happening at a time of year that is ideal for starting new plants.

KLYC is an oldies station but its listeners include older teens and millennials who listen to local radio on their way to and from work and school, as well as middle-aged and older adults who also listen to the station at home.

Radio is a form of mass media, so it really is the best way to reach large numbers of people. And, because you will be partnering with a nonprofit for the event, it will be free advertisement for your business.

After hearing the announcement, some people will visit the store or the garden club's website to sign up. An added bonus with this tactic is that even those who are not interested in the class will still become aware of your business's concern for the environment and that will be enough to prompt some of them to visit your store.

The second tactic we will use is a flyer about the event that will post on social media. The flyer will feature a small garden shovel beside an empty pot that is laying on a small pile of dirt. There will be a several packets of seeds in the bottom right hand corner. The text will include basic information about the class and the store's address, as well as a link to both yours and the garden club's website where people can sign up for the class. We will take printed copies of the flyer at the town's library, community center, aquatic center and senior citizen center. Because you will be partnering with a nonprofit organization for the event, not just trying to post an advertisement for your business, they will be more receptive to allowing us to post the flyers.

The third tactic for promoting the class is a postcard reminder that we will mail out June 1. This will go to everyone on your mailing list, including those who recently signed up for it at the store, took part in the Earth Day essay contest or brought in a coupon they received at the parade. The spring newsletter will promote the class but since that is at the end of March, people will need a reminder closer to the actual class date.

The postcard will be valuable even to those who are not interested in the class because it will be good for one extra punch on their Daisy Chain Reward cards if they bring it into the store before the end of June. Older people especially like getting free punches, so that

will increase foot traffic to the store. And it is likely that those who make the trip will purchase something while they are there.

The postcard will explain that those who do not have a Daisy Chain card can come into the store and sign up for one and get a free punch as well.

The last tactic for the event will be a reminder posted on social media a week before the class. We can also send out a reminder in your weekly email.

To evaluate the effectiveness of the tactics used to meet the objective of motivating 50 people, who were not already customers, to shop at your store or website, we will look at records that salesclerks will keep of how many first-time customers come into the store. To collect the data, they will ask each visitor to the store if they have ever been there before. If they say it is their first time, the clerk will invite them to sign up for the store's newsletter. The employee will also put a tally mark in a small notebook reserved to keep track of each day's count of new customers. At the end of the day, when the till is counted that number will be written on a calendar in the office.

We can also evaluate the tactics' effectiveness by looking at the number of new customers who placed orders on the website and add that information to the calendar as well.

### ***Evaluation***

We will determine the campaign's goal of increasing sales met if after comparing the total dollar amount of sales generated in the store and online for the combined months of April through July is at least 15% more than it was during the previous four months.

The time period we will evaluate extends one month past the last of the campaign's planned activities. This will be done in order to include the campaign's impact on late adopters, who are slower than most to respond to a campaign.

### ***Follow Up***

As a follow-up to the campaign, and to maintain momentum after it ends, employees will engage customers in conversations about the spring events to get their feedback.

In addition, the store will continue to publish the newsletter every three months to help customers feel connected to the store and keep them abreast of what is happening at Incahoots. It will also help customers, who sign up for the mailing list after the campaign has ended, become aware of Incahoots' commitment to the triple bottom line. That will make those new customers who share your commitment feel good about shopping at your store and increase the likelihood that they will shop at your store more often.



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FOR IMMEDIATE RELEASE

April 5, 2021

**Media Contact:**

Melanie Johnson



## **Incahoots Earth Day Contest Planned to Grow Environmentally Friendly Practices**

### ***Garden Shop Contest Encourages Children and Adults to Go Green***

MCMINNVILLE - A local garden shop has been in the business of selling green indoor and outdoor plants for over 45 years, but this month they want to sell the community on a different type of green. Longtime Incahoots' owners Janet Gahr and Brian Bailey are sponsoring a "Live Green" essay contest for children and adults in observation of Earth Day April 22.

"Brian and I care about the environment and make every effort to sell products that are earth friendly. The contest is a way to help people think about new ways to live greener," Gahr said.

The contest is for both adults and children. Entrants age 15 and younger will draft a one-page essay about ways they can take better care of the earth and tell why it is important to do so. Teachers and home-school parents can use the contest as a tool to instruct children about the importance of environmental responsibility. "It's never too early to start teaching kids about taking care of the planet," Bailey said.

The contest challenges adults and older teens to pen a two-page essay about steps they are currently taking to reduce their ecological footprint. In addition, they must include details about one new environmentally responsible habit they can add to their daily routines.

Prizes include a \$100 shopping spree at Incahoots for the winner in the age 16 and up category and a \$50

—more—

Hopscotch gift certificate for the winning child. All entrants receive a coupon good for 20% off any purchase in the store. The deadline for submitting entries is April 19. Incahoots will post the winning entries at the store and on its Facebook page on April 22. The business will also feature the essays in its quarterly newsletter.

Contest entry forms are available at Incahoots, located at 905 SE Baker St. in McMinnville, as well as online at the store's website: [Incahoots.biz](http://Incahoots.biz)

For more information about the contest contact Brian Bailey at [REDACTED].

###

### **About Incahoots**

Incahoots is a family owned and operated garden, floral and gift store in McMinnville, Oregon. The unique shop, located in the heart of Oregon's wine country, features a collection of eclectic gifts perfect for brightening any day. The store's offerings include stunningly arranged and fresh cut flowers, indoor and outdoor plants, local art, handcrafted jewelry, coffees, teas, music, interesting greeting cards and other novelties. Longtime owners Janet Gahr and Brian Bailey care about the environment and endeavor to sell products that are earth friendly.

From: Melanie Johnson [REDACTED]

Date: April 20, 2021

To: Starla Pointer, Staff writer [REDACTED]

Subject: Young and Old Share Ways They Live Green

Starla,

I am writing to suggest a feature story about unique ways community members are caring for our environment, based on the results of Incahoots' recent Live Green essay contest, which was held in celebration of Earth Day April 22. The purpose of the contest was to engage community members in a conversation about ways to better care for the planet.

For the contest, both children and adults took pen to paper to write about ways they are taking environmental responsibility. Writers were as young as eight—and as old as 74. “It was fun and encouraging to hear about all the things people are doing to live green,” Incahoots' co-owner Janet Gahr said.

Local third grade teacher Sally Smitty used the contest as a writing activity in class. “We talked about the importance of caring for the planet and went around the class so each student could talk about their concerns.” The kids' enthusiasm rubbed off on some of their parents, too, she said. One mother asked for a copy of the entry form so she could enter as well.

The ideas people shared were wide and varied:

- Tony Jones, 16, and his younger brother Michael, 14, created a “Community Assistance Team” last summer by gathering neighborhood

friends, donning plastic gloves and walking down city streets picking up garbage from the sidewalk and on sides of the road.

- Addy Rivera-Fox, 11, is planting cherry trees this spring with her father Luke Fox.
- Conor Robin, 7 said his father helped him build a birdhouse.
- Emily Olin sews reusable bags to use for gift giving. (Pattern available upon request.)
- Stan Dailey started riding his bike to work a year ago, which reduced his fossil fuels emissions—and his waistline. He lost 14 pounds, he said.
- Grandmother Thalia Buttons gave each of her grandchildren and nieces a basket of perennial flowers for Easter. She helped them plant the flowers in their yards so they can enjoy the gift year after year. “That’s something you can’t do with a chocolate bunny,” she said. The children loved the idea and asked her if she would do it again next year, she said.
- Phillipe Sanchez installed a dual-flush converter in the toilet in his apartment, started taking shorter showers and quit letting the water run while he brushes his teeth. “I’m not only using less water, I’m using less money to pay my water bill,” the Linfield College student quipped.

“We were super impressed with the entries of the children—and adults,” said Incahoots’ co-owner Brian Bailey. “There are just so many creative ways that people in our community are stepping up to take responsibility for the earth.” It makes him proud to live in this community, he said.

Let me know if you would like copies of the essays and contact information for the entrants.

Best regards,

Melanie Johnson

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Melanie Johnson

Media Contact



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### **About Incahoots**

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:60 Public Service Announcement

[Birds chirping in the background throughout]

FLOWERS ARE IN BLOOM. THEIR SWEET FRAGRANCE FILLS THE AIR. RED-BREASTED ROBINS PERCH HIGH ON CHERRY TREE BRANCHES, CHIRPING THEIR MELODIES. SPRING IS IN THE AIR, WHICH MEANS IT'S A WONDERFUL TIME TO THINK ABOUT PLANTING A GARDEN.

IF YOU ARE NEW TO GARDENING, AND EVEN IF YOU'RE NOT, WHY NOT DO SOMETHING NICE FOR THE ENVIRONMENT AND TRY YOUR HAND AT ORGANIC CONTAINER GARDENING?

MOST STORE-BOUGHT PRODUCE ARE GROWN WITH FERTILIZERS AND PESTICIDES THAT ARE BAD FOR THE ENVIRONMENT—AND BAD FOR YOUR BODY, TOO. CONTAINER GARDENING IS THE PERFECT WAY TO ENJOY YOUR OWN HOMEGROWN PRODUCE WITHOUT WORRYING ABOUT DANGEROUS CHEMICALS. IT'S A GREAT STEP YOU CAN TAKE TO HELP MAINTAIN THE BALANCE OF THE EARTH'S ECOLOGICAL SYSTEM.

IF YOU ARE NOT SURE HOW TO BEGIN, YOU ARE IN LUCK. MCMINNVILLE GARDEN CLUB IS OFFERING A FREE CLASS AT INCAHOOTS AT TEN A-M, SATURDAY, JUNE NINETEENTH.

FOR MORE INFORMATION AND TO RESERVE YOUR SPOT IN THE CLASS, STOP BY INCAHOOTS ON THE CORNER OF NINTH AND NORTH EAST BAKER STREETS IN MCMINNVILLE OR VISIT [MCMINNVILLEGARDENCLUB-DOT-ORG](http://MCMINNVILLEGARDENCLUB-DOT-ORG)

Media Contact:  
Melanie Johnson







# *in season with* **incahoots**

*Connecting with the McMinnville community year-round*

**Spring 2020, Issue 1**

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Easy step-by-step directions on how to brew loose tea

**SPRING CALENDAR**

Be sure to mark your calendar for these fun events.

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**PROFILE**

**Byron Nice**

Meet McMinnville High School's 2022 Marching Band's drum major.



## **Hello Spring**

Spring is our favorite time of year at Incahoots. We enjoy seeing the delight on customer's faces as they leave the store with a packet of heirloom seeds or an outdoor plant for their yard.

Soon the store will be filled with the delightful scent of fresh cut flowers grown locally in McMinnville's Community Garden. It feels good to be able to shop locally and sell products that have a positive aspect.

And so along those lines, as a business committed to sustainability, we are excited to announce the store's spring events.

The first is an Earth Day essay contest for children and adults in April. Prizes include gift certificates from Incahoots and Hopscotch Toys. Entry forms are available at the store and on the website.

In May, look for us in the UFO Fest parade where we will be passing out samples of organic tea.

And in June, we are partnering with McMinnville Garden Club for a free organic container gardening class at the store.

Lastly, we have launched this newsletter. This issue includes an article about 10 organic teas, followed by instructions for steeping loose tea leaves. And then there is a feature story about a band student who benefits from the Mac Band fundraiser that our customers faithfully support by bringing in their empty bottles and cans. \*

*Janet Gahr and Brian Bailey*

**Website:** [incahoots.biz](http://incahoots.biz)  
**Instagram:** [incahootsmac](https://www.instagram.com/incahootsmac)  
**Phone:** [REDACTED]

## THE 10 LIST

### Tasty Organic Teas to Try

*While buying tea bags or pods is a convenient way to make tea, purchasing a few ounces of several types in bulk is a fun way to discover new favorites. Here are 10 organic loose-leaf teas that Incahoots keeps in stock. Visit the store or website to see the store's full 100 plus varieties of teas, many of which are organic.*

#### 1. Royal Phoenix Oolong

The large leaves in this tea come from China's Guangdong Province. The tea bush's tops are left unpruned so it will grow into a tree. This delicious drink has a fragrance reminiscent of nectarines and peaches.

#### 2. Irish Breakfast

This traditional Irish tea is a blend of Tanzanian and Indian black teas. Fun fact: The Irish drink more than 6 pounds of tea a year, which is more per capita than any other country in the world.

#### 3. White Peony

To harvest "Pai Mu Tan," as the Chinese call this tea, white peonies are picked in sets of one or two leaves and a bud. It has a mild, sweet taste that make it ideal to drink with a meal.

#### 4. Malty Assam

This is one of Incahoots' co-owner Brian Bailey's favorite teas. It comes from northeastern India. The leaves of the Camellia Assamica plant make for a rich, malty cup of tea.

#### 5. Hibiscus Ginger Bulk Tea

Petals from Hibiscus flowers and dried ginger are the two ingredients in this caffeine-free drink. It is both spicy and sweet and can be served hot or cold.



#### 6. Organic Red Bush Chai

This is another caffeine free tea. It features rooibos, a red bush tea in South America. The drink's spicy sweet flavor comes from cinnamon, cardamom, cloves and spearmint.



#### 7. Yerba Mate

Those looking for a morning alternative to coffee will want to try this tea. Yerba mate contains mateine, which is like caffeine. In addition, the drink offers health benefits for the nervous and immune systems. In Argentina, it is more popular than coffee. In fact, it is the country's national drink.

**Many teas are good hot or cold, making them an ideal year-round drink.**

#### 8. Royal Gardens Organic Earl Grey

No list of teas is complete without earl gray, one of the most popular black teas in the world. The tea contains oil of bergamot, which is a citrus fruit. That gives the tea a sweet lemon-like flavor.

#### 9. Genmaicha

This brown rice green tea originated in Japan with Buddhist monks who made tea in a pot that had rice stuck to the bottom. Making the tea was an act meant to display humility and conservation. It quickly became popular throughout Japan. It has a grassy, sweet, nutty flavor.

#### 10. Honeybush

Rooibos is a close relative of this slightly sweeter, more full-bodied cousin. Honeybush grows on the East Cape of South America. Its flowers, as the name implies, have a honey-like aroma. The tea has a mild roasted, floral taste and works equally well as a hot or cold tea. \*

## HOW TO



### Steeping Loose Tea

Sometimes tea drinkers shy away from loose teas because they do not know how to steep them. However, it is easy if you have the right tools.

First, pick a tea. For those who don't already have a favorite, The Tao of Tea's Organic Dragonwell Green Tea is an excellent choice.

The easiest way to steep loose leaves is in a tea ball or infuser. They are usually made of metal and come

with a chain or long handle for easy removal from a hot cup. Incahoote's sells several types in its tea section.

To begin, scoop a teaspoon or two of loose tea into the infuser. Do not overfill it or you will end up with tea leaves floating in your cup. Carefully close it and place it in the bottom of a cup, just like a regular tea bag.

Next, fill a tea kettle with water and set it on the stove to heat. Microwaved water will also work, but some people say it makes the tea taste flat.

After the water comes to a boil, pour 8 ounces over the tea. Be sure that the ball is completely covered with water. How long it needs to steep depends on the type of tea it is.

White and green teas take about two minutes, Oolong takes slightly longer and black takes 3-5 minutes, depending on how strong you want it to be. Herbal and rooibos tea can take anywhere from seven to ten minutes, but both are delicious and well worth the wait.

Once the tea finishes steeping, remove the infuser and set it aside. Do not throw the leaves out if you made Oolong, green or white tea, because the leaves can be used again for a second cup.

That's all there is to it. Drink the tea just as it is or add a bit of cream or honey to taste. To make it stronger or lighter, just adjust the steeping time. \*

## SPRING CALENDAR

### April

#### Earth Day Essay Contest

**1** Entry forms available at the store and online

**19** Last day to submit entries

**22** Winners posted at store and online

### May

#### 22nd Annual UFO Festival Parade

**15** Parade begins at 3:30

Look for Incahoote's "out of this world" float.

Join the fun by dressing in your best alien-ware for the parade.

### June

#### Container Gardening Class\*

**1** Sign ups posted online and at the store

**19** Class starts at 10:00

Please arrive at the store  
By 9:30.

\*With the McMinnville Garden Club



## PROFILE

*Customers often drop off bottles and cans at Incahoots for the high school's Mac Band fundraiser. This issue's profile introduces readers to one of the students in the band.*

### Meet Byron Nice

Like most juniors, McMinnville High School student Byron Nice is looking forward to his senior year. The trombone player, who is the oldest of Casey and Jessica Ojua's three children, is excited about serving as the marching band's drum major.

Byron started playing trombone as a sixth grader in Mark Dana's class at Patton Middle School. Having played the piano since he was six, he already had some music experience and took quickly to the instrument. Eventually, he was asked to join the school's jazz band.

At the high school, in addition to jazz band, he performs on his trombone with the concert band, the marching band and the wind ensemble.

Band director David Barton feels good about selecting Byron as his next drum major. "He's an excellent musician, of course," Barton said. "But he's also a leader, very responsible, a fine example for the entire band."

"He's willing to pitch in and do whatever needs to be done, whether it's stacking chairs or coming in early in the morning before a band trip to help pack the trailer."

"He's a hard worker. Byron doesn't do anything halfway," fellow band member Tony Johnson said.



And the trombone player does a lot.

He maintains a 3.95 GPA and serves as captain of the high school robotics' club. The Eagle Scout completed the high school's Engineering and Aerospace Sciences Academy career track his first two years of high school and is working hard to add the performing arts and computer science tracks to his accomplishments before he graduates next spring.

It is a lot of work, but he doesn't mind, he said. He has his eye on his after high school goal—studying computer science at Massachusetts Institute of Technology in Cambridge, Massachusetts. \*

# incahoots

905 NE Baker St.

McMinnville, OR 97128



## #2 Red Bush Chai\*

The Tao of Tea's Red Bush Chai is one of co-owner Brian Bailey's favorites. Its base ingredient is rooibos, which grows only in South Africa.

The leaves are blended with organic cloves, cardamom, cinnamon, and spearmint resulting in a rich flavored tea that the Tao of Tea describes as "slightly spicy, cooling and sweet."



## #3 Cinnamon Vanilla

The Republic of Tea's Cinnamon Vanilla Dream by the Fire Tea. Rooibos blended with vanilla and cinnamon make this a perfect cup of holiday tea. Some say it has a "heavenly aroma and taste." While usually served hot, it is also amazing served cold with a splash of cream.

## Visit the store



Owners Brian Bailey and Janet Gahr have been serving customers at the McMinnville store since 1987.

"Come see us soon. The teapot is on and there is a spot reserved for you at the bar."

**905 NE Baker Street  
McMinnville, Oregon**

Open Monday through Saturday  
9:30 a.m. to 4:30 p.m.

**[www.Incahoots.biz](http://www.Incahoots.biz)**



## Contact Information

**Phone:** [REDACTED]  
**email:** [contact@incahoots.biz](mailto:contact@incahoots.biz)  
**Instagram:** @Incahootsmac



  
**Teatime  
Sampler**





## *Have you heard?*

### **Incahoots sells more than 100 delicious varieties of tea**

So, customers are bound to find many old—and new—favorites on its shelves.

The store even has a Wi-Fi-free tea bar where customers can meet up with a friend for a chat or order a cup of tea to sip on while they shop.

And because Incahoots is committed to caring for the environment, the store's collection includes a fine selection of teas that are earth friendly to boot! Look for the \* marking the organic teas included in this brochure.

Here are just seven teas—a weeks' worth—that are available for purchase at the store.



### ***#1 A Dandy of a Tea\****

The Republic of Tea's Dandelion SuperHerb Tea is made from roasted dandelion roots blended with just the right amount of French vanilla. The roots are known for their digestive benefits.

This tea can also be enjoyed just for its full-bodied flavor. It is a great alternative to a cup of coffee—and your body will love you for it!

### ***#4 Fall Tea***

Marketspace Northwest Breakfast Tea will warm you to your toes on crisp, cool mornings.

This is the same tasty variation of the classic English breakfast tea sold at Marketspace's Pike Place Market in Seattle.



### ***#5 Detox Green\****

Detox Green SuperGreen Tea is made by grinding tea leaves into a fine powder to make matcha.

This detox tea also contains chlorella, which is a nutrient-dense superfood. Spearmint gives the tea a deliciously refreshing minty and sweet flavor.



### ***#6 Xanadu Tropicana Bulk Tea***

Xanadu Tropicana Bulk Tea is a black, medium flavored tea with kiwi, mango, lime and passion fruit, as well as yellow and blue flower blossoms.

Poured over a cup full of ice, it is a refreshing iced drink on a sweltering summer day.



### ***#7 Beauty Sleep***

Beautifying Botanicals Beauty Sleep Herbal Tea contains organic hibiscus, chamomile, rosehips, schizandra berry and more to create an aromatic hydrating tea.

It also contains bamboo, which can strengthen hair and nails, making this tea a mini spa in cup!