

**BUSINESS BEAT**

# Season Your Sales with Scent

By **Andrea Testi**  
For the Enterprise



ing trend in marketing. The sense of smell is our first and most primal sense. Information taken in through our nose goes directly to our limbic system and touches the memory and emotion centers of our brains. Hence, smells can evoke vivid memories triggered when you smell that particular scent. If you've ever had a scent trigger a flood of memories about your childhood, or somewhere you used to live, you've witnessed this effect firsthand.

Spring, summer, winter and fall are more than just seasons; they are opportunities for businesses to thrive. With each season comes unique holidays, events and activities, which cause consumers to behave differently.

Marketing success is about putting your brand in the right place at the right time; the difficult part is predicting where and when that is.

Striking a balance between originality and affordability is a big challenge when crafting marketing campaigns. Customers are attracted to information that is relevant to their current situations, needs, and desires. Therefore, businesses need to make the most of trends and patterns which is why seasonal marketing is such an essential tool for all types of businesses.

Seasonal marketing is more than just putting up store decorations and creating special discounts; it's about timing, content, knowing your customer demographics, and making a lasting impression.

With the close ties of smells to emotion and memories, using scents to inspire certain behaviors is a grow-

Scent marketing uses aromas to tap into certain memories and have a unique effect on consumer behavior. As autumn knocks on the door, it conjures up memories of falling leaves, Thanksgiving, cozy sweaters, nights by the fire pit, and cups of steaming cocoa and cider. As you read that line, did you smell the apple cider or earthy, wet leaves? Could you smell the turkey cooking or the smoky comforts of burning wood?

Our memories and olfactory senses are deeply linked in the brain and create sensory experiences. For retailers, this sensory experience can help increase footfall, elevate brand loyalty, and increase length of time customers stay in your store. It has

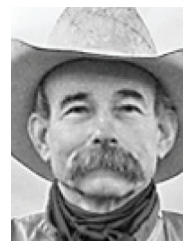
even shown to influence consumer buying decisions.

Scent marketing is becoming more commonplace in large corporate chains from casinos to hotels, department stores and airports. Smell is a key part of their marketing strategy – now is a great time to make it a part of your seasonal plan.

Seasonal events and holidays are huge and critical times for any business looking to attract more clients and increase profits. The same way your wardrobe changes with the seasons, so too should your marketing campaigns. Seasonal marketing allows your business to reap the benefits at certain times of year when your product or service become more relevant.

Scents are a powerful trigger for consumer behavior. Stay top of mind and come up with scents that are unique and relevant to your customer base. Get a hot cup of cocoa, some big wooly socks, and embark upon your strategic olfactory marketing plan.

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## ON THE EDGE OF COMMON SENSE

By Baxter Black, DVM

# We'll try 'Famous Farm Animals' for 500, Alex

Man kind from prehistory to space exploration has always depended on animals for help in their quest for advancing civilization. Granted, often as bait or as guinea pigs but we have depended on them, nonetheless.

After extensive research of my cerebral micro files I've discovered several remarkable case histories that have affected the course of our world.

For instance, Admiral Perry carried a Canadian goose on his Arctic trek to find the North Pole. Whenever the magnetic field messed up his compass, he would tie the goose to a sled runner with a 50-foot piece of baler twine. The goose, being the only one with enough common sense to fly south, would try to take off. Perry and his parakeets would mush in the opposite direction.

Everyone, of course, is familiar with Magellan's pig who sniffed his way through the Straits. In Magellan's defense, he did name them the Straits of Yorkshire. But that name was already taken by a group of heterosexuals from the North of England. So he named them after himself.

The Trojan Horse is legendary but where do you think the Greeks got the idea?

That's right ... the Trojan Goat.

Two years previous, a football team from Texas A&M had tried the same strategy to invade a bar called the Dixie Chicken. Problem was, they could only get two players in the goat at one time so only half the team got dragged into the bar before the bartender got wise. That left five guys still outside.

Even part of our language is derived from famous farm animals. During the medieval crusades, King Arthur was dickering with a nomadic Mexican sheepherder. Art asked what he called these beasts. The herder misunderstood and thought he was asking the price. He replied "Cheap." So "sheep" was added to our English vocabulary.

The Great Jamboni performed at the Colossus in Rome. He had an act that involved jumping his famous cow, Yerk, over a bonfire. One night Yerk stumbled and was consumed by the fire. Next morning the groundskeepers were cleaning up the remains and noticed dry tough remnants of meat clinging to the bones. To this day we still remember that famous cow by naming the discovery in her honor ... Yerky.

General Custer always carried a mongrel bloodhound named Huey who could smell penicillin and war paint for miles. As the Calvary approached the Little Bighorn, Custer sent Huey over the hill to check it out. Huey returned agitated.

"Well?" asked the impatient Custer. Huey pointed back the way he came. He raced and forth like he was chasing cars, then grabbed the general's wallet and scattered his business cards and took his money. Then he grabbed a stick and shook it. Custer grabbed his wallet back, kicked the dog and yelled, "Charge!"

He never understood the message, which was "more Sioux than you could shake a stick at." If Custer had only been a lawyer he would have known Huey couldn't spell sue and therefore could have prevented disaster.

The dog survived the battle, was adopted by the Sioux and spawned a long line of camp dogs.

## STATE NEWS

# Brown recall drives fall short

By **Claire Withycombe**  
Oregon Capital Bureau

SALEM – Two efforts to recall Kate Brown ended in failure Monday, with one organized by the Oregon Republican Party conceding without turning in petitions to the state.

A second campaign submitted paperwork to the state claiming 290,000 signatures but elections officials concluded petitioners turned in significantly less than that.

Oregon Republican Party Chair Bill Currier said Monday that the GOP effort he filed fell short by about 8 percent, or about 22,400 signatures.

Currier made the announcement midday on the Lars Larson Show, the conservative talk show. Supporters needed at least 280,050 valid signatures by 5 p.m. on Monday, Oct. 14, to put a recall on the ballot.

A separate effort, known as "Flush Down Kate Brown," received 100,000 signatures by people who were not on the GOP's signature list, Larson said on the show. Larson said that effort also was not as successful as the party's.

Michael Cross, the lead sponsor of the "Flush Down Kate Brown" petition, delivered nine boxes of petitions to the Secretary of State's office around 2 p.m. on Monday, according to the Secretary of State's office. The petitioners filed paperwork saying they were submitting about 290,000 signatures.

State workers counted all 23,926 signature sheets. But since each sheet can only have, at most, 10 sig-

natures each, after counting the sheets it was clear there weren't enough signatures for that effort to qualify for the ballot. At 10 valid signatures per sheet, the drive would have been more than 40,000 short of that needed.

Currier said that there was "absolutely" support for another recall effort.

"This fight is not over," Currier said.

Currier said that between the two efforts, enough valid signatures were collected.

"Another way to put this, is, there were enough signatures collected...they just can't be combined," he said.

Currier also said the petition received quite a few invalid signatures that he said could be easily corrected if petitioners file again. Many invalid signatures were "simply illegible," Currier said.

He said over the weekend, they had been able to identify about 100,000 invalid signatures by registered voters whose signatures could be converted into valid signatures.

"We have an address and a name, and with a little bit of research, we can tie that to a specific person and make that valid," Currier said. "And there were other folks who didn't put the correct information down, they put the wrong address, and so we can tie them back to a correct address."

Currier did not return requests seeking further comment Monday.

Brown, a Democrat, was first appointed governor in 2015 after John Kitzhaber resigned after an

influence-peddling scandal. She was elected to fill Kitzhaber's unexpired term in 2016 and reelected in 2018.

In the election last year, Brown received 50.05 percent of the vote, or 934,498 votes, according to Secretary of State data. Her main opponent, Republican Knute Buehler, received 814,988 votes.

Currier said the public and the party's volunteers were committed to the cause of removing Brown.

The GOP petition said Brown has "overturned the will of the voters" by allowing undocumented immigrants to get driver's licenses, "failed to protect Oregon's foster children" and "failed to address" the state's public pension debt, among other grievances.

"The volunteers are, for the most part, so committed to seeing Brown removed that we can carry this forward," Currier said on the show, "But we do have to work out details

like timing, when we begin round two, setting up the infrastructure for all of that to happen. So this fight is definitely not over."

Brown's supporters say she has fulfilled her campaign promises.

"Gov. Brown ran a campaign promising to move Oregon forward by investing in our schools, creating paid family and medical leave, and protecting the environment," said Thomas Wheatley, political adviser to Brown, in a written statement Monday. "That's exactly what she did this year."

Currier, however, said that the number of signatures they gathered in three months was "historic." Experts had observed that getting enough signatures within 90 days with an all-volunteer campaign would be a steep climb.

*Claire Withycombe is a reporter for the Salem-based Oregon Capital Bureau.*

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