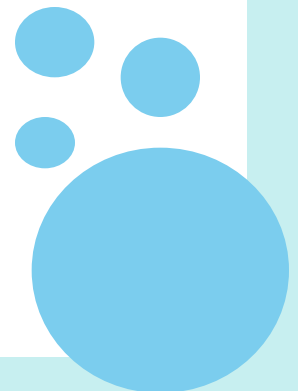


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# SodaVine



The SodaVine is a local business in Rexburg which opened on June 6th, 2014. It is a husband-and-wife run business that has branched off of their original business, the Snow Shack which is also a local Rexburg business in the summertime. Because the SodaVine is a new company, they are looking for new ways to engage the public with their business. Ideas and new possibilities are welcomed in order to help the SodaVine boom in the restaurant industry.



People who have not been to SodaVine see them as another soda shop in town. Those who have been to SodaVine tend to see the value in the restaurant and are likely to return. Great Scott's which is a soda shop just across the street from SodaVine is the more known of the two. Our purpose as PR representatives is to help SodaVine be the more common stop of soda customers.

# Goals for SodaVine



We are trying to create more awareness for SodaVine which will lead to more profitability. We want to sustain a customer base who will keep coming back again and again. We want to implement a strong social media push since this allows us to use free advertising to reach our target audience.

SodaVine's first target audience is young couples who are staying in Rexburg year-round. We are basing things off of people who are soon to be married or who have been married for up to ten years. With this, we are expecting some of the customers to be young children and so for some occasions and events we have included them in our target audience. We believe this to be our target audience because this audience will be more likely to be in Rexburg year-round

and are more likely to gain a favorite date spot. If we can continue to cater to this group, we will begin to see more consistency in business.

SodaVine's second target audience is the college students. Because the college students make up approximately half the town of Rexburg, it is important to include them in the planning for this business. The college students most often come on dates, to hang out with friends, and to have roommate nights. When thinking of the college students, it is important to remember that they generally like to do things in groups or with at least another person which means that events need to be planned around a group mentality. This way, the students feel safe and comfortable joining in on the SodaVine fun.

# Research

We wanted to get know the opinions of those who currently visit SodaVine. We left a survey at the business for customers to fill out when they stopped by.

We particularly wanted to focus on how the people in the community felt about SodaVine. We asked people in our social groups our church groups, and in the local businesses what they felt about SodaVine. Specifically, we wanted to know if they were aware of SodaVine and if so, how they knew it existed as well as what feelings they had towards the business.

Along with these types of research, we also did observational research by noticing the people in the business and what age groups they were, and on-line research to see what things would work best for SodaVine's business.

1. What is your age range?
  - a. (7) 0-18
  - b. (11) 19-25
  - c. (1) 26-40
  - d. (0) 41-100
2. Are you a student?
  - a. (16) Yes
  - b. (3) No
3. If so....high school or college?
  - a. (3) High School
  - b. (14) College
4. Do you live in Rexburg or the surrounding areas year-round?
  - a. (13) Yes
  - b. (6) No
5. Is the store atmospher appealing?
  - a. (19) Yes
  - b. No
6. Did the servers mention the companies special program?
  - a. (8) Yes
  - b. (12) No
7. How likeely are you to return to SodaVine?
  - a. (17) Very Likely
  - b. (1) Likely
  - c. (1) No Likely

8. How likely are you to tell others about SodaVine?
  - a. (17) Very Likely
  - b. (1) Likely
  - c. (1) No Likely

9. What about the business is most appealing to you?
  - a. (6) Food
  - b. (1) Decor
  - c. (2) Staff
  - d. (0) Location
  - e. (2) Atomosphere

Aditonal Comments:  
Love Trish (Manager)  
Appealed Most:  
All (8)

10. What is your favorite drink?  
Dirty Dt. Coke  
Runaround Sue  
Lulla Bell (2)  
Scotcharoos  
Peach Pink  
Dirty Dr. Pepper  
Louie-Louie  
Butter Beer (2)  
Peach Italian Soda

Least Favorite:  
Oh What a Night

# Strengths and Improvements



Consider that the location of SodaVine puts it directly across from an existing soda stop, Great Scott's. SodaVine needs to convince the public that as a business, they offer more than simply sodas.

Space inside of SodaVine is a bit limited and can create a challenge with the size of crowds that are allowed inside at a time.

Maintain a consistent customer base.

A hot spot for families, students, and the community as a whole.

Retro 50's theme with a story and memories of Robyn's childhood.

An option of drinks, or an option to make and mix your own drink.

Focused on teaching entrepreneurship in the food industry to the community's youth.

Improvements

Strengths

# Events Calendar

## January

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1	2 Game Night	3
4	5 New Years Resolutions FHE	6	7	8	9 Game Night	10
11	12 FHE	13	14 Book Club 12:00pm	15	16 Game Night	17
18	19 FHE	20	21	22	23 Game Night	24
25	26 FHE Harry Potter Night	27	28 Book Club 12:00pm	29	30 Game Night	31

## February

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2 FHE	3	4	5	6 Game Night	7
8	9 FHE	10	11 Book Club 12:00pm	12	13 Game Night 1950's Sweethearts	14
15	16 FHE	17	18	19	20 Game Night	21
22	23 FHE	24	25 Book Club 12:00pm	26	27 Game Night	28

## March

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2 FHE	3	4	5	6 Game Night	7
8	9 FHE	10	11 Book Club 12:00pm	12	13 Game Night 1950's Sweethearts	14
15	16 FHE	17 St Patricks Day Activity	18	19	20	21
22	23 FHE	24	25 Book Club 12:00pm	26	27 Game Night	28 Scavenger Hunt
29	30 Game Night	31				

## April

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1	2	3 Game Night	4 Girls Hour Boys Hour
5	6 FHE	7	8 Book Club 12:00pm	9	10 Game Night	11
12	13 FHE	14	15	16	17 Game Night	18
19	20 FHE	21	22 Book Club 12:00pm	23	24 Game Night	25
26	27 FHE	28	29	30	31 Game Night	

# Scavenger Hunt

The reason for this event is to provide an opportunity for Rexburg's residents to become familiar with the city of Rexburg and its' landmarks. SodaVine will be the host of this event, thus providing the public with the opportunity to also become more familiar with the SodaVine soda shop.



Scavenger hunt starts at the SodaVine and ends at the SodaVine. There will be clues that will lead teams from one location around the city to another. The clues will lead to locations in Smith and Porter parks, Teton Dam Flood Museum, Legacy Flight Museum, Temple, Madison High School football field, Nature Park. (Add More).

We need to have at least one focus group do a run-through of the hunt to make sure that the event fits within the time specified.

Prizes: 1st/ 2nd/ 3rd Teams to return to SodaVine

1st: Free drink a week for a year at SodaVine

2nd: Prize from Donor

3rd: Prize form donor

Anyone who finishes the scavenger hunt by the end of the designated time will receive

50% off a drink at SodaVine

\*All prizes and offers are subject to change based on what Robyn allows.

Details:

Donors: Broulims, Albertsons, [Radio Station], Nail Salons

Saturday March 28th, 2015

9-8pm

Teams of family or friends. Max number on a team: 6.

Ages considered: 5-11.

# Book Club

Each month, the group will meet and be led by a volunteer of the community. For the first month, the book will be chosen by the leader. After the first month, the group will decide what book they want to read and talk about next. At each meeting, the group will discuss the contents of the book and why they feel the way they do about the book. There is no specific ending time for the group because the meeting will end when everyone needs to leave, or they have all run out of things to talk about. Drinks or goodies could be available for the members during the meeting. There could be a monthly fee or yearly fee of \$10 for every member to pay.

Some book suggestions are:

The Lord of the Flies  
Fahrenheit 451  
The Catcher in the Rye  
The Old Man and the Sea  
Charlotte's Web  
Night  
Chronicles of Narnia Series  
Lord of the Rings Series  
To Kill a Mockingbird  
The Outsiders, etc.





# General Conference Special

## Women

**Who:** LDS Females aged 12 and up

**What:** A place for the women to gather while the men are at the priesthood session of LDS General Conference.

**When:** April 4th, 2015. 6pm-9pm

**Where:** SodaVine Lobby

**Why:** The women like to have a girl's night out while the men are at general conference. SodaVine can make this a top destination for such an event.

**How:** The women will all meet at SodaVine where they can chat and have some time for themselves. A small crafting project will be provided if the women desire to work on something while they talk.

## Men

**Who:** LDS Males aged 12 and up

**What:** A place for men to gather to talk and, or meet back with their women after General Conference.

**When:** April 4th, 2015. 8-10pm

**Where:** SodaVine Lobby

**Why:** The men like to gather together after General Conference to talk and have some guy time.

**How:** The men can either meet with their women at the SodaVine and spend some remaining time with them and the guys, or they can go there without meeting up with women and instead simply have guy time.

# New Years Resolutions

SodaVine will host a time capsule. On the night of this event, every guest is going to be given a paper on which to write or draw their resolutions. Each person will then seal their papers and proceed to write their full name and email address on the outside of the paper. Employees of SodaVine will log these emails in the work system. All of the papers will then be placed inside a box or a tank of some sort which will be sealed and put on display somewhere in the store for all guests to see. Those who participated in the time capsule will want to tell their friends about how they have a piece of history in SodaVine. Guests who were unable to participate will look forward to participating in the event the next year. A couple weeks before the 2016 New Year's Eve event, those who put their papers in the box will be emailed through the email provided and logged earlier that year. They will be notified of the opening of the capsule and asked to come in for an exclusive get-together thirty minutes before the 2016 event will take place. Through this, the guests will find a personal connection with SodaVine. During the two hour event, guests will be invited to stay and chat or enjoy one of the many games SodaVine uses on Fridays' Game Night.



Needed: Pens/Pencils, Paper,  
a Designated Time Capsule, a  
Computer to log emails

Monday Jan.  
5th 2014  
6-8pm

Expect: 100  
People

# Saint Patrick's Day



This is a chance for families to bring their children to a fun event that is designed for young ones.

Every half hour, an employee of SodaVine will read a Saint Patrick's day theme. The employee will engage with the children and adults present and try to help the kids use recognition and critical thinking skills. Between reading times, the children will be provided with themed activity pages to keep them entertained.

Along with these activities, there will be a small jar on the counter that is filled with nacho chips. Before ordering, the children can guess how many chips are in the jar. If the child is within 5 chips, they can get 20% off of one menu item. Doing this will get the customer thinking about nacho chips and it will encourage the customer to purchase Nachos and Cheese.

People expected: 15 children at a time, 10 adults at a time.

March 17th  
11am-1pm  
4pm-7pm

Needed: At least six St. Patrick's day books from the public library, activity pages (can be found and printed off of various sites such as Crayola.com), coloring utensils, small jar,

# The Burrow of Butterbeer

Butterbeer primarily appeals to Harry Potter fans and would give Harry Potter fans incentive to check out SodaVine.

Anyone who dresses up like a character from the Harry Potter series gets to (either: enter their name in a drawing for a chance at three prizes, or receive 10% off of their order/ just 10% off

Butterbeer). Starting at 7, there will be a quiz game show. The room can be divided into four quarters/ four teams. The quiz will be Harry Potter Trivia which will range from questions directly about the books or taken from the movie. Each question will require a different

answering person and it will rotate throughout the whole team. When a question is asked, the person answering must write down the answer on a provided piece of paper and then raise both their hands. The first team to raise their hands and have the answer written will receive a point. There will be 20 questions per round. Assuming that it will take roughly thirty minutes per round, four rounds of questions will be prepared for the evening.

The winners of each round will receive a complimentary Rice Krispy treat. This event will create excitement for those who grew up with Harry Potter which mainly include those between the ages of 18 and 30.

People Expected: 48

Needed: 80 Harry Potter Trivia Questions, 32 pieces of paper and four pens.

# 1950's Sweethearts

Pre-Valentines Day Celebration  
Friday February 13th 2015  
7-9pm

This is a chance for couples who don't want to fight the traditional Valentine's Day crowd to spend time together, whether it's a first date or a long term romance.



Guests are invited to dress up in their best 50's apparell and enjoy sodas and 50's themed music. A photo booth will be set up to encourage the theme of the 50's and provide a memorabilia for guests. This event will be held during SodaVine's traditional game night, the games will be great ice breakers and a great opportunity to spend time together. Two seats in the restaurant will be designated as the hot spot. When two people sit in those chairs, an employee will come to them and ask if they either want to play a version of the Newlywed game or a Get-to-Know-You game (depending on their romantic involvement). Couples will have no pressure if they do not want to participate, participating will just be strongly encouraged. If participating, the rest of the guests will be notified and this particular game will be the highlight of the restaurant for the time being. It will be a fun moment for the couple and something they will want to tell their friends and family about.

Needed: A Photo Booth (painted cardboard hanging from the ceiling, perhaps have some simple props), A prepared Newlywed game or Get-to-Know-You game, a microphone if handy.

# Social Media

## @SodavineIdaho

Sodavine does not have a Twitter Page, one needs to be created by someone who has experience with Twitter. Proper hashtags should be used such as #sodavine #gamenight #rockinrobyn etc.

The Twitter name @Sodavine has been taken but the name @SodavineIdaho has not. This should unify the website and the twitter account.

Fast Company media experts suggest that a business posts on Twitter 14 times daily. Since Sodavine is a small business, we want to make sure the name gets out there without annoying the public. We came to the conclusion that posting 8 times a day would be much more effective. Peak times for Twitter are between 9-11pm on weekdays and 2am-8pm on weekends. On weekends, posts should occur approximately every three hours. NEVER post more than once in one hour.



Sodavine does great with their Facebook page, but there is a problem, Facebook is dying. Twitter and Instagram are all the rage today. Social media is the quickest way to get information.

Twitter

# Media Awareness



Employee-run social media: The employees are in the business day in and day out. They know what is going on with the restaurant and they see what the customers are loving and enjoying. We have seen employee interest in taking over the social media aspects so that the posts can be made more frequently and with an understanding of how the business is doing on any particular day.

Website: The website needs to be monitored and changed according to changing situations. Here are three things that need to be watched:

Blog Page: There is a page, but there are not posts except the welcome page which is said in three different languages.

Catering Page: There is no information under this page.

We're Open Page: It has two paragraphs that are in a different language which talk about the difficulty of love.

Media Education: We think it is important that Robyn and Eric are familiar with how to check the social media platforms. It is necessary that they are able to see what is happening and make sure that there is nothing happening that could hurt their business.

# Social Media

Some key peak times for Instagram are between 5-6pm on weekdays and 8&6 on Mondays. It's difficult to determine how many posts you should make daily. The more followers you have, the more often you can post. Sodavine needs to be posting AT LEAST once daily.

Hashtags should be the same as Tweets. Like similar posts from local business to increase traffic.

Relevant and popular hashtags that will engage social media users are:  
#bestoftheday #tbt

Like similar posts from local business to increase traffic. The average person spends about 21 minutes on Twitter, Sodavine needs to be spending at least 21 minutes \engaging with fellow instagrammers.

Instagram is a very popular social media site for college students and young families.

Sodavine only has 16 posts in the past 8 weeks.

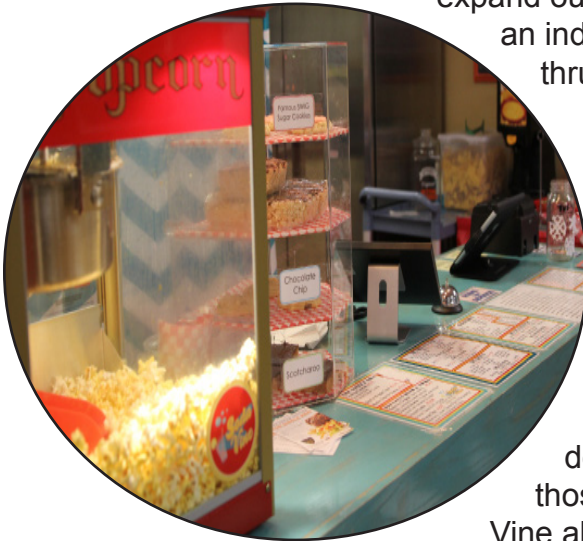


Instagram



# Website Story

SodaVine started in 2013 in Rexburg, Idaho. The idea came while brainstorming some possible ideas to expand our Snoasis business, located on a hot spot on Main Street in Rexburg. We wanted an indoor location that would be open year round. This would allow us to offer a drive-thru and a sit down option with fun and refreshing drinks, treats, and pretzel bites.



As a teacher at Madison High, I wanted to help employ more of my wonderful students. Internships for my Culinary Class would also be a way of teaching them about business opportunities and to expand their skills. I love to teach students to think like a chef and have wanted a real-world setting to prepare them for the workplace. A teaching kitchen in the community has been a dream of mine, and this SodaVine location allowed for that dream to become a reality.

I grew up in Newdale, Idaho, and loved going to Johnson Drug in Rexburg to sit down and have a good old fashion milk shake. With hopes of bringing back some of those memories, we decided to whip up shakes in our SodaVine Soda Shop. SodaVine also provides more than 20 different types of sodas, and puts a twist on them with added shots of flavors and fruit purees. My son Brady and his wife Corinne have been living and working in Italy. This sparked the idea of adding Italian Sodas, Italian Ice, and Gelato's to our menu.

We came up with the retro 50's-60's theme to take our customers back to a time period I loved growing up in. The name SodaVine came from an expression I often would use: "So Divine". My greatest desire was to make everything about this place meaningful so I came up with the name by combining the words, "soda" (since that is what we were going to sell) and the word "divine". Put them together: "Sodavine." The names of some our drinks reflect family names and songs from that retro time period.

We opened on Friday, June 6th (my birthday) with a ribbon-cutting ceremony and some new treats and drinks. We invite you to come in and enjoy a fun hangout while enjoying a refreshing drink and tasty treat. What treat or drink makes you do the happy dance? Come in and make your day, "So Divine!" or should I say, "SodaVine!"

Hope to see you with a smile.

Robyn and Eric Eastin

# Media and Advertising

Tie many Instagram posts back to Twitter and Instagram. Continue to post to Facebook twice daily between 9:08am-2:04pm. Facebook will stay successful if we tie posts back to Twitter and Instagram.

Continue to use the Dealio. Many people read the Dealio texts everyday and are more likely to go somewhere if they are aware of a deal going on.

Advertise to the older audience through a local business such as Broliums, Albertsons and Pizza Pie Cafe. We could advertise the book club at these locations.



# Measuring Success



We want to measure what SodaVine has done in a month prior to us implementing our ideas compared to what the business looks like after we have implemented our PR plan and campaign. We can measure the awareness prior to our campaign by measuring the responses to our surveys, and have another survey after the PR plan has been kicked into action and measure the increase in awareness.

We can measure success on awareness and on an increased customer base. We can measure social media impact through Google Analytics.

# Things To Think About

- ~ The Selfie Wall #selfiewall, #selfiesatsodavine
- ~ Providing tours for consumer science and business classes at the middle school.
- ~ Create Seasonal Drinks
- ~ Create a Mystery Flavor. Perhaps do a contest for who can pick out the different flavors.
- ~Community Spotlight: The community can nominate people that they think go above and beyond helping others as well as Rexburg. Each day, a customer can nominate only one person. After a month of collecting names, Robyn will pick one of the names and proceed to create and name a new drink after that individual. This spotlight can be done however often Robyn believes to be beneficial. We suggest doing this twice a year.
- ~ Place a banner that hangs above the windows on the outside of the building. "We Hope Your Day is SodaVine!"
- ~ Partner with a nail salon or hair place. The two businesses can trade off with coupons such as: "If you purchase a drink you can get 50% off at (so-and-so)Nail Salon" or "If you purchase a new set of nails, you can get 25% off at SodaVine."



# Strategies & Tactics

The best way that SodaVine can communicate with the public is through their social media. Facebook, Twitter, and Instagram need to be used more often and with more customer interaction. There is great opportunity in social media with the young couples and the college students. SodaVine can spread information about their events, business plans, menu items, special deals, and thoughts through social media and the community can quickly check on that to find out the latest information right when they need it.

Putting an ad in the Rexburg Saver would also bring attention to more than 15,000 homes which include the BYU-I students. Whether SodaVine has a special coupon in the ad or not, it will at least get the name to the public. The pages are 7x10 inches.

¼ page is \$275

½ page is \$450

Full page is \$800

Cover page is \$1000

Strategy	Tactics
Twitter We recognize now that newspapers are outdated. Facebook is becoming less popular for reaching a quick audience. Twitter is a very popular source of social media right now.	Make one! Hashtags need to be made to enhance business. #sodavine #rockinrobyn etc. Use @Sodavineldaho
Facebook	Connect Facebook, Twitter and Instagram. Post daily and directly on Facebook
Instagram	We live in a visual media obsessed generation. Use pictures to draw people in. Use similar hashtags to twitter.
Find a Local Business to advertise at to hit the older community	Put up flyers out at Broliums, Pizza Pie and/or Albertsons.
Continue Social Media Contests	· Caption Contests · Ask customers to share random experiences like Cafe Rio. Example from Cafe Rio's Facebook page: Free Meal Friday Contest: What is the best rule in your household? The top five rules win a free meal!
Events	Plan Regular and Special Events.  Advertise with Social Media.  Hashtag events. Use the Selfie wall!

# Desire's Met

	Savanger Hunt	New Year's Eve	St. Patrick's Day	Book Club	Women/Men Nights	Butterbeer Night
Market the Logo	Yes	Yes	Yes	Yes		
Spread Awareness	Yes	Yes	Yes		Yes	Yes
Customer Loyalty		Yes		Yes		
Student Familiarity		Yes			Yes	Yes
Hang Out		Yes			Yes	Yes
Family Meaning	Yes		Yes			

# Budget



\$25.64: Hammermill Great White Recycled Copy Paper, 92" Brightness, 20 lb, 8.5" x 11", 2500-Count (Walmart.com)

\$5.27: BIC Round Stic Ball Pen, Medium, Black, 60-Pack (Walmart.com)

\$4.97: Crayola Classic Color Pack Crayons, 96 count (Walmart.com)

\$7.33: SunWorks Construction Paper Smart-Stack, 9 x 12, Assorted, 300 Sheets/Pack (Walmart.com)  
Dowels...

\$1xAmount of clues: Clue Boxes from Dollar Store

# Media Kit

## Letter of Introduction:

Why should they care about Soda Vine when you first tell them? SodaVine is a local restaurant that is in the business of helping the Rexburg community flourish. Along with their mixed sodas and home-made delights, SodaVine offers a fun yet safe environment that caters to those who live in the city year-round.

Photo: Include picture from website:  
Robyn and Eric

## Factual Background:

Address: 50 S. 2nd W. Rexburg, ID 83440

## Business Hours:

Monday- Thursday 11am- 10pm  
Friday- Saturday 11am-11:30pm.  
Closed: Sunday

Include Picture of Soda Vine inside and out (Here)

## Location:

Include a map of Rexburg and a highlighted route to SodaVine.

## Information on the Company:

Opened: June 6, 2014  
Owner and Supervisor: Robyn Eastin  
Social Media Platforms:  
Website: [sodavineidaho.com](http://sodavineidaho.com)  
Facebook: <https://www.facebook.com/sodavine>  
Instagram: [sodavine\\_rexburg](https://www.instagram.com/sodavine_rexburg)

## Product and Service Information:

Soda Vine  
-Primarily sells drinks and treats  
-1950's theme shop  
-Her drinks are named after family members and people who have worked for her.

## Other Items:

List Upcoming Events and Time (here)  
Business Hashtag: #SoDivine  
Include Logo (here)  
Target Audience: Locals

## Press Release Template:

INSERT HERE:  
Insert COMM 235 Press Release shared by Rachel. I already edited and updated her Press Release just place.

## Follow up questions contact:

Robyn Eastin  
Email: [eastinr@gmail.com](mailto:eastinr@gmail.com)  
Phone: 208.932.1134  
Fax: 123 456 7890

## Contact Information to submit Press Release:

Standard Journal  
Rexburg, Idaho  
208-356-5441  
P.O Box 10  
Rexburg, ID 83440  
Publisher: Scott Anderson:  
Email: [sanderson@uvsj.com](mailto:sanderson@uvsj.com)  
Managing Editor: Greg Little  
Email: [editor@uvsj.com](mailto:editor@uvsj.com)

## Post Register

Idaho Falls, Idaho  
208-522-1800  
333 Northgate Mile  
PO Box 1800  
Idaho Falls, ID. 83401

## News:

Managing Editor: Rob Thornberry (208) 542-6795  
Email: [rthornberry@postregister.com](mailto:rthornberry@postregister.com)

## Audio Video Files:

Local News 8 Newsdesk  
1915 N. Yellowstone Hwy.  
Idaho Falls, ID 83401  
Phone: 208-525-2520  
Fax: 208-529-2443  
[newsdesk@localnews8.com](mailto:newsdesk@localnews8.com)

## Reporter: Tyler Berg

Email: [tyler.berg@localnews.com](mailto:tyler.berg@localnews.com)



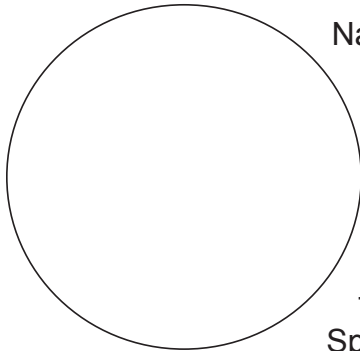
# About Us



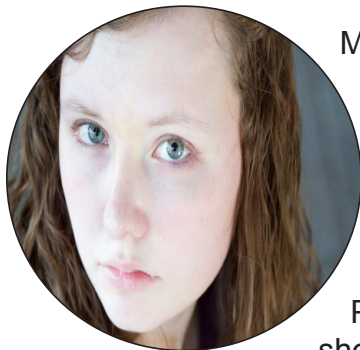
Lydia Bean is finishing her bachelor's degree in communications. As an aspiring public speaker and education advocate, Lydia searches for ways in which she can work her way to the top of the corporate ladder.



Maren Hatcher is from Green Castle, Missouri. She is a junior at Brigham Young University-Idaho studying Communication with an emphasis in Visual Communication and a module in Public Relations. Maren aspires to own her own photography business.



Nate is a senior at Brigham Young University- Idaho studying Business Management and Communications with emphasis in Marketing and Public Relations. Nate is from Pocatello, Idaho, and his career aspirations lie in the field of Athletic Administration and Sports Management.



Marisa is from Eagle Mountain Utah, she is a student at Brigham Young University Idaho studying Public Relations and Communications. Marisa has a module in Visual Media and has studied Interior Design. She is an aspiring Event Planner for Interior Design Market shows. Marisa loves to write, design and plan events.

