

Black Hills Area Council

2018 Unit Popcorn Guidebook

2018 Key Dates

Thursday, July 12, 6:30pm	Popcorn Kernel Training/Orientation – Rapid City, SD
Friday, August 24th	“Show N’ Sell” Online Order Due
Friday, August 24th	Two-week Blitz begins
Thursday, Sept 6th	Two-week Blitz ENDS
Friday, Sept 14th	“Show N’ Sell” Order Pick-Up at Fischer Beverage “Show N’ Sell” Begin
Sunday, October 14th	Popcorn Sales Ends
Monday, October 15 th	Take Orders Due Online Prize Orders Due Online
Wednesday, October 17 th	Unit Check Due to Scout Service Office Unsold Popcorn Return Due All Forms Due
Friday, November 2nd	“Take Order” Pick-Up
Date TBD	Movie Madness Party

2018 Sales Commission

Commission Structure	Description	Percent
Base	Standard Commission for Every Unit	30%
10% More	Increase your sales 10 % over 2017	2%
Scout’s Honor	Make all payments, prizes and product orders/returns on time	3%
Prize Program	Opt into Prize Program	-3%
TOTAL		35% or 32%
Online Sales	<i>Separate</i> from regular sales and paid out in early 2019	35%
Two Week Blitz <i>Base</i>	Commission for sales during two Week Blitz	35%

2018 Popcorn Products



\$60 **CHOCOLATE LOVER'S COLLECTION**

- Milk Chocolatey Pretzels 17 oz.
- White Chocolatey Pretzels 17 oz.
- Pecan Clusters 7 oz.
- Chocolatey Caramel Crunch™ 15 oz.

Over \$35.00 to local Scouting

Comes in a gift box.



\$30 **CHEESE LOVER'S COLLECTION**

- White Cheddar Cheese Corn 5 oz.
- Yellow Cheddar Cheese Corn 5 oz.
- Jalapeño Cheddar Cheese 5 oz.

Over \$20.00 to local Scouting

Comes in a gift box.

POPCORN FOR OUR TROOPS

Donate a gift of popcorn for our military men and women, their families, and veterans' organizations.

\$30 Military Donation




\$25 18 oz.

CHOCOLATEY CARAMEL CRUNCH™

Sweet, crunchy caramel popcorn coated in smooth and creamy chocolate.

Over \$18.00 to local Scouting



\$25 20 oz.

SALTED CARAMEL POPCORN with Sea Salt

A unique combination of sweet caramel corn with a perfectly balanced finish of sea salt.

Over \$18.00 to local Scouting



\$22 18-Pack Microwave

KETTLE CORN MICROWAVE

Deliciously sweet and salty popcorn that melts in your mouth.

Over \$15.00 to local Scouting



\$22 18-Pack Microwave

UNBELIEVABLE BUTTER™ MICROWAVE

The perfect combination of popcorn, oil, salt and butter to make you feel like you're at the movies.

Over \$16.00 to local Scouting



\$20 18 oz.

PREMIUM CARAMEL CORN with Almonds, Cashews & Pecans

The ideal pairing of sweet caramel popcorn mixed with almonds, cashews, & pecans.

Over \$14.00 to local Scouting



\$15 5.25 oz.

WHITE CHEDDAR CHEESE CORN

The perfect combination of light, crispy popcorn and rich white cheddar cheese deliciousness in every savory bite.

Over \$11.00 to local Scouting



\$10 11 oz.

CLASSIC CARAMEL CORN

A traditional favorite full of rich caramel flavor.

Over \$7.00 to local Scouting



\$10 30 oz.

POPPING CORN

Traitl's End plain kernels for those who like to make popcorn from scratch.

Over \$7.00 to local Scouting

2018 Trail's End Product Mix

Product	Price	Show & Sell Availability	Take Order Availability	Show & Sell Returns	Containers Per Case	Packaging
Premium Caramel Corn w/Almonds, Cashews & Pecans 18oz	\$20	Yes	Yes	Yes	12:1	Bag
Unbelievable Butter Microwave 18 pack	\$22	Yes	Yes	Yes	6:1	Box
Kettle Corn Microwave 18 pack	\$22	Yes	Yes	Yes	6:1	Box
Classic Carmel Corn 11oz	\$10	Yes	Yes	Yes	12:1	Bag
Salted Carmel Corn 20oz	\$25	Yes	Yes	Yes	12:1	Bag
Popping Corn 30oz	\$10	Yes	Yes	Yes	12:1	Bag
White Cheddar Cheese Corn 5.25oz	\$15	Yes	Yes	Yes	12:1	Bag
Cheese Lover's Collection White Cheddar Cheese Corn 5oz Cheddar Cheese Corn 5oz Jalapeno Cheddar Cheese Corn 5oz	\$30	Yes	Yes	Yes	1:1	Gift Box
Chocolatey Carmel Crunch 18 oz	\$25	**	Yes	N/A	??	Bag
Chocolate Lover's Collection White Chocolate Pretzels 17oz Milk Chocolatey Pretzels 17oz Chocolatey Carmel Crunch 15oz Milk Chocolate Pecan Clusters 9.5oz	\$55	**	Yes	N/A	1:1	Tin
Military Donation	\$30	N/A	Yes	N/A	--	--

** Note about Chocolate Products – If Units decide to order these products for Show & Sell they are responsible for maintaining the quality. The council will not accept returns for Chocolate.

2018 Online Product Mix

Product	Price	Size
Movie Theater Butter Microwave Popcorn	\$25.00	18 Pack
Donut Shop Blend – Ground Coffee	\$30.00	12 oz
A Hero's Welcome Military Donation	\$250.00	N/A
Stars & Stripes Level Military Donation	\$100.00	N/A
Brave Soldier Military Donation	\$56.25	N/A

Code of Conduct

Flat-Rate Shipping of \$ 6.95 FREE SHIPPING on Orders \$90.00+

- All storefront sales must follow youth protection guidelines.
- All Scouts participating at a Show and Sell and walking neighborhoods to sell popcorn will wear their Class A uniform. It is recommended that at least one adult volunteer of the two-deep leadership also be in a Class A uniform.
- The Scout and/or adult volunteer will not participate in the act of panhandling (i.e., directly asking for the donation of money instead of selling popcorn).
- All storefront popcorn sales will be setup in an area designated by the store manager.
- The Scouts will not ambush or crowd customers as they come in and out of the store. The boys will stay 8-10 feet away from the door or at a distance as designated by the store manager.
- All Scouts and adult volunteers will use clean and kind language. There shall be no profanity, put-downs or verbal taunting, as this is unacceptable.
- All Scouts will behave in a friendly manner. Punching, "play fighting," throwing objects, choking, and any deliberate attempt to cause physical harm is unacceptable.
- The Scouts and adult volunteers will always abide by store rules when selling at a storefront or on business property, in addition to the other bullet points in this document.

Unit Kernel Job Description

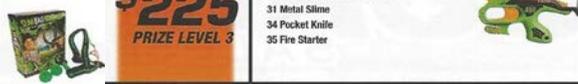
Job Title: Unit Popcorn Kernel

Purpose: To give leadership to the unit popcorn sale

Responsibilities:

1. Follow 2018 popcorn dates and schedule for Unit Leaders.
2. Attend the Popcorn Kickoff (Kernel Training/Orientation) at the Scout Service Center (All materials will be distributed).
3. Work with your unit committee to develop a unit sales goal. Decide what sales methods your unit will participate in. (Show and Sell • Take Order • Online)
4. Manage the collection of Scout popcorn and prize orders for your unit. Be on time per “Key Dates” calendar.
5. Prepare handouts for Unit Kickoff meeting for leaders, Scouts, and parents. Handouts could include:
 - a. Timeline showing sales dates, date orders are due, time and place for pick-up.
 - b. Unit goal and per-boy sales goal.
 - c. Unit master record form to leaders to record Scout’s sales for den/patrol.
 - d. Parent’s letter, to explain the importance of the sale to parents, Scouts, Unit & Council,
 - e. The scholarship program.
 - f. Order forms, prize flyer, and money envelope.
6. Hold a unit popcorn kickoff and dispense paperwork to leaders, parents, & Scouts. Discuss goals, sales techniques, money collection safety suggestions, and key dates. Build excitement around the sale!
7. Submit your unit’s popcorn orders by Friday, August 24th for “Show and Sell” product and by Tuesday, Monday, October 15th for “Take Order” product orders. Prize orders are due Monday, October 15th.
8. Establish a system for checking out/in popcorn to your Scouts if your unit is participating in “Show and Sell.”
9. Make arrangements to pick up popcorn at the scheduled time and day at the pickup site. Make sure to bring enough large vehicles to accommodate your order.
10. Distribute popcorn to Scouts.
11. Remind Scouts of money due dates. Unit checks for popcorn are due to the Scout Service Center Wednesday, October 17th.
12. Check throughout the sale to see how your Scouts are doing. When you are doing “Take Order,” if you find scouts that are not selling much, check-in their popcorn and redistribute it to Scouts that are selling a lot.
13. Collect and tally money/popcorn by unit due date.
14. Submit the following to the Scout Service Center by 5:00PM on Wednesday, October 17th:
 - a. Copies of each Scout’s take order forms
 - b. Military Sales Form
 - c. Top Sellers Form
 - d. Scholarship Forms

Prize Program

<p>\$3500 PRIZE LEVEL 12</p>	<p>120 Ninja Rope & Ninja Line 121 Space Scooter X580 122 Silver Camping Bundle 123 Walmart Gift Card \$100.00</p>	
<p>\$2000 PRIZE LEVEL 10</p>	<p>100 RC Soccer Arena 101 Neptune II Drone 104 V Pad Insulated Static 105 Walmart Gift Card \$50.00</p>	
<p>\$1500 PRIZE LEVEL 9</p>	<p>90 Assorted Super Heroes Logo Kits 91 Build Your Own Drone 93 Leatherman Leap 94 Coleman 2 Burner Stove</p>	
<p>\$1000 PRIZE LEVEL 8</p>	<p>80 RC Tumblebee 81 Star Wars Starship Set 84 Cookset Ketalist 86 Large Bayco Flashlight</p>	
<p>\$850 PRIZE LEVEL 7</p>	<p>71 Slimeball Wrist Slinger 73 Point & Shoot to Fly Drone 74 BSA Hammock With Straps 75 Goal Zero Flip 10 Power</p>	<p>\$225 PRIZE LEVEL 3</p> 
<p>\$650 PRIZE LEVEL 6</p>	<p>61 Assorted Star Wars Logo Kits 63 RC Flash Speed Motorcycle 65 Headlamp Tikkina 190 66 Lantern Luci 2.0</p>	<p>\$115 PRIZE LEVEL 2</p> 
<p>\$450 PRIZE LEVEL 5</p>	<p>50 RC Baja Buggy Dune 51 Lighted Soccer Ball 53 Proteus Rubber Band Shooter 55 Stratus Fleece Sleeping Bag</p>	<p>SELL ONE ITEM PRIZE LEVEL 1</p> <p>1 Popcorn Patch 2018</p> 
<p>\$350 PRIZE LEVEL 4</p>	<p>42 Robotic Hand 44 Assorted Star Wars Logo Kits 45 Rainbow Blade Knife 47 BSA Mess Kit</p>	<p>SELL \$500</p> <p>48 Canteen Boy Scouts</p> <p>SELL \$750</p> <p>67 BSA Hammock</p> 
<p>TWO WEEK BLITZ PRIZES</p>		<p>SELL \$1000</p> <p>85 Leatherman Squirt</p> <p>- OR -</p> <p>SELL \$1000</p> <p>84 Cookset Ketalist</p> 

Movie Madness:

All Scouts who sell a minimum of \$1,500 of popcorn will qualify for the Movie Madness. We will have an exclusive Boy Scout & Cub Scout showing of a movie at the AMC 10 theater in Rapid City. Each winner will receive:

- Two free tickets for the movie – opportunity for family members to attend as well for an additional price (space permitting)
- A regular soda & regular popcorn

Ordering and Payment Info

Order Deadlines

On or before August 24, 2018: "Show and Sell" popcorn orders are due. Again, orders are to be placed online at www.sell.trails-end.com. Order by the case for "Show and Sell" sale. Units can order up to 100% of what your unit sold in 2017. All units will have their order reviewed by the Council Staff Advisor prior to final approval. "Take Orders" are due by October 15, 2018. Order the exact amount by container.

Forms to Council Service Center

Submit all popcorn orders and prize orders online. You must send in a paper copy of every scout's take order forms, the Scholarship Form, Unit Master Record, and Military Sales Form for qualifying Scouts. These forms are due on or before October 17, 2018.

Payment

Pay your unit's popcorn invoice by October 17, 2018. Amount due is: (retail price) minus (unit's commission). No commission checks are issued to units, except for online sales, which are issued in early 2019. Check should be made out to Black Hills Area Council. Checks made out to a unit will not be accepted as a form of payment to the Council. Units that do not pay their bill on-time will experience a lower commission and have a delay in receiving prizes.

Product Delivery, Distribution, and Returns

Distribution

1. Popcorn will be delivered and picked-up at Fischer Beverage, 3636 Seger Drive, Rapid City, SD 57701. "Show and Sell" pickup is on Friday, September 14th. You MUST call and schedule your pick-up times with the Scout Service Center at (605) 342-2824. We will have your order ready when you come so you can check it out in a convenient manner.
 - a. Use the following estimates to know how many cars/volunteers you will need when you pick up your order:
 - i. Car – 20 Cases
 - ii. SUV, Minivan, Pick-Up: 30-40 Cases
 - iii. Full Size Van: 50-70 Cases
 - b. You must take your entire order at your pick-up time.
2. Find a location that is large enough to separate orders by patrol, den, or by Scouts.
3. Assign each patrol, den, or Scout a popcorn pick-up time.
4. Have a receipt for each patrol, den, or Scout to verify the amount of product they received.
5. Remember chocolate melts. Please have proper storage for your chocolate products.

Check any damaged cartons at the distribution site to ensure the product is not damaged. If the product is damaged, exchange it before you leave. If customers notice something wrong or are not satisfied with the product, please refer them to email consumercare@trails-end.com, and they will arrange for replacement product to be sent directly to the customer.

Popcorn Returns

Return any unsold products in their original cases to the Scout Service Center to assist in processing. Partial cases will be accepted minus chocolate products. No damaged or open containers will be accepted for returns. Please schedule a time for returning your unsold popcorn during settlement dates of the sale.

****Popcorn must be unopened, unmarked and undamaged to be accepted as a return**** Do not re-tape boxes!!! Each individual item will be inspected.

Popcorn Contacts

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