

**CENTRAL WYOMING COUNCIL
BOY SCOUTS OF AMERICA**

**FUND THE EXPERIENCE OF A
LIFETIME
YOUR IDEAL YEAR OF SCOUTING**

2009 POPCORN SALES GUIDE



UNIT LEADER GUIDE

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Has your unit already completed a unit budget plan?

If not, check out the Trail's End website for help—[www.trails-](http://www.trails-end.com)

end.com

INFORMATION AND RESOURCES

For additional information or help related to your popcorn sales efforts, you may call your District Popcorn Chair or your District Executive:

River Bend District

Julie Schebler
307-265-5506
email: jschebler@bresnan.net

Carey Anson
(W) 307-234-7329
email: canson@bsamail.org

Elakawee District

Donna Richards
307-674-0999
email: donna.richards@bresnan.net

Todd Greig
307-674-1919
todd.greig@scouting.org

Big Horn District

Marva Jones
307-271-7471
email: natemarva@yahoo.com

Tony Humphries
307-754-2699
email: thumphri@bsamail.org

Wind River District

Amy Boyle
307-332-5184
email: aboyle@wyoming.com

James Meservy
307-840-6071
email: james.meservy@scouting.org

Cloud Peak District

Sandy Niles
(H) 307-347-9445
email: aandsniles@hotmail.com

James Meservy
307-840-6071
email: james.meservy@scouting.org

Chocadewakoa District

Sheila Dooley
(C) 307-299-8639
(F) 307-682-2035
email: srdooley@hotmail.com

Todd Greig
307-674-1919
todd.greig@scouting.org

ALL NEW 2009 TIME TABLE

ASAP..... Select your unit Popcorn
Chair/Coordinator

JULY 27TH Unit Commitment Cards are due

All sales materials will be distributed. You will be able to sample and view products! Review Scout prize incentives. You will get answers to all of your questions. We will discuss common objections and ways to overcome them. We will discuss ways to finance your unit for an entire year! You will gain enthusiasm to share with your unit. Trust us— it's just plain **fun!**

Note: At the orientation, you will have an opportunity to visit with leaders from our top-selling units! A perfect chance to learn directly from those who are our very best.

****Be sure to have a Unit Representative in attendance***

AUGUST 10th Popcorn **Sales Begin**

October 28th Popcorn **Order Deadline**
All orders must be in full cases

October 30th **Prize Order Deadline. Prizes may be ordered after this date, but you will not receive the 10% commission bonus.**

November 7th **Popcorn pick-up at designated locations**

November 9th **Popcorn Distribution**

November 30th..... **Popcorn Payments Due in Council Service Center.**

Remember only ONE Check per Unit!!

Helpful Hint: All commission plans require on-time payment.

REMEMBER: ALL ORDERS MUST BE IN FULL CASES

COMMISSION PLAN

Unit commissions are **Not** standardized. The two highest priced items earn 5% more.

Individual Scout commissions will be determined by the Unit.

Note: Proper popcorn account settlement means all dollars must be receipted at the Council Service Center in accordance with proper accounting and audit guidelines, and the payment must be made with one check.

SPECIAL INCENTIVE: PAY CLOSE ATTENTION TO THESE REQUIREMENTS FOR COMMISSION

NEW Commission Plan

- Earn **20%** commission of the gross dollar sales by doing the following: **SELL POPCORN**
- Earn **10%** more commission when you **return commitment form in this brochure and you meet all product order deadline dates as listed in the 2009 timetable**, i.e. order popcorn, order prizes, and pick-up orders.
- Earn **5%** more commission when you **turn your payment in on time with one check.**

Helpful hint: *Develop a commission/incentive plan for your Scouts who participate in the sale. It will give them increased incentive to do a great job for your unit.*

INTERNET INFORMATION

TRAIL'S END POPCORN WEB SITE : <http://www.trails-end.com>

Hook up with Trail's End on the World Wide Web and discover the fun and excitement of selling Trail's End Popcorn. Get the scoop on everything that makes Trail's End Popcorn such a hit. This information will appeal to Scouts, parents, unit leaders, and consumers.

This great resource should make your sale even easier.

Also Check Out:

- | | | |
|-----------------------------|-----------------------|----------|
| ✓ The Products | ✓ Create a Newsletter | ✓ Track |
| Your Sales | | |
| ✓ Scout Awards | ✓ Unit \$ Tips | ✓ Create |
| a Unit Budget | | |
| ✓ Scout Tips | ✓ Order your Prizes | ✓ Merit |
| Badges, Awards, | | |
| ✓ Family Sale Information ✓ | Order Your Popcorn | |
| Achievements & lots, lots | | |

COMMISSIONS AND PRODUCT LINE

<u>Product Line</u>	<u>Sale</u>		<u>Unit Commission</u>			
	<u>Price</u>	<u>15%</u>	<u>20%</u>	<u>25%</u>	<u>30%</u>	<u>35%</u>
Chocolate Lover's Tin 1 per case	\$50.00	\$7.50	\$10.00	\$12.50	\$15.00	\$17.50
3 - Way Tin 1 per case	\$40.00	\$6.00	\$8.00	\$10.00	\$12.00	\$14.00
3 - Way Cheese Corn 1 per case	\$30.00	\$4.50	\$6.00	\$7.50	\$9.00	\$10.50
18 oz - Trail's End Mix	\$20.00	\$3.00	\$4.00	\$5.00	\$6.00	\$7.00
18 oz. Chocolatey Triple Delight 6 per case	\$18.00	\$2.55	\$3.40	\$4.25	\$5.10	\$5.95
23 oz. Gourmet Caramel Corn with Almonds & Pecans 6 per case	\$18.00	\$2.55	\$3.40	\$4.25	\$5.10	\$5.95
18 oz. Caramel Corn Light 6 per case	\$18.00	\$2.55	\$3.00	\$4.25	\$5.10	\$5.95
15 Pack Butter & Butter Light Flavor Microwave 6 per case	\$17.00	\$2.25	\$3.00	\$3.75	\$4.50	\$5.25
8 oz. Caramel Corn 12 per case	\$8.00	\$1.20	\$1.60	\$2.00	\$2.40	\$2.80
2.5 Pound Popcorn Pail 6 per case	\$8.00	\$1.20	\$1.60	\$2.00	\$2.40	\$2.80

- 3—Way Tin Chocolate Lover's Tin — Chocolatey Covered Pretzels, Chocolatey Triple Delight (2 bags), White Chocolatey Pretzels.
- 3—Way Tin Caramel Corn with Almonds, Pecans & Cashews, Chocolatey Triple Delight, Gourmet Cheddar Cheese Corn.
- 3—Way Tin 21 oz. 2-7oz. Bags of Gourmet Cheddar Cheese Corn. 1-7oz. Bag of Gourmet White Cheddar Cheese Corn.
- 18 oz. Trail's End mix—A trail mix of cranberries, raisins, yogurt cranberries, yogurt raisins, almonds and walnuts
- 18 oz. Chocolatey Triple Delight—Butter Toffee Glaze and Yogurt Drizzle Popcorn.
- 23 oz. Gourmet Caramel Corn with Almonds, Cashews and Pecans.
- 18 oz. Low Fat/Reduced Sugar Butter Toffee Caramel Corn.
- 15 Packs Gourmet Microwave Popcorn with delicious butter flavor & gourmet butter light popcorn, with 50% less fat and 20% less butter.
- 8 oz. Caramel Corn—Delicious gourmet caramel corn.
- 2.5 lb. Popcorn Pail—Pops great! Stove top conventional or hot air popper!

PRIZES FOR YOUR SCOUTS

Youth Prizes

Participating youth can earn a popcorn sales **patch or pin**. Also, Scouts can earn prizes at the \$125, \$225, \$325, \$425, \$625, \$825, \$1,100, \$1,350, \$1,850, and \$2,350 levels.

Those Scouts that sell over \$3000, \$4000 and \$5000 will be eligible receive a \$150, \$300 and \$400 Visa Gift Card.

Prizes are not cumulative

Please make sure to order your prizes by October 30th. **Late prize orders will be processed, but you will not receive your 10% commission bonus.**

Filler - up

Each time a Cub Scout or Boy Scout fills-up a Sales sheet. he can copy the sheet and mail it to the Council Service Center, to be entered into our bi-weekly drawing. Drawings will be held on Sept. 1, Sept. 15, Sept. 29, Oct. 13, and Oct. 27. You can submit as many forms as you can fill during the sale.

MORE PRIZES

Trails End Prizes

Each Scout who sells \$1,500 during our sale, will receive a special Trail's End prize. The order form is on their web page at **www.trails-end.com**.

Trails End Scholarship Program

Here's how the scholarship program works:

- * The Scout must be registered.
- * To become enrolled in the program, the Scout must first attain a total of at least \$2,500 in popcorn sales during a given sales period (i.e. 2008 Fall Sale).
- * 6% of the Scout's gross sales will be credited to his scholarship fund. The maximum scholarship that can be awarded in a given year is \$1,000.

STEPS TO SUCCESS

1. Explain how to earn popcorn commissions!
2. Plan your campaign. From the pre-order through money collection, have the turn-in times and locations pre-determined.
3. **Attend the Popcorn Chair Orientation Meeting**. Contact your District Popcorn Chair for time and location.
4. **Conduct a Unit Popcorn Kickoff**. Train your Scouts. Brief them on proper sales techniques, as well as public courtesies. Help each Cub or Scout set a goal.
5. Encourage parents to use popcorn as a customer/employee holiday gift.
6. Orders must be placed on time, ***Wednesday, October 28th***, and **in full cases only**.
7. **Prize orders must be submitted on-line by October 30th**. As you collect orders, be sure to confirm prize selections for those Scouts who qualify.
(Prize orders received after this deadline will not receive their 10% commission bonus.)
8. Keep accurate records. You **MAY NOT** return popcorn. The Scouts should be able to deliver the popcorn within a few days after pickup **(Saturday, November 7th)**. Collect the money when popcorn is delivered. Schedule a “turn-in” party to collect money from Scouts.
9. **Deadline for properly settling your account is Monday, November 30th**. All money must be receipted at the Council Service Center in accordance with proper accounting and audit guidelines.
10. Prepare your unit’s budget based on the Ideal Year of Scouting. Set a goal for your Unit sales. Make this your only money earning project for the year.
See www.trails-end.com for additional help.
11. Remember to mail in your Unit Commitment form by **July 27th** .

SCOUT TIPS

- ☺ Always wear your Class A uniform.
- ☺ Always sell in pairs or with an adult and never sell after dark.
- ☺ Always act like a Scout and be polite and courteous. Wear a smile and introduce yourself.
- ☺ Always walk on the sidewalk and driveway, not through the yard. Watch for traffic.
- ☺ Remember to always have two pens with you and make sure you keep your Take-Order Form as neat as possible.
- ☺ Not every house will buy, so do not become discouraged.
- ☺ The more people you ask—the more people will buy.
- ☺ Keep your customer list for next year’s sale.
- ☺ Always say “thank you!” With a Smile

INCREASE YOUR SALES - INVOLVE YOUR VOLUNTEER LEADERS, SCOUTS AND PARENTS

Sales Tips

- Ask parents to consider popcorn as an employee holiday gift or customer “thank you” at their place of business. Make a corporate sale!
 - Popcorn is a great gift for holidays, friends, relatives, mailman, etc.
 - Have the unit committee set a unit popcorn sales goal with special unit incentives such as:
 - Youth achieving goal earns double commissions
 - Top three sellers in the unit earn special prizes
 - Top seller in den/patrol awards
 - Top den/patrol per capita receive a pizza/ice cream party
- Advertise popcorn sales in school, church and community publications.
- Photocopy or keep previous Take-Order Forms so you can have Scouts call on past satisfied customers.
- Be creative and watch your sales (and profits) rise.

Account Settlement Tips

As your Scouts collect payments, checks should be payable to your unit, and deposited in your Unit checking account..

☺ **By sending in your commitment form, closing your account by Monday, November 30, and bringing only ONE check to the Council Service Center payable to BSA, your unit will qualify for the Commission Plan.**

2008 Top Selling Units by District

River Bend District

Pack 1013 \$23,444
Pack 1094 \$22,099

Big Horn District

Pack 3144 \$8,541

Cloud Peak District

Pack 5045 \$9,570
Troop 5045 \$8,005

Elakawee District

Pack 2385 \$24,106
Pack 2310 \$11,713

Wind River District

Pack 4044 \$25,075
Pack 4017 \$7,667

Chocadewakoa District

Troop 6051 \$27,912
Pack 6103 \$13,280

ORDERING/SHIPPING INFORMATION

Order Deadline: Deadline for all orders is **Wednesday, October 28. No Exceptions.**
You may:

- Enter your order on the www.trails-end.com web page
- You may make changes until Wednesday, October 28, before 12:00 PM.

Please do not phone in your order!

Remember to order your prizes on-line by October 30. Please be sure all information is complete and each Scout's order is included.

Questions on pickup? Call your Popcorn Chair or your District Executive (see phone numbers on page 3). Thank you for **not** calling the pickup location or the Council Service Center.

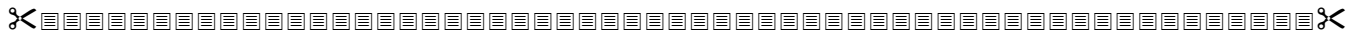
Order discrepancies at pickup locations and damaged product must be reported to the Council Service Center within 48 hours.

ALL ORDERS MUST BE IN FULL CASES

Add-on Orders: Additional product may be ordered, from the Council, subject to availability. Additional product must also be ordered **in full cases only** and may include a shipping charge.

For each additional case ordered after Wednesday, October 28, we may have to charge a \$5.00 per case shipping fee, depending on the availability of popcorn on-hand.

PLEASE FILL OUT FORM BELOW COMPLETELY AND MAIL TO COUNCIL SERVICE CENTER



UNIT COMMITMENT CARD Pack # _____ Troop # _____ Team # _____ Crew # _____

Unit Popcorn Chair _____ # of Scouts Selling _____

Address _____

City _____

Business Phone _____ Home Phone _____

Email Address (Required) _____

I have read this brochure and understand all of the deadline dates in order to receive the entire commission bonus.

PLEASE SIGN _____

Clip this Commitment Card and return it to the Council Service Center no later than

July 27, 2009

PO BOX 1506 CASPER. WY 82602

DISTRICT POPCORN PICKUP LOCATIONS

(Any questions concerning popcorn pickup should be directed to your District Executive as listed on page 3 of this brochure.)

River Bend District

Pro Chem
1800 Opportunity Blvd
Casper, WY
Contact: Julie Schebler 265-5506

Big Horn District

To be determined
Contact : Marva Jones
For exact location

Cloud Peak District

North Park Transportation
317 N. 4th St.
Worland, WY
Contact:: Sandy Niles 347-9445

Elakawee District

Sheridan Seed and Feed
101 N. Scott
Sheridan, WY
Contact: Donna Richards 674-2291

Elekawee--Buffalo

Thars Feed & Supply
710 N. Main
Buffalo, WY
Contact: Danielle Burns 683-3078

Wind River District

Pepsi Cola / 7UP
1212 Market St.
Riverton, WY
Contact: Will Hill 463-2347

Wind River--Lander

Safeway Store
485 W Main St
Lander, WY
Contact: Will Hill 463-234

Chocadewakoa District

Secor
3570 Bird Dr.
Gillette, WY
Contact: Sheila Dooley 299-8639

Information listed above was confirmed as of this printing. Some of the locations listed have limited capacity. Additional locations may be added. We may call your Popcorn Chair if a location change would be more convenient and/or a location is at capacity. Thanks for working with us!



Helpful Hint: Make sure your Scouts keep copies of their Take Order forms. The people that purchased this year can be their first prospects in 2010.

CENTRAL WYOMING COUNCIL
PO BOX 1506
CASPER, WY 82602

Non-Profit Org.
U.S. Postage
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Permit No. 113

Annual Popcorn Sale

**NEW AND IMPORTANT INFORMATION
ENCLOSED**

**PLEASE READ THE ENTIRE BROCHURE
CAREFULLY AND REFER TO IT OFTEN**

**THERE ARE VERY IMPORTANT STEPS YOU
MUST COMPLETE IN ORDER TO EARN YOUR
ENTIRE COMMISSION**