

FALL 2009  
POPCORN SALE  
ORIENTATION  
PACKET

*“The Ideal Year of Scouting”*



THE FUN BEGINS WITH POPCORN!



SIoux COUNCIL

[www.sioxbsa.org](http://www.sioxbsa.org)  
[siox.popcorn@scouting.org](mailto:siox.popcorn@scouting.org)  
605-361-2697



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# Council Popcorn Committee

Name	Phone	email
<b>Council Popcorn Co-Chair:</b>		
Ray Slechta	605-332-6707	rrslechta@sio.midco.net
<b>Council Popcorn Co-Chair:</b>		
Julie Block	605-882-0382	cubmasterjulie@wat.midco.net
<b>Council Popcorn Staff Advisor:</b>		
Brian Sutilla	605-323-0745	sioux.popcorn@scouting.org

## District Popcorn Contacts

<b><u>NORTH STAR</u></b>		
<b>Overall District Popcorn Chair &amp; Watertown Logistics Chair</b>		
Steve Hall	605-882-3760	shall54@hotmail.com
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Julie Block	605-882-0382	cubmasterjulie@wat.midco.net
<b><u>PRAIRIE HILLS</u></b>		
<b>Overall District Popcorn Chair</b>		
Nancy Watne	605-332-7658	homeownersply@yahoo.com
<b>Sub-District Popcorn Chairs</b>		
Susan Kendrick	605-332-9990	susan.kendrick@ymail.com
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<b><u>BUFFALO RIDGE</u></b>		
<b>Overall District Popcorn Chair</b>		
Dave Schoolmeester	507-530-0662	davespei@iw.net dschooly@charter.net
<b><u>LEWIS &amp; CLARK TRAIL</u></b>		
<b>Overall District Popcorn Chair</b>		
Ruth Drotzman	605-665-8647	rdrotzman@yahoo.com
<b><u>FIVE RIVERS</u></b>		
<b>Overall District Popcorn Chair</b>		
Brandy Biggins	605-842-1213	brandy_j_1113@yahoo.com
<b><u>PHEASANT</u></b>		
<b>Overall District Popcorn Chair</b>		
Cliff Mauer	605-933-0121	cjmauer@santel.net

## **2009 INCENTIVE LEVELS & CRITERIA**

In 2009, units will earn up to a 5% bonus commission for completing the following over the base commission of 23%:

### **3% Bonus Commission**

**Attend the April Program Planning & Budgeting Seminar and turn in a copy of your unit's Ideal Year Calendar and Budget at the August Popcorn Training Seminar.**

### **2% Bonus Commission**

**Bring at least two people (one for popcorn training and one for membership) to the August Popcorn and Membership Training Seminars.**

## **Unit Commissions (No need to wait for a commission check!)**

Each Unit participating in Show and Deliver delivery will be sent an invoice after returns are made. That invoice payment will be due by Friday, November 20, 2009. The invoice will only be for the amount owed to the Sioux Council. You will keep your commission.

The second invoice will be sent to those participating Take Order delivery after the final pick up is made. That invoice payment will be due by Friday, December 11, 2009. Again, this invoice will be only for what is owed for the popcorn, you will keep your commission. A post-dated check may be submitted for the amount due and will be cashed on December 11th.



# Do THE SCOUTS EARN ANYTHING?

Absolutely! Thousands of dollars in prizes are awarded by the council to participating Scouts. The more popcorn a Scout sells the better the prizes. It's that simple!!!

## TRAILS-END PRIZE PROGRAM

The Trails-end Prize Program is used as an incentive to get boys excited to go out and sell popcorn by achieving the dollar goal established with each prize level. Scouts can choose one prize from the level matching their total sales, or they can combine prizes from lower levels to add up to their total sales amount. A "Patch or Pin" is not considered a prize selection but a boy does have to sell one container to receive a patch or pin.

### \$1500 LEVEL TRAIL'S END PRIZE PROGRAM

#### TO QUALIFY FOR THE PROGRAM:

- ✓ You must be a registered member of the Boy Scouts of America.
- ✓ You must have sold a minimum of \$1,500 during one sale year.
- ✓ Scouts can choose a \$50 Coleman Gift Card, \$50 Boy Scouts of America Gift Card or \$50 Wal-Mart Gift Card.
- ✓ Popcorn Chair will submit online.

### \$2500 LEVEL TRAIL'S END SCHOLARSHIP PROGRAM

#### TO QUALIFY FOR THE PROGRAM:

- ✓ You must be a registered member of the Boy Scouts of America
- ✓ You must have sold a minimum of \$2,500 during one sale year.
- ✓ You must submit the scholarship form signed by the Council Popcorn Staff Advisor and copies of completed take order forms to Trail's End on or by January 15<sup>th</sup>.
- ✓ You must have a Social Security number.
- ✓ The entry form can be found on page 4.

## POPCORN "FILL THE SHEET" CHALLENGE

**NEW!** Every Scout who fills up a sheet will receive a Bow and Mallow. (*A copy of the filled sheet must be submitted*)

- ✓ Bow and Mallow will be provided to the unit kernels during the final popcorn distribution in November.

**NEW!** Each Filled up sheet will be entered into a weekly drawing for a Nintendo Wii System with Wii Sports.

- ✓ Unit Kernels must submit a copy of the filled up sheets to a District Popcorn Kernel or the Center for Scouting (*hard copy or email – NO FAXES*) no later than 5 p.m. on the following dates:

#### Submissions due

Week 1—Friday, October 9  
Week 2—Friday, October 16  
Week 3—Friday, October 23  
Week 4—Friday, October 30

#### Drawing Date

Monday, October 12  
Monday, October 19  
Monday, October 26  
Monday, November 9

## Top Sellers Prizes

New!!! Sioux Council will give away the following prizes to the top 3 sellers in the Council.

<b>Top Seller</b>	<b>Sony Play Station 3 Game System w/ 1 Rated E PS3 Game</b>
<b>#2</b>	<b>16GB iPod Touch w/ \$40 Gift Gift Certificate to iTunes</b>
<b>#3</b>	<b>Nintendo Wii Game System with Wii Sports</b>

# Trail's End Scholarship Program Form

Please submit this completed form to enroll (sell \$2,500 or more during one sale period) and to report sales years from additional sale periods.

Sale Period:  Fall /  Spring Year: 2009

Traditional Sales Dollars: \$ \_\_\_\_\_

Order Popcorn.com Sales: \$ \_\_\_\_\_

Total Sales: \$ \_\_\_\_\_

Please check one:  Qualifying year  Additional Year

Scout's Name: \_\_\_\_\_ Age: \_\_\_\_\_

Address : \_\_\_\_\_

City, State, Zip Code: \_\_\_\_\_

Phone Number: \_\_\_\_\_

E-Mail Address: \_\_\_\_\_

Scout's Social Security Number: \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_

Number of Years selling Trail's End Popcorn: \_\_\_\_\_

Unit Information: Pack / Troop / Post Number: \_\_\_\_\_

Council Name:           SIOUX COUNCIL #733          

City, State:           SIOUX FALLS, SD          

Council Popcorn Staff Advisor:           BRIAN M. SUTILLA            
(print)

Council Staff Advisor's Signature: \_\_\_\_\_

Attach photocopy of each Take Order Form used in the Sale and mail information to:

SIOUX COUNCIL, BSA  
ATTN: POPCORN SCHOLARSHIP  
800 N. WEST AVENUE  
SIOUX FALLS, SD 57104

# TRAIL'S END SCHOLARSHIP PROGRAM

## Program Goal

To encourage the youth participating in the Boy Scouts of America and the Trail's End Popcorn Sale to reach their full potential.

## Program Guidelines

1. Trail's End will credit to a Participating Scout's Scholarship account, sale prior to July 1, 1998 at four percent (4%) and after July 1, 1998 at six percent (6%) of his retail sales made in a given Sale Period, up to a maximum credit of One Thousand and 00/100 Dollars (\$1,000.00) per Sale Period, provided the Scout has satisfied the Initial Eligibility Requirements to become a Participating Scout set forth below.

A Fall Sale Period is defined as sales from July 1 through December 31 of a given year and a Spring Sale Period is defined as January 1 through June 30 of a given year.

2. The Participating Scout will receive an annual statement from Trail's End reflecting the amount of his qualifying sales, accumulated credits to his Scholarship account.
3. During the first year of a Participating Scout's post high school education which satisfied the Academic Requirements set forth below, Trail's End will make a single payment to the Participating Scout's educational institution in the amount of the total Scholarship Credit. The payment must be used to defray the expenses charged by the institution to the Participating Scout for (a) tuition, (b) books & materials, or (c) fees or (d) extracurricular activities (including mission trips) conducted in connection with the Participating Scout's post high school education.
4. Interest on a Participating Scout's accumulated Scholarship Credit will commence on January 1 of each year for Fall Sale Period qualifiers and July 1 of each year for Spring Sale Period qualifiers. The annual interest rate will be equal to the prime rate as set by the Wall Street Journal on January 1 of each year.



## Eligibility Requirements for Participating Scouts

### Initial Eligibility Requirements:

To initially qualify as a Participating Scout, an applicant must: (a) be a registered member of the Boy Scouts of America; (b) have sold a minimum of Two Thousand, Five Hundred and 00/100 Dollars (\$ 2,500.00) in retail sales for a given Sale Period.

### Academic Requirements:

To receive a scholarship payment the Participating Scout must: (a) between the ages eighteen (18) and twenty-four (24) years; (b) a registered full-time student (as defined by the educational institution) at a nationally or state accredited college or university, vocational, or technical school; and (c) pursuing studies or conducting research to meet the requirements for an academic, vocational, or technical degree. Verification of enrollment by submission of a class schedule issued by the Registrar's Office at the educational institution will be required.

### Document Requirements:

All completed Trail's End Take Order forms from each Sale Period must be submitted to and accepted by Trail's End as verification of a Scout's participation in the Program. Take Order forms must be signed by the Council Popcorn Staff Advisor and submitted to Trail's End on or before January 15 of each year for Fall Sale Period qualifiers and July 15 of each year for Spring Sale Period qualifiers.

### Scholarship Payments:

Scholarship credit will be given in accordance with Program Guidelines set forth above, but actual payment will not be made until all of the Requirements are fulfilled. Failure to meet and maintain all of the Requirements will result in a forfeiture by the Participating Scout of all Scholarship credits.

**NOTE:** Scholarships will be awarded without regard to sex, race, color, creed, national origin, religious, or political affiliation.

1. Trail's End reserves the right to terminate the Scholarship Program at any time. Participating Scouts will be notified of such termination by Trail's End. In the event of such termination, Trail's End reserves the right to apply the credits of each Participating Scout in accordance with the Program Guidelines or to pay to the Participating Scout an amount equal to the credits in his account.
2. Trail's End may modify the terms and conditions of the Scholarship Program, provided that no such modification shall reduce the amount of Scholarship credits then outstanding for any Participating Scout.
3. The right granted to the Participating Scout to obtain payments under the Trail's End Scholarship Program is a contractual right and not a guarantee of payment. The Scholarship Program does not give a Participating Scout any interest in or right to any of the funds, property, or assets of Trail's End other than as a general creditor of Trail's End.

## District Pick up and Distribution

- Postcards and or emails will be sent to the unit popcorn chairman with a scheduled pick up date and time.
- Upon arriving to the pick up location YOU WILL BE RESPONSIBLE to double count your separated order to verify that it is accurate and the order will be signed for.
- Be sure that vehicle arrangements are made so that ALL your product will fit into the vehicle(s) that arrive. You will pick up your popcorn along with other units/groups. Bring some other adults with you to assist in loading your order. Bring enough vehicles or a vehicle large enough to pick up your order. A good rule of thumb is a mid-size car holds 20 cases, a Jeep Cherokee holds about 40 cases, and a mini van holds 60 cases. Please plan accordingly. A Dock High Ryder type truck is the best for large orders.

### Show-N-Deliver Pickup Locations –October 1, 2009

Some locations may be able to receive product earlier, pending availability. If this happens, units will be notified earlier.

Aberdeen	Brookings	Huron
Madison	Marshall, MN	Miller
Mobridge	Mission	Mitchell
Pierre	Sioux Falls	Watertown
Winner	Worthington, MN	Yankton

### Take Order Sale Pickup Locations – November 20, 2009

Aberdeen	Brookings	Huron
Madison	Marshall, MN	Miller
Mobridge	Mission	Mitchell
Pierre	Sioux Falls	Watertown
Winner	Worthington, MN	Yankton

## Additional Popcorn Orders

Throughout the sale, sometimes you may run out of product. **The Popcorn Chair (and only the chair) must either call 605-323-0710 or email us [sioux.popcorn@scouting.org](mailto:sioux.popcorn@scouting.org), in advance to make sure we have the product.**

All additional orders must be picked up at the Center for Scouting in Sioux Falls.

Additional popcorn may be picked up Monday-Friday from 8am to 5pm.

Tuesday, October 6, 13, 20, and 27, from 8am to 8pm

Saturday, October 3, 10, 17, and 24, from 9am to 3pm

*Note: The Premier Scout Shop employees are not authorized to distribute popcorn.*

# BOY PICK UP AND DISTRIBUTION (FOR THE UNIT)

- For fast and best results, set a time when Scouts can pick up their orders or when they will be delivered.
- Develop popcorn distribution piles for each Scout and have the family double count their separated order for accurate distribution.
- Set a date that all Money Due is turned in.

## Sample Individual Scout Receipt

Below is an example of a receipt that should be signed by each Scout family that checks out popcorn from your unit or you may make one of your own.

Scout Name: \_\_\_\_\_  
 Den #: \_\_\_\_\_  
 Date: \_\_\_\_\_  
 Parent name: \_\_\_\_\_

### Sample 2009 Scout Product Receipt Form

	Cases	Containers
Chocolate Lover's Tin <b>(1 container per case)</b>		
Savory & Sweet 3-Way Tin <b>(1 container per case)</b>		
Cheese Lover's Tin <b>(1 container per case)</b>		
Trail's End Mix <b>(6 containers per case)</b>		
18 oz. Chocolatey Triple Delight <b>(6 containers per case)</b>		
23 oz. Gourmet Caramel Corn w/Alm. and Pecans <b>(6 containers per case)</b>		
15 Pack Unbelievable Butter Microwave <b>(6 containers per case)</b>		
15 Pack Butter Light Microwave <b>(6 containers per case)</b>		
8 oz. Gourmet Caramel Corn <b>(6 containers per case)</b>		
2.5 lb. Popping Corn <b>(6 containers per case)</b>		

I acknowledge receipt of the above popcorn.

\_\_\_\_\_  
(Signature)

Name (please print)

\_\_\_\_\_

## Handling/Storage of Popcorn

- Do not store popcorn at temperatures above 75 degrees Fahrenheit.
- Do not store in direct sunlight
- Do not handle in rough manner
- Do not store the product in damp conditions.

## HOW TO BLITZ A COMMUNITY

- Plan a large scale canvassing for your assigned area or community for a Saturday morning, as a den meeting or as a unit meeting.
- Organize your unit's area / community either by scout, family, den or patrol.
- Scouts should be assigned "buddies" because they should always sell in pairs. If the areas are divided up by individual scouts or families, a family member must be present with them.
- Use a street map to highlight the streets of assigned areas and provide this to the scout.
- Provide Scouts / Families with Show-N-Deliver Product (One-Stop-Shop)
- As scouts are going door to door and they find that no one is home, use the **"Missed House Tracking Form"** provided for you on *Page 10* so it can be identified what house still needs to be approached. (This process should be used throughout the sale).
- Conduct a follow-up event / activity (usually 2-4 hours later) to recognize everyone for their efforts and announce how much money was raised. A pizza party is a great way to do this.

## TRAIN YOUR SALESMEN (SCOUTS)

*Do not assume that just because a Scout is a Scout that he is a salesman. Make sure they are prepared for the task at hand by following these important guidelines:*

- During Pack, Den and Troop meetings, use role-playing to practice the sales technique. Remind them that professional salesmen do this all the time...Practice makes perfect!
- Be prepared...Always have an extra pen or pencil.
- A Scout is clean...Make sure they always wear their uniform.
- A Scout is courteous...Always be polite.
- A Scout is kind...Always say "Thank you," even if they do not place an order.
- A Scout is cheerful...Call the customer by their name if they know it.
- A Scout is trustworthy...Be honest when telling a customer how great the Trail's End Gourmet Popcorn really is.
- A Scout is helpful...When describing the products, always hold up the picture of the products so the customer can see them.
- A Scout is friendly...Always smile.
- A Scout is loyal...Never, ever give up.



## **Inter-Unit Transfer**

Units may transfer product between each other (i.e. a unit needs Caramel, another unit has too much), but the following must be completed:

- Inter-unit **Transfer Form Must be filled out.**
- **BOTH** Unit Popcorn Chairs **MUST sign the transfer form.**
- Unit giving up product **MUST mail** the form to the Center for Scouting **BEFORE 10/29/09** – *(failure to do so will result in the original unit being responsible for the product.)*

## **Trails-end.com**

Trail's End has a new website where customers can purchase popcorn, and where you and your Unit can earn extra income. It's Trails-end.com. It's like selling with an order form except customers purchase popcorn online and get it shipped direct to their house, the cost of shipping is included in the price. This method of selling comes in handy when relatives live outside of your delivery area. If your grandparents live in California, they can go online and use an order key from their grandson and order popcorn.

The cost of shipping is included in the price and thus, this method is not recommended for local use. Due to the increased cost of this program, the commission structure is not the same. The customer pays for the popcorn online and the commission check is then sent to the Sioux Council by Trail's End. We will then deposit your portion of the commission in your Unit account. The Unit commission on all Trails-end.com products will be 20%, year round. The commission will remain at 20%.

This is a Unit decision to use this option. An order key is required in order for customer's to place an order. For additional information on how to obtain order keys, please email [sioux.popcorn@scouting.org](mailto:sioux.popcorn@scouting.org).



## **Military Donation**

This program gives consumers the chance to add \$25 or \$40 donations of Trail's End Popcorn for military men and women. The popcorn will be distributed by Support Our Troops®. Councils and units receive full commission and don't have to handle the product.

### **Operation Popcorn 2008**

- \* Tractor-trailers crisscrossed the roads of America delivering the popcorn to every Army base here in the states.
- \* Shipped 53 tons of popcorn good-will gifts to the National Guard units across America. That's 119 pallets.
- \* 2,147 cases sent to the Atlantic fleet.
- \* 64 tons shipped to U.S. Army personnel in Iraq, 16 tons to U.S. Army in Kuwait and 8.6 tons to the U.S. Army in Afghanistan.
- \* Go to [supportourtroops.org](http://supportourtroops.org) to read more about Operation Popcorn 2008.











# Final Check List

Please place Show-n-Deliver order, Take Order and Prize order on Trails End website at [www.trails-end.com](http://www.trails-end.com). Contact Linda at the Sioux Council if you have not received a login at 605-323-0710 or [sioux.popcorn@scouting.org](mailto:sioux.popcorn@scouting.org). Please do not fax any forms to the Center for Scouting. In the past a number of forms could not be read or did not come through at all.

<input type="checkbox"/>	<p style="text-align: center;"><b><u>MONDAY, SEPTEMBER 21, 2009</u></b></p> <p>PLACE TRAIL'S END SHOW-N-DELIVER ORDER ONLINE (BY THE CASE)</p>
<input type="checkbox"/>	<p style="text-align: center;"><b><u>FRIDAY, OCTOBER 9, 2009</u></b></p> <p>SUBMIT COPIES OF FILLED UP SHEETS TO DISTRICT POPCORN KERNEL OR CENTER FOR SCOUTING NO LATER THAN 5 PM.</p>
<input type="checkbox"/>	<p style="text-align: center;"><b><u>FRIDAY, OCTOBER 16, 2009</u></b></p> <p>SUBMIT COPIES OF FILLED UP SHEETS TO DISTRICT POPCORN KERNEL OR CENTER FOR SCOUTING NO LATER THAN 5 PM.</p>
<input type="checkbox"/>	<p style="text-align: center;"><b><u>FRIDAY, OCTOBER 23, 2009</u></b></p> <p>SUBMIT COPIES OF FILLED UP SHEETS TO DISTRICT POPCORN KERNEL OR CENTER FOR SCOUTING NO LATER THAN 5 PM.</p>
<input type="checkbox"/>	<p style="text-align: center;"><b><u>FRIDAY, OCTOBER 30, 2009</u></b></p> <p>SUBMIT COPIES OF FILLED SHEETS FOR THE "FILL THE SHEET" FINAL DRAWING AND BOW AND MALLOW PRIZE</p>
<input type="checkbox"/>	<p style="text-align: center;"><b><u>TUESDAY, NOVEMBER 3, 2009</u></b></p> <p><b><u>SHOW-N-DELIVER RETURN FORM:</u></b> THIS FORM MUST BE TURNED IN TO YOUR LOCAL PROFESSIONAL OR EMAILED TO <a href="mailto:SIoux.POPCORN@SCOUTING.ORG">SIoux.POPCORN@SCOUTING.ORG</a> &amp; ARRANGEMENTS MUST BE MADE WITHIN YOUR DISTRICT TO RETURN THE PRODUCT.</p>
<input type="checkbox"/>	<p><b><u>PLACE TRAIL'S END TAKE ORDER ONLINE (BY CONTAINER)</u></b> INCLUDE THE ADDITIONAL CASES NEEDED OF EACH PRODUCT.</p>
<input type="checkbox"/>	<p><b><u>PLACE PRIZE ORDER ONLINE</u></b></p>
<input type="checkbox"/>	<p><b><u>SEND PRIZE SUMMARY FORM INCLUDES UNIT MASTER RECORD</u></b> (REQUIRED BEFORE PRIZE ORDER WILL BE SUBMITTED TO TRAIL'S END) BOYS' FIRST AND LAST NAMES</p>
<input type="checkbox"/>	<p><b><u>\$2,500 SCHOLARSHIP FORM</u></b> TURN IN THE SCHOLARSHIP FORM FOR EACH SCOUT WHO SOLD AT LEAST \$2,500 WORTH OF POPCORN (COPIES OF TAKE ORDER FORMS MUST ACCOMPANY)</p>
<input type="checkbox"/>	<p style="text-align: center;"><b><u>FRIDAY, NOVEMBER 20, 2009</u></b></p> <p><b><u>PRE-ORDER PAYMENT DUE</u></b></p>
<input type="checkbox"/>	<p style="text-align: center;"><b><u>FRIDAY, DECEMBER 11, 2009</u></b></p> <p><b><u>TAKE ORDER PAYMENT DUE</u></b></p>

# **NOTES**