

# 2019 POPCORN SALES UNIT KERNEL HANDBOOK

San Diego - Imperial Council  
Boy Scouts of America



San Diego-Imperial Council  
1207 Upas St, San Diego CA 92103  
(619) 298-6121

# Table of Contents

District Contact Information	Page 3
2019 Key Popcorn Dates	Page 4
Products and Prices	Page 5
Trails End Website	Page 6
Online Sales	Page 6
Unit Popcorn Ordering	Page 7
Trails End App & Square Readers	Page 8
Switchboard	Page 9
Commission & Prizes	Page 10
Popcorn Distribution	Page 11
Popcorn Pickup	Page 12
Deposits	Page 13
Popcorn Returns	Page 14

## District Contact Information

<b>District</b>	<b>Kernel Contact</b>	<b>Staff Contact</b>
Buena Creek	Alejandra Rodrigues 760-613-5569 <a href="mailto:rodrigsfamily@gmail.com">rodrigsfamily@gmail.com</a>	Thomas Farmery 619-298-6121, ext 240 <a href="mailto:Thomas.farmery@scouting.org">Thomas.farmery@scouting.org</a>
Coastal Sage	Kathryn Fowler 360-440-7494 <a href="mailto:kathrynfowler@outlook.com">kathrynfowler@outlook.com</a>	Rob Canton 619-298-6121 ext. 271 <a href="mailto:robert.canton@scouting.org">robert.canton@scouting.org</a>
Crossroads	Nicole Smartt 619-719-7399 <a href="mailto:nsmartt1018@gmail.com">nsmartt1018@gmail.com</a>	Erin Gillette 619-298-6121, ext 258 <a href="mailto:erin.gillette@scouting.org">erin.gillette@scouting.org</a>
Desert Trails	Vanessa Cummings 760-234-5491 <a href="mailto:Vcummings8301@hotmail.com">Vcummings8301@hotmail.com</a>	Trent McClure 619-298-6121 x249 <a href="mailto:trent.mcclure@scouting.org">trent.mcclure@scouting.org</a>
Magnolia	Adrienne Borden 619-244-9213 <a href="mailto:adrienneborden@hotmail.com">adrienneborden@hotmail.com</a>	Erin Gillette 619-298-6121, ext 258 <a href="mailto:erin.gillette@scouting.org">erin.gillette@scouting.org</a>
Palomar Mountain	James Noordyk 619-807-5478 <a href="mailto:jnoordyk4sdhomes@aol.com">jnoordyk4sdhomes@aol.com</a>	Thomas Farmery 619-298-6121, ext 240 <a href="mailto:Thomas.farmery@scouting.org">Thomas.farmery@scouting.org</a>
Rancho Coastal /	Carrie Elwin 760-613-9323 <a href="mailto:carriebud@sbcglobal.net">carriebud@sbcglobal.net</a>	Jeff Boswell 619-298-6121, ext. 237 <a href="mailto:jeff.boswell@scouting.org">jeff.boswell@scouting.org</a>
Rancho Mesa	Shona Wigley 858-231-3869 <a href="mailto:Shonaw93@gmail.com">Shonaw93@gmail.com</a>	Laura Scheid 619-298-6121, ext. 222 <a href="mailto:laura.scheid@scouting.org">laura.scheid@scouting.org</a>
San Luis Rey	Hazel Brillo 760-815-5923 <a href="mailto:hazryn@cox.net">hazryn@cox.net</a>	Jeff Boswell 619-298-6121, ext. 237 <a href="mailto:jeff.boswell@scouting.org">jeff.boswell@scouting.org</a>
Sweetwater	Martin Brandt 619-972-4125 <a href="mailto:mbrandt@cox.net">mbrandt@cox.net</a>	Enrique Teigeiro 619-298-6121 ext. 216 <a href="mailto:nrique.teigeiro@scouting.org">nrique.teigeiro@scouting.org</a>

## 2019 Key Popcorn Dates

7/29/2019	Monday	Show N Sell Unit Orders are DUE!	Online	No Chocolate!
8/17/2019	Saturday	<b>Popcorn distribution</b>	9am – 3pm	Distribution Site
9/3/2019	Tuesday	Mid-Sale Unit Orders are DUE!	Online	<b>ORDER CHOCOLATE!</b>
9/21/2019	Saturday	Mid-Sale Unit Orders Distribution	<b>By 5:00pm</b>	Council Office
10/14/19	Monday	Final Returns DUE	<b>By 5:00 pm</b>	Council Office
10/14/19	Monday	<b>Online Take Orders Due to Council</b> <b>Include All Military Donations</b>	Online	Online
10/29/19	Tuesday	Final Take Orders Popcorn Distribution	9am -12 pm	Council Office
11/15/19	Friday	Unit Close Out (See Below!)	<b>By 5:00 pm</b>	Council Office

**In order for a unit to be “closed out” and receive their commission, they must:**

1. Return any unsold popcorn by 10/14/19
2. Place a Take Order in the Popcorn System by 10/14/19 for any additional products
3. Make deposits for all popcorn sold, including military donations
4. Have a 0 balance on the Unit Invoice
5. Maintain a record of each Scout’s sales by product for purposes of prize selection, movie eligibility, and possible scholarship applications.

<b>Date of Account Closing</b>	<b>Commission Rate</b>
<b>11/15/2019</b>	<b>35%</b>
12/15/2019	25%
1/15/2019	15%
2/15/2019	5%
3/15/2019	0%

**All commissions will be deposited to the unit accounts held at the Council office**

unless a check is requested through your District Executive.

## PRODUCTS AND PRICES

Products	Containers Per case	Pricing	Show N Sell Order	Mid-Sale Order	Take Order
Popping Corn	12	\$10.00	X	X	X
Caramel Corn	12	\$10.00	X	X	X
White Cheddar Cheese	8	\$20.00	X	X	X
Jalapeno Cheddar Cheese	8	\$20.00	X	X	X
Caramel Corn with Nuts	12	\$20.00	X	X	X
18 pk. Unbelievable Butter Microwave	6	\$20.00	X	X	X
18 pk. Kettle Corn Microwave	6	\$25.00	X	X	X
Salted Caramel Corn	12	\$25.00	X	X	X
Cheese Lover's Collection Box	1	\$30.00	X	X	X
*Chocolatey Caramel Crunch	6	\$25.00	Not Available	X	X
*Chocolate Lovers Collection Tin	1	\$60.00	Not Available	X	X
Military Donations		\$30 & \$50	Not Available	X	X

**\*Chocolate products are not eligible for return**

### Sample \$20, 000 Order

Product	\$ per Item	Cases	Total Items	\$ Per Case	Retail	Commission Rate
Salted Caramel	\$25	9	108	\$300	\$2,700	\$945
Microwave Kettle Corn	\$25	12	72	\$150	\$1,800	\$630
Microwave Butter	\$20	18	108	\$120	\$2,160	\$756
Caramel Corn w/Nuts	\$20	12	144	\$240	\$2,880	\$1,008
White Cheddar	\$20	12	96	\$240	\$2,880	\$1,008
Jalapeno Cheddar	\$20	12	96	\$240	\$2,880	\$1,008
Popping Corn	\$10	6	72	\$240	\$1,440	\$504
Caramel Corn	\$10	14	168	\$240	\$3,360	\$1,176
<b>Total</b>					<b>\$20,100</b>	<b>\$7,035</b>

# TRAIL'S END WEBSITE

---

**www.trails-end.com.**

The Popcorn Sales System makes it easy for you to manage your Trail's End Popcorn Sale using a convenient, web-based platform. Using this platform, you can:

- Order popcorn
- Create and manage Scout lists and sales records
- Track your Unit's products, deposits and balance due as well as online sales
- Users with administrative access (Leaders) will be able to change data in the system (add, edit or delete).
- Read-only users (Members) can view data in the system and manage their own personal account information.
- The menus and pages you see when you are logged into the Popcorn System are determined by your role and your organizational responsibility. Some menus and other features are available only to Leaders. If you are a read-only user (member), these menus and features will not appear when you log into the Popcorn System.
- If you are the Popcorn Kernel of more than one unit, you may have multiple roles available to use.

## Online Sales for Scouts

Unit Kernels, NO MORE SEPARATE PORTALS! Now you can see all your Scouts online sales all from the same portal, the Trails End System. This will provide you with real time information on how your online sale and total sale is doing! You don't set up the accounts for the Scouts, the PARENTS do.

Here are the steps for each parent needs to create their Scouts account, with their scout.

1. They go to [www.trails-end.com/registration](http://www.trails-end.com/registration).
2. They select, Parent on behalf of my scout.
3. Now they follow the step by step processing on setting up their scouts account.
4. Once its created, they can start selling.

There are some incredible built-in sharing capabilities via email, social media and text message, so share is as easy as a click.

You can track all your online orders, see who your online customers are and even send personalized thank you's!

## Unit Popcorn Ordering

When Councils are creating forecasted orders, there are two main settings that determine how a unit can order: Scout Orders and Case vs. Container Ordering.

The First Order is at the beginning of the season, many units pre-order popcorn for store front sales (Show-N-Sell), therefore, Scout Orders are not required for placing the Unit Order. You will be ordering **FULL** cases. **NO** chocolate products will be approved for this order. **This order needs to be submitted by July 29, 2019.**

The Mid-Sale Order, this order is **NEW** this year. All Chocolate products will be available to order for this order. In order to place an Mid-Sale Order, the unit needs to have 30% of their deposits made, cash & checks in the bank and credit cards through the Trails End App. **This order needs to be submitted by September 3, 2019.**

The last order of the season, typically referred to as the Take Order, is where leaders will be required to enter Scout Orders (entering the quantity sold by each Scout on their Take Order Forms) before placing the unit order. **This order needs to be submitted by October 14, 2019.**

\*A case of Trail's End product contains multiple selling units, whereas a container is equivalent to one selling unit of product (bag, carton, collection box, tin, etc.). Some orders may require your unit to order only by the case (CS), and some may allow you to order down to the container (CT).

### **Placing a Unit Order –**

1. From the unit homepage, click the Order Popcorn button. This will take you to the New Unit Order screen
2. From the dropdown menus, double check to make sure that the correct campaign is set (This automatically defaults to the current year) and select the appropriate order from the "Choose Delivery" dropdown box to populate the product ordering rows.
3. Use the Order Adj column to enter and/or adjust the order quantities (use positive or negative integers to adjust), and then click Submit to send your order to your Council for approval or click Save to hold your quantities to be submitted at a later time.

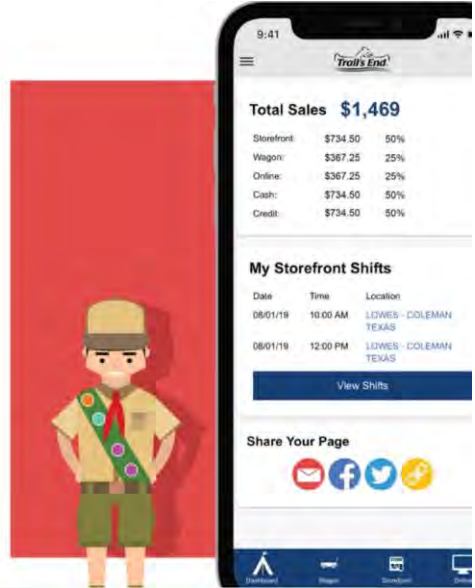
The Council Order column will reflect your final order quantity to your Council.

# Trails End App and Square Readers

## The Trail's End App is for Scouts only.

Unit leaders must manage their unit's sale through the unit portal at [www.trails-end.com](http://www.trails-end.com)

The same email address can be used if you have multiple Trail's End accounts.



### FREE CREDIT CARD PROCESSING

Powered by Square & paid by SDIC and Trails End.

Every Scout, every sale, will receive FREE payment processing.

### PROVEN RESULTS!

Over 23,000 Scouts tested the app. It led to more sales, and saved leaders time!

In 2018, over 90 units sold almost \$2 million testing the app. Sales grew by 26%. Credit Card orders averaged 20% higher vs cash.

Additional Square readers for purchase from council for \$10

If you can already have a square reader, you can use that too



# SDIC POPCORN SWITCHBOARD AT www.SDICBSA.ORG!

## Trade Popcorn Products with Other Units

### Popcorn Switchboard Registration

Unit Popcorn Kernels can use this form to indicate:

- Items they are short, hoping that another unit has extras that they are willing to transfer.
- Items they are over, willing to transfer to another unit in need.

When entering a value, please indicate whether you are requesting/offering boxes, bags or cases.

Required information is highlighted.

Items you want:	Items you have:
<input type="checkbox"/> Chocolate Lover's	<input type="checkbox"/> Chocolate Lover's
<input type="checkbox"/> Cheese Lover's	<input type="checkbox"/> Cheese Lover's
<input type="checkbox"/> Salted Caramel Corn	<input type="checkbox"/> Salted Caramel Corn
<input type="checkbox"/> Chocolatey Caramel Crunch	<input type="checkbox"/> Chocolatey Caramel Crunch
<input type="checkbox"/> White Chocolatey Pretzels	<input type="checkbox"/> White Chocolatey Pretzels
<input type="checkbox"/> Kettle Corn Microwave	<input type="checkbox"/> Kettle Corn Microwave
<input type="checkbox"/> Unbelievable Butter Microwave	<input type="checkbox"/> Unbelievable Butter Microwave
<input type="checkbox"/> Caramel Corn with Nuts	<input type="checkbox"/> Caramel Corn with Nuts
<input type="checkbox"/> Jalapeno Cheddar Cheese	<input type="checkbox"/> Jalapeno Cheddar Cheese
<input type="checkbox"/> White Cheddar Cheese	<input type="checkbox"/> White Cheddar Cheese
<input type="checkbox"/> Caramel Corn	<input type="checkbox"/> Caramel Corn
<input type="checkbox"/> Popping Corn	<input type="checkbox"/> Popping Corn

Name

Email Address

Phone Number

Location/ZIP Code

District

Unit Type  Pack  Troop  Team  Crew  Ship

Unit Number

The information you are registering will be made available for no less than two days [HERE](#) for other units to view.

### Trade Popcorn Products with Other Units

The “Switchboard” is very helpful to units in managing their inventory. Postings will remain on the board for 2 days. Units can contact each other directly to trade products. You may need to re-post after 2 days.

Upon a completed trade, please email the following information to [popcorn@sdicbsa.org](mailto:popcorn@sdicbsa.org), cc'ing yourself and the unit you switched with.

1. The unit giving the product (Pack, Troop, Team, Crew or Ship)
2. The unit receiving the product (Pack, Troop, Team, Crew of Ship)
3. The quantity in containers (# of bags)
4. The specific product (\$10 Caramel Corn)

Both units will receive a confirmation email and the transaction will be posted to both units' accounts.

# COMMISSIONS AND PRIZES

**35% COMMISSION** to the Unit for ALL SALES, including Take Order, Show N Sell and Online. All commissions will be deposited to the unit accounts held at the Council office unless a check is requested.

Benefits to the Unit from Council

- Shipping paid on ALL Online Orders
- All Credit Card Fees are covered by the Council & Trails End

## Get Free Square Readers & Scouting Banners

- Join us on Facebook: [facebook.com/groups/TEPopcornCommunity](https://facebook.com/groups/TEPopcornCommunity)
- Register to sell: [www.trails-end.com/unit-registration](http://www.trails-end.com/unit-registration)
- Sold \$5,000+ in 2018 - Get 1 free Square reader
- Sold \$7,500+ in 2018 - Get 1 free Square reader & get 1 free banner
- Sold \$10,000+ in 2018 - Get 5 free Square readers & 2 free banners

## Trail's End Scout Rewards

Scouts will earn prizes under the New Trials End Prize Program.

Amazon.com Gift Card rewards managed and digitally redeemed by Scout through Trail's End. No preset prize selection – Scouts choose the prize they want.



<u>Sales Level</u>	<u>Amazon Gift Card Amount</u>
\$2,500-\$3,500	\$225
\$1,500-\$2,499	\$150
\$1,000-\$1,499	\$75
\$750-\$999	\$45
\$500-\$749	\$20
\$350-\$499	\$10



**Sell \$2,500**  
 (combined face-to-face & online)  
 6% of your total sales each calendar year invested in your own college scholarship account.

**In November 2019! Each Scout with sales of \$1,500 or more will receive 2 tickets to a private viewing of . . .**



Scouts may qualify only once per person. Tickets are not transferrable. Movie is subject to change. Youth under 14 years old **MUST** attend with their parent or guardian as their 2<sup>nd</sup> ticket. RSVP is required to attend – no walk-ins allowed.

# Popcorn Distribution

Each unit will be contacted with their scheduled popcorn pick up time on Saturday, August 17 between 9:00 am and 3:00 pm. *Someone from your unit must be available to pick up your unit's entire order on Saturday!* See the following page for suggested vehicle capacity.

Packing slips will be provided at the distribution sites for the initial order placed by your unit.

Only the product on the packing slip will be available for pick up at the distribution site on Saturday.

## **Distribution Site:**

Hoist  
11900 Community Road  
Poway, California

The Distribution process is designed to be a 3-lane drive thru with units arriving at a scheduled time to pick up their ordered products without leaving their vehicle. The first units will be scheduled to start at 9:00 am.

Please contact your District Kernel or District Executive if you can volunteer to help with the Popcorn Distribution. Youth must be at least 14 years old and will receive a Certificate of Service Hours.

If you do not place an online Show & Sell order, you can check out popcorn from the Council office on Tuesday, August 20, 2019.

Additionally, if you need more popcorn, it can be checked out at the Council Office on Tuesday, August 20, 2019.

Additional Deposit slips and Take Order forms can be picked up from the Council Office, your District Executive or District Kernel.

# **POPCORN PICKUP DAY**

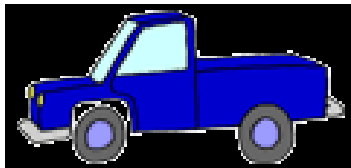
## ***WHAT SIZE CAR DO I NEED?***

***20 CASES OR LESS  
MID-SIZE CAR  
(NO CAR SEATS OR PASSENGERS)***



***40-60 CASES  
MINI-VAN/SUV  
(NO CAR SEATS OR PASSENGERS)***

***60+ CASES  
FULL SIZE TRUCK***



# DEPOSITS

Collect all funds for deposits, make sure checks are payable to BSA.  
 Deposits can go to any Wells Fargo Branch.  
 Please request that the teller use the deposit slip with the unit number  
 written on the front of it.

**DEPOSIT TICKET**  
 FOR CLEAR COPY, PRESS FIRMLY WITH BALL POINT PEN.

DATE \_\_\_\_\_

**WELLS FARGO BANK, N.A.**

CURRENCY COIN	DOLLARS		CENTS
LIST EACH CHECK			
1			
2			
3			
4			
5			
6			
7			
8			
9			
10			
11			
12			
13			
14			
15			
16			
17			
18			
19			
20			
21			
22			
23			

**TP/SD IMPERIAL COUNCIL**  
**BOY SCOUTS OF AMERICA**  
 POPCORN-UNIT TYPE & # \_\_\_\_\_

DEPOSITS MAY NOT BE AVAILABLE FOR IMMEDIATE WITHDRAWAL.  
 TOTAL ITEMS \_\_\_\_\_  
 ALL ITEMS MUST BE PROPERLY ENDORSED.

V2-10/02-1803

⑆41206951631⑆ ⑆518200392⑆4124546557⑆  
CHEQUES AND OTHER ITEMS ARE RECEIVED ON BEHALF OF THE UNIFORM COMMERCIAL CODE OR ANY APPLICABLE COLLECTION AGREEMENT.

Date of Deposit

You may either list the checks or attach an adding machine tape to the deposits.

**Endorse the back of each check with:**

**For Deposit Only**  
**SDIC – BSA**  
**A/C #4124546557**

Make sure to total your deposit correctly!

**IMPORTANT!!!**

**PUT YOUR UNIT TYPE AND NUMBER ON THE DEPOSIT SLIP**

# POPCORN RETURNS

No returns accepted after October 14, 2019

Effective stewardship of scouting resources is an important part of any scouting program. **The popcorn purchased from Trail's End cannot be returned by the Council.**

Although we want you to have the inventory on hand that you need, we ask that you "Do Your Best" to minimize returns. Based on an analysis of the inventory control issue, the popcorn task force (comprised of top Unit Kernels and experienced District Kernels) has set the following guidelines for 2019:

1. Chocolate Lovers and Chocolatey Caramel Crunch **may not be returned to Council!**
2. **Trade Popcorn Products with Other Units via the Popcorn Switchboard.**
3. Any popcorn product returns **MUST be in re-sellable condition.**
4. Units should plan their initial Show and Sell order to be 75%-100% of last year's sales amounts. Last years' sales information is available by selecting the 2018 Fundraising Cycle as the period.
5. **Deposits of at least 30%** is required to place the mid-sale order. Credit card sales are included as part of the required deposits.