

Order & Pick-up Information

Show and Deliver Pick Up Location

Friday, September 24, 2010

Masonboro, N.E.C.F. and Brunswick Districts:

Portside Industrial Complex
312 Raleigh Street
Wilmington, NC 28412

Lakes, Central and Western Districts

S&P Tobacco Warehouse
280 Johnson Street
Lumberton, NC 28358

Take Order Pick Up Locations

Friday Nov. 12th

N.E.C.F. District

Ferguson Warehouse
210 Crowatan Road
Castle Hayne, NC 28429

Masonboro & Brunswick Districts:

Portside Industrial Complex
312 Raleigh Street
Wilmington, NC 28412

Lakes, Central and Western Districts

S&P Tobacco Warehouse
280 Johnson Street
Lumberton, NC 28358

Pickup Guidelines

- Bring enough vehicles to carry your entire order in one trip.
- Bring order documents and verify your order as it's loaded.
- Bring someone to help you count your order as it's loaded.

Vehicle Guidelines

- Mid-size car 20 cases
- Jeep 40 cases
- Mini-van 60 cases
- Suburban/Explorer 70 cases
- Pickup Truck 90 cases



Cape Fear Council

POPCORN SALE

GUIDEBOOK

A Uniformed Effort . . . A Scout at Every Door

2010 POPCORN SALE

Welcome to the Trail's End Popcorn Sale!

Inside this guidebook you will find the following details for the sale:

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The “Leader Playbook” you received as part of the Popcorn Sale in a Box has the key steps for success as well as the new 2010 Trail’s End program items. This guidebook along with the Leader Playbook will provide you all the information you need to have a great sale.

The popcorn sale is extremely important to your unit for funding your Scouting program. The sale is equally as important to our council to fund and maintain camps, provide unit service, training and much more.

Thank you for your participation. We hope you have a great sale and an even better year in Scouting!



Commission Structure & Scout Rewards

Base commission 30%
Popping Bonus Plan – 3% Bonus
Super Bonus Plan – 5% Bonus
 For more information on how to qualify for the popping bonus or the super bonus plan please visit the popcorn section on our website at www.capefearcouncilbsa.org.

Sell	Earn
One Item	Patch or Pin
\$250	\$10 Walmart gift card or choice of 3 prizes
\$350	\$15 Walmart gift card or choice of 3 prizes
\$450	\$20 gift card
\$650	\$30 gift card
\$850	\$40 gift card
\$1,100	\$55 gift card
\$1,300	\$75 gift card
\$1,800	\$110 gift card
\$2,300	\$150 gift card



Combine online and face-to-face sales for even bigger rewards!

BONUS REWARDS FROM TRAIL'S END!

Visit trails-end.com today to see the full Scout Rewards program.

Sell \$600

Earn a marshmallow crossbow and patch.

Sell \$1,500

Your choice of a \$50 Amazon.com or Walmart* gift card.

Sell \$2,500

6% of your total sales **each year** is invested into your own college scholarship account.

Bonus Rewards from the Cape Fear Council

Please visit our Council website at www.capefearcouncilbsa.org and click on the popcorn section to download and print forms that give all the details A Scout will need to know to qualify for these Bonus Rewards offered by the Cape Fear Council.

*** Blitz Week (September 25-October 2nd)**

Every Scout who fills up one (1) official take-order sales form (selling popcorn to a total of 30 different customers) by the end of the day on October 2nd will receive a **NERF BLASTER** that loads 6 nerf bullets at a time! In addition to winning a free Nerf Blaster, all Blitz Week qualifiers will have their name placed in a drawing for a chance to win a **NINTENDO WII!**

*** Sell to 100 customers for the 100th Anniversary**

All Scouts that sell to 100 customers and achieve \$1500 or more in total popcorn sales will earn \$100 in gift cards to Walmart. The Cape Fear Council will provide a \$50 Walmart gift card to any Scout who achieves this. Trails End will provide a \$50 gift card to Walmart for achieving this as well!

*** Sell \$600 in Popcorn and Get...**

The Cape Fear Council is offering a free party at **Jungle Rapids on December 11th** for any Scout who sells \$600 or more in Trails End Popcorn. Each Scout will get 2 free activities, these include (laser tag, Jungle Golf and Climbing Wall). In addition each Scout will get pizza and a drink and the chance to win some cool prizes!

***Golden Kernel Club**

All Scouts selling \$1,000 or more of Trails End Popcorn will receive a special “Golden Kernel Club” T-shirt. The back of this shirt will list the names of all Golden Kernel Club Members!

***Top 3 Popcorn Salesman**

The three Scouts with the highest Popcorn Sales in the Cape Fear Council at the end of the sale will win:

- First Place: iPod touch
- Second Place: Nintendo DSi XL
- Third Place: Land and Sky Telescope

*** Popcorn Unit Kick-Off Contest**

The idea of this competition is to see which unit can have the best unit popcorn kickoff in their district, and to see which unit can have the best popcorn kickoff in the entire Council. In order to qualify a unit must videotape their district kickoff and submit their video to their district executive or to the Scout Office by October 5, 2010. The unit that wins the district competition will receive the Popcorn Unit Kick-off contest trophy with the name of the unit, kernel and year engraved on the trophy. The winning unit for the Council will receive a check in the amount of \$250!

Key Contacts

District and Council Popcorn Sale Contacts

N.E.C.F. District

Todd Brohaugh, (910) 270-1812, brohaught@bellsouth.net

Masonboro District

Andrew Zeldin, (910) 395-1100 ext. 21, azeldin@bsamail.org

Brunswick District

Andrew Zeldin, (910) 395-1100 ext. 21, azeldin@bsamail.org

Lakes District

Daphne Burris, (910) 640-3963,
Stuart Watson, (910) 212-2414, swatson@bsamail.org

Central District

Billi Stentz, bstentz6@aol.com
Matthew Bull, (910) 373-8563, mjb@viadata.com

Western District

George Todd, scoutmaster477@rockfishchurch.com, (910) 988-9728
Matthew Bull, (910) 373-8563, mjb@viadata.com

Popcorn Sale Calendar

(District Turn-In Dates may take place earlier than these dates. Please Contact your District Popcorn Kernel or District Executive to confirm the District Turn-In-Dates)

May 17	District P.O.P.S. Team Orientation "Sneak Peek" & Popcorn Kickoff
June 30	Unit Commitment forms faxed into office
August	District Kickoff Meetings
September 13 September 25	Orders for Show-n-Deliver product turned in Sale Begins (Show-n-Sell, Show-n-Deliver & Take Order)
Sept. 25 – Oct. 2	Blitz Week
October 30	Sale Officially Ends
November 2 Nov. 12-13	Order and all Prize & Incentive forms Turned-in Order Pickup by Units
December 2 After Dec. 2	Unit Account Settlement 30% Commission Unit Account Settlement 20% Commission



2010 Product Lineup

NOW made with Canola Oil™

0g trans fat*

NEW resealable packages

Better flavor. **Over 70%** goes to local SCOUTING. Better for you.



POPCORN FOR OUR TROOPS

Donate a gift of popcorn to the men and women serving our country.

\$40 Gold Donation
Over **\$28** to local Scouting

\$25 Silver Donation
Over **\$17.50** to local Scouting



CHOCOLATE LOVER'S COLLECTION

- Chocolatey Triple Delight 22oz.
- Chocolatey Caramel Crunch™ 26oz.
- White Chocolatey Pretzels 22oz.
- Chocolatey Pretzels 22oz.

- 28% MORE product*
- New and improved flavor.
- No hydrogenated oils
- Comes in gift box

\$50
Over **\$35** to local Scouting



SWEET & SAVORY COLLECTION

- Chocolatey Triple Delight 22oz.
- Caramel Corn with Almonds, Cashews and Pecans 26oz.
- Cheddar Cheese Corn 8oz.

- 27% MORE product*
- New and improved flavor
- No hydrogenated oils
- Comes in gift box

\$40
Over **\$28** to local Scouting

Made with Canola Oil. NEW Butter Burst Flavor.



CHEESE LOVER'S COLLECTION

- Cheddar Cheese Corn (two 8oz. packages)
- White Cheddar Cheese Corn 8oz.

- 14% MORE product*
- Made with Canola Oil
- Made with real cheese
- Comes in gift box

\$30
Over **\$21** to local Scouting



UNBELIEVABLE BUTTER™
18 Pack

PER BAG POPPED

- 0g trans fat
- 2g saturated fat
- 260 calories

\$18
Over **\$12** to local Scouting



BUTTER LIGHT
18 Pack

PER BAG POPPED

- 0g trans fat
- 1g saturated fat
- 210 calories

\$18
Over **\$12** to local Scouting



CHOCOLATEY CARAMEL CRUNCH™ 26oz.

- New and improved flavor
- No hydrogenated oils
- Low sodium

\$16
Over **\$11** to local Scouting



CARAMEL CORN WITH ALMONDS, CASHEWS AND PECANS 26oz.

- 13% MORE product*
- 0g saturated fat*
- Naturally sweetened

\$16
Over **\$11** to local Scouting



BUTTER TOFFEE LIGHT 20oz.

- 11% MORE product*
- 0g saturated fat*
- Naturally sweetened

\$16
Over **\$11** to local Scouting



CARAMEL CORN 16oz.

- 0g saturated fat*
- Naturally sweetened

\$10
Over **\$7** to local Scouting

All products, except Microwave Popcorn (which contains milk ingredients only), are produced in a plant that manufactures and handles products with peanuts, tree nuts, wheat, and milk. All products are (U)G.

1 per serving
* Compared to 2009 Trail's End products
** Trail's End Microwave Popcorn and Cheese Corn
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