

## Ordering Information

Ordering Popcorn is easier than ever!  
 Orders will be made through the following website: [www.trails-end.com](http://www.trails-end.com)  
 Email [AlohaPopcorn@hawaii.rr.com](mailto:AlohaPopcorn@hawaii.rr.com) Name, District and Unit ID.

After creating a profile you will be able to add your Scouts and place your Unit orders.

**Popcorn Pick-up October 4 and December 6**  
**Pacific Transfer Warehouse**  
**94-360 Ukee St. Waipio**

### Distribution Tips

- Secure enough vehicles to carry your entire product.
- Wait until all of your drivers are at the distribution site to begin loading.
- A copy of your order will be provided to you. *Packing slips will need to be signed at the site.*
- Bring the appropriate number and types of vehicles:
  - ⇒ Midsize car: 20 Cases
  - ⇒ Minivan: 35-40 Cases
  - ⇒ Large SUV: 50 Cases
  - ⇒ Pickup Truck: 55-75 Cases



*You will be expected to physically count and sign for all popcorn product you pick up at your delivery site.*

### Product Return Policy

- Units are able to return full unopened individual containers of any Show & Sell product other than those containing chocolate subject to a maximum of 10% of the total product checked out.
- Returns can be made at any council office but will not be accepted any later than **November 3**. All returned popcorn is a liability of the Council so we encourage you to follow a few key practices:
  1. Check on your outstanding inventory and make frequent honest assessments on your Unit's ability to sell.
  2. Subscribe to a time based sales plan (i.e. we are halfway through the sale...have we sold at least half of our inventory).
  3. Check in with your District Kernel or District Executive if you have an inventory challenge...too much or too little popcorn can usually find a home with enough notice.
  4. Work toward a zero return policy so that every dollar of popcorn revenue provides better program for our boys.
  5. Communicate as early and as often as possible to your District Popcorn Kernel and share your direct needs to increase or decrease your Unit's inventory. Many times the Council will have a wait list for extra product needs.

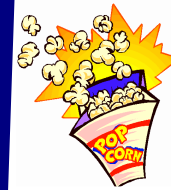
### Ordering Tips

- If you are new to the sale and do not know what you should order, your District Executive or District Kernel can pull your Unit's order from the previous year and make recommendations.
- Please take into account the changes in your Unit membership: Did you increase youth? Did your top selling Scout move to another unit?
- How many show & sell dates and locations have you secured?
- What is your actual participation likely to be (don't count the number of families, count the number of selling families).
- Discern what your most popular products were from the year before.
- Make sure that you have as much climate controlled storage space for the full quantity of your chocolate products.

## MAHALO TO OUR SPONSORS!



Your Guide to:



# Poptoberfest 2014!!


Information contained in this flyer is to be used as a guide for the Fall Popcorn

## The Popcorn Sale is Easy as 1, 2, 3!!

### New Top Seller Bonus Awards!!

**Top Seller Bonus Levels - for Scouts who go above and beyond!**

**Top Aloha Council Salesman** - Sell a minimum of **\$8,000**:  
 Get Hawaiian Airlines Roundtrip Airfare for (4) and  
 Hotel accommodations sponsored by Aston Hotels & Resorts

**2nd Place** Sell a minimum of **\$5,000**:   
 Win a Samsung Tablet sponsored by Hopaco/Office Max

**3rd Place** Sell a minimum of **\$3,500**:  
 Receive a \$150 Scout Shop gift card **OR** Aloha Council Campership



\$650 Fish Club Patch



**Each Friday**, starting August 29 and ending October 3, we will conduct a Filled it Up drawing. Scouts will need to submit their entries by noon each Friday and must have all lines completed on each order form to enter. 2 Scouts names will be drawn. 1st winner will receive a \*\$25 GameStop gift card; 2nd will receive a \*\$5 Jamba Juice or McDonald's gift card. Each completed form puts your Scout's name in the drawing (ie: 3 completed forms = 3 chances to win). The more you sell the more chances you have to win!!

\*prizes subject to change without notice

**Weekly "I Filled it Up" Drawings!**  
**1st-\$25 GameStop GC**  
**2nd-\$5 Jamba Juice or McD's GC**

**Got Questions? Contact Us!**

### 5 STEPS FOR ACHIEVING SUCCESS

1. Meet with your Unit Committee to establish an annual budget.
2. Hold an exciting, fun-filled popcorn kick-off for your Scouts and families - communicate goals and provide families with all the necessary resources including Product Information, Order Forms and Prize incentives guide. Tell everyone about all the bonus incentives and weekly prize drawings!
3. Set a Unit AND Individual Scout Goal for your Popcorn Sale. (Scouts who have a goal sell TWICE as much popcorn compared to those who don't.)
4. Communicate weekly progress to maintain enthusiasm throughout the sale period.
5. Achieve your Unit Goal and enjoy a year of funded programs!

District	Kernel	Email
Chamorro	Derek Cepeda	<a href="mailto:Derek.Cepeda@scouting.org">Derek.Cepeda@scouting.org</a>
Hamakua-Kohala	Terry Ku	<a href="mailto:terryku@hawaii.rr.com">terryku@hawaii.rr.com</a>
Hukilau	Richard Galluzzi	<a href="mailto:Richard.Galluzzi@scouting.org">Richard.Galluzzi@scouting.org</a>
Kaala	Crystal Van Horn	<a href="mailto:Oct1507vanhorn@yahoo.com">Oct1507vanhorn@yahoo.com</a>
Kamehameha	Roselyn Galapon	<a href="mailto:roselyntg@yahoo.com">roselyntg@yahoo.com</a>
Kapiolani	Liz Kwock	<a href="mailto:thekwocks@yahoo.com">thekwocks@yahoo.com</a>
Ko Olina	Ken Jones	<a href="mailto:kntrcyjones@aol.com">kntrcyjones@aol.com</a>
Kona	Vic Comesario	<a href="mailto:vicgwenziez@aol.com">vicgwenziez@aol.com</a>
Koolau	Kevin Harada	<a href="mailto:kevinharada@aol.com">kevinharada@aol.com</a>
Pukahi	Lynn Nagata	<a href="mailto:lynnnagata@yahoo.com">lynnnagata@yahoo.com</a>

# 2014 Product Line!!!

- |  |   |
|--|---|
| 1. Chocolate Lover's Collection Tin      | 9. Caramel Corn w/ Almonds, Cashews & Pecans *NEW*              |
| 2. Sweet & Savory Collection             | 10. Dark & White Chocolatey Drizzle                             |
| 3. Cheese Lover's Collection             | 11. Bacon Ranch Collector's Tin                                 |
| 4. Chocolatey Caramel Crunch *NEW*       | 12. Jalapeno Cheddar Cheese                                     |
| 5. White Chocolate Pretzels              | 13. White Cheddar Cheese Corn                                   |
| 6. 18-Pack Kettle Microwave              | 14. Caramel Corn  |
| 7. 18-Pack Unbelievable Butter Microwave | 15. Popping Corn  |
| 8. 18-Pack Butter Light Microwave        | <b>\$50 &amp; \$30 Military Donations to support our troops</b> |

## Earning More For Your Program is as Easy as 1, 2, 3

Your unit automatically earns 30% of all product sales – why not earn up to 33% by completing all of the bonus requirements?

Bonus Commission Amount:	Bonus Requirements:
<b>30% base Commission</b>	For product sold
1. Earn a 3% Bonus	Sell 20% over your 2013 sales.
2. Top Selling CHAMPION Unit	Ice Cream Party at Farrell's
3. 60% increase over last year's sales	Costco/Sam's Club Pizza Party for Unit
4. 30% increase over last year's sales	Big Tub \$15 Ice Cream Party for Unit

**Total Possible Unit Commission: 33%!!**

## Every Popcorn Sale Deserves a Trained Leader!

By getting trained, you will not only learn about the new products and prizes this year, you will get new tools to grow your sale and fund your program.

**September 17 or 27**  
**Online Popcorn Management Training**  
**President's Hall, 9:00—10:00 a.m.**  
*Must Register!*

**Contact Information:**  
**Email: AlohaPopcorn@hawaii.rr.com**  
**Zaida.Holmes@scouting.org**  
**Amy.Gangloff@scouting.org**



## INCREASE PROFITS through Internet Sales!

Trail's End gives your Scouts the ability to sell to friends and relatives via the internet! Why not ask Auntie or Uncle on the mainland to help send your Scout to camp; simply through buying some delicious popcorn online?!  
**See insert for all the details!**

## Motivate Your Scouts With Prizes!!

Choose Either:

- Council Sponsored Prize Program

The prize program enables Scouts to choose one or more prizes based on their **prize level earned.**

\* Every Scout who sells at least one item will receive the 2014 Popcorn Sale Patch

\* Scouts may select a combination of prizes from lower levels as long as the total prize value does not exceed the LEVEL ACHIEVED.

OR

- **4% Cash in lieu of prize Option (Scouts are still eligible for Top Seller Bonus and Weekly Prizes!)**

\* We encourage Units to motivate Scouts with their own incentives (Camp Credit, Gift Cards, Super-Trips)

\*For details on all of our prize and bonus options go to our popcorn page on our website:

[www.AlohaCouncilBSA.org](http://www.AlohaCouncilBSA.org)

## Selling Popcorn Basics 1, 2, 3, 4!!!

### 1. Show & Sell—Pre-Order by Case Only

Setting up a display of popcorn to sell at a grocery store, mall, place of worship, or other high traffic area is an easy and great way to increase your sale! Council sets up many of these for you! Be creative and think of great places to set up your sale!

**Note:** This requires you to order product in advance by August 30. Keep in mind that leftover product can be returned (except for chocolate) or used to fulfill Scouts orders from their Take Order forms. Units who do **both** a Show & Sell and Take Orders average a **50% increase** over units that only do a Take Order sale.

### 2. Show and Deliver- Maximize Profits and Efficiency!

The Show & Deliver sales method is an excellent opportunity for your Scouts and Unit to achieve and exceed their sales goal. The process combines the product from Show & Sell (popcorn ordered on consignment) and the door-to-door of the Take Order Program, with no returning to deliver and collect! That's right – **ONE STOP SELLING!**

#### Here is how it works:

Order additional product with the Show & Sell order form (again, you can fulfill Take Order sales from this product). Explain the process to your Scouts (and parents) of taking the product door-to-door and collecting money on the spot. Provide product to those families interested. Watch your Scout's sales take off! The Scouts should have an order form with them in case someone would like to order more than the product on hand. Unit Kernels are encouraged to conduct a **BLITZ** day, where you take your Scouts out into a specific neighborhood and partner two Scouts to cover many streets to sell popcorn by this method!

### 3. Take Order Program

The traditional way for Scouts to sell product is by going door-to-door in their neighborhoods and community. Most people do not buy something simply because they aren't asked. Scouts may want to keep track of houses they have visited to ensure everyone has a chance to support your program by buying popcorn. Remember that boys need to sell with a buddy or parent, wear their uniforms, and take pens so customers can complete the Take Order form. It is highly suggested to keep copies of Take Order forms so that sales can be renewed easily each year.

**Note:** Take Order sales must be placed online as a Unit Order. You can order these products by individual container!

### 4. Online Selling

Selling popcorn or soliciting military donations online adds another opportunity to increase sales and achieve your Scouts goals! Create a Scout account and use the email templates to send to friends and family on the mainland. Post the order link to your Facebook page to increase sales!

## Your Easy Checklist for a Successful Sale!!

#### May – August

- Recruit Your Popcorn Chair
- Sign up for E-News
- Start taking Pre-Orders from Family & Friends and parent's co-workers
- Packet Pickup @ Oahu Wide Popcorn/Wreath Kickoff Rally. **Sign-ups for storefronts.** \*\*Champion Units have priority sign ups.
- Promote Weekly Drawings starting on August 29 thru October 3.
- Submit Show and Sell Orders to Aloha Council. These orders are due no later than **August 30!!!**
- Create an online popcorn management account: email [alohapopcorn@hawaii.rr.com](mailto:alohapopcorn@hawaii.rr.com)—Name, District, and Unit Info.
- Create Scout accounts for selling online to friends and family on the mainland.

#### September

- Coordinate Show and Sell shifts with leaders and parents.
- Attend Online Popcorn Management Training-President's Hall @ 9-10 a.m. —**September 17, or 27**
- Continue to promote Weekly Drawings throughout the month!

#### October

- Sell, Sell, Sell and Sell Some More!!**
- Promote the **last week** of the Filled-it-Up drawings!
- Enter Scout orders in **Unit Sale Workbook** as they are received.
- Communicate with Scouts and families when take order forms are need to be turned in to unit.
- Pick up Show N Sell product from 8:00a.m.—11:30 a.m. on **October 4.** Pacific Transfer Warehouse 94-360 Ukee St. Waipio
- Enter Scouts in the drawing to win a Kindle Fire or Mountain Bike by October 31.

#### November

- Go to [www.trails-end.com](http://www.trails-end.com) on or before **November 3** to place your final order.
- Turn in money and orders for Wreaths to Aloha Council on or before November 3.
- Email [AlohaPopcorn@hawaii.rr.com](mailto:AlohaPopcorn@hawaii.rr.com) on or before **November 6** to order your prizes. (If you choose the cash option instead of prizes you still need to visit this website to order patches and bonus incentives for your Scouts.) **All prizes must be ordered no later than November 6**
- Return any unsold popcorn to the Council Service Center by **November 3. NO CHOCOLATE PRODUCT RETURNS.**
- Report all \$650 and \$1,500 Sellers to Council via email—[AlohaPopcorn@hawaii.rr.com](mailto:AlohaPopcorn@hawaii.rr.com)
- Email Scout's scholarship forms. New scholarship recipients are those who sell \$2,500 or more. Previously qualified Scouts must email their current sales to Council on the scholarship form to receive credit in their existing scholarship accounts.
- Communicate to Scouts when all monies are expected to be returned to Unit Kernel. Must be prior to December.

#### December

- Bring a check dated for December 15, for 70% of total balance due and Pick-up popcorn on December 6. Pacific Transfer 94-360 Ukee St. Waipio.
- Distribute all prizes and patches to Scouts at Pack/Troop meeting.
- Have \$1,500+ Sellers attend Top Sellers Party on **December 6** at 4:00 p.m. at the Aloha Council Presidents Hall.
- Submit your evaluation of the Popcorn Campaign. Your feedback is valuable!

