Hawkeye Area Council

2019 Popcorn Sales Leader Guide

Fulfilling the Promise
Funding the Dream

https://hawkeyebsa172.org/popcorn/
Sale Schedule

August
1 – Popcorn product line up and cost sent to units
7 – Units attend popcorn training
   ○ Pick up Prize Flyers and Sales Kits (Except Order Forms)
   ○ Units can submit orders at the kickoff meeting.

September
13 – Final day for units to place initial online orders
25 - Sale Begins
   □ All Units Pick up order forms at your District warehouse or Friday at the Council Service Center
   □ Show & Sell Units will pick up Show & Sell Popcorn at their District’s warehouse

October
Continue to Sell Pecatonica River Popcorn!! Be creative and have FUN!
   □ Door to door as a group or individuals
   □ At work
   □ Friends and family
   □ Set up booth
   □ Corporate sales – Employee gifts
   □ Online sales
21 – Turn in 50% of your Unit cost (as of the report you will receive on Oct. 14th for product ordered through Oct. 11th)

November
6 – Trading Begins AFTER the Unit Sales Roster is submitted

December
6 – SALE ENDS – Service Center open until 5:00 pm
   □ Show and sell returns due (5% containers max. – goal of ZERO)
   □ Payment is due for show and sell sales
   □ Take orders and/or any new show and sell orders due
   □ Turn in Unit challenge event form
   □ Online prize order deadline
   □ Movie and Limo Event prize order deadline
   □ Military letters due to the Council Service Center
13 - Take order final pickup
   □ Take order money due – Council Service Center open until 6:00 pm

January 2020
24 – Movie and Limo event reservations due by parents (Invitations will be sent to Scouts in early January)

February 2020
1 - $1,100 Seller Movie Event – sponsored by Collins Road Theatres
1 - $3,250 Seller Movie, Limo and AirFX

April 2020
17 – Registration due for Unit Popcorn Challenge Event

May 2020
2 – Unit Popcorn Challenge Event – Howard H. Cherry Scout Reservation (for qualifying units only)
Contacts

Three Rivers
Logistics Chair – Warehouse Sort Questions
Don Watson 319-573-9390 dvacs@msn.com
Senior District Executive
Stephen Mayne 319-862-0541 stephen.mayne@scouting.org

Red Cedar
Logistics Chair – Warehouse Sort Questions
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Senior District Executive
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Old Capitol Valley
Logistics Chair – Warehouse Sort Questions
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District Executive
Jackson Wright 319-862-0541 jackson.wright@scouting.org

Council Staff
Popcorn Orders and Billing Questions
Jeanne Barbian 319-862-0541 jeanne.barbian@scouting.org

Popcorn Staff Advisor, Prize Orders, and Sales paperwork
Heather Lampe 319-862-0541 heather.lampe@scouting.org

Popcorn Unit Challenge Day Advisor
Jackson Wright 319-862-0541 jackson.wright@Scouting.org

Winner Circle – Pecatonica Popcorn
Leanne Brinkman 608-943-8283 leanneb@prpopcorn.com

Prize Program
National Supply 800-323-0736

Warehouse Information Show and Sell Units
Warehouse First Order Sort and Pick-up Wednesday, September 25, 2019
If your unit is unable to pick up your popcorn at your designated location during these times, select the Council Service Center as your warehouse and your order will be available for pick up on Friday, Sept. 27th.
**Take Order and Show and Sell Units will pick up their sales flyers at their District warehouse**

Red Cedar @ Worley Warehouse
5507 Ely Road SW Cedar Rapids, 2:00 – 4:00 pm Sort, 4:00 – 5:45 pm Pick Up (for units who did not help sort)

Three Rivers @ Linn County REC
5695 REC Drive (Hwy 13) Marion, 1:00 – 5:45 pm Sort and pick up

Old Capitol Valley @ Johnson County Fairgrounds
3109 Old Highway 218 Building C Iowa City, 1:00 – 5:45 pm Sort and pick up

Final unit orders due Dec. 6th, Final pick up date: Friday, Dec. 13th at Council Service Center

Council Service Center Hours:
Monday - Friday 8:30 to 5:00
(Please be aware that the Scout Shop cannot assist with Popcorn)
Popcorn for Patriots
Hawkeye Area Council is proud to work directly with Pecatonica Popcorn for our military popcorn donations!

Military Donations
With your help in Military Donations are sent to our military men and women, on behalf of Pecatonica River Popcorn and the Boy Scouts of America.

This will be the 12th year that we have offered Popcorn for Patriots.

- Over 22,000 packages of popcorn have been shipped since 2008.
- Scouting units can prepare cards and notes of encouragement to be included in the box as well. DO NOT INCLUDE FULL NAMES OR UNIT NUMBERS ON THE CARDS for safety purposes. Due December 6, 2019.
- Sponsorships are tax deductible.

Popcorn Receipt
Council supplies each unit with Business Card Popcorn Receipts. If you need more, stop by the Council Service Center or you can print your own from PRPopcorn.com.

If your Unit is selling Take Order Method or the Scout does not have the product that the customer orders on hand, the Scout is REQUIRED to give a popcorn receipt. They are designed to do three important things:
1. Provide a receipt to the customer
2. Provide reorder opportunities
3. Provide a contact name and Unit number in case the Scout does not deliver the product.

- Instruct the Scout to place his first name on the card with his Unit Number. (Prior to selling)
- The back of the card has the list of products he is selling. Use this as the receipt of sale.
- Customers are instructed to call the Council Service Center with the Scout’s information and we will contact the Unit Popcorn Leadership.

Why Business Card Popcorn Receipt?
We have received calls from customers who wish to order additional popcorn from the Scout who sold it to them.

Over the last couple of years we have also had issues with Scouts taking orders and sometimes payment but not delivering the popcorn. As part of teaching customer service and responsibility, we feel it is important, as in any sale transaction, that we provide a receipt to each customer.
Pecatonica River Popcorn has updated Scout Boss (ordering website). See the Scout Boss Guide for frequently asked questions on how to register your unit to sell, placing orders, Scout online sales ID, Winner Circle prizes and more.

Placing your order on the website will automatically update your sales record.

You will not be able to enter the items you are trading back in on the website. They will need to be recorded manually at the office.

You will sign a copy of your order when you pick up that will be kept at the Council.

You may stop to pick up without preordering if absolutely necessary. (But this may delay your pick up and the updating of your sales record.)

You WILL be able to see your Unit’s sale record on the website. Please check it regularly and reconcile with your records.

**Communication Suggestion:**
Please include your Unit number (Example: Pack 123) in the subject line on every email communication with the Council office.

**Online Sales**
Online selling allows Scouts to sell to far away friends and family. 30% of every purchase goes to your unit. This should NOT replace your normal door to door Show and Sell effort.

Why sell online? No deliveries! Pecatonica River ships the product directly to the consumer.

All online sales from *September 25th – December 6th* will count toward prizes. Online orders will be accepted December 7th – January 6th but will not count toward prizes. Units will earn the profit from all sales. Emails are sent out each time an order ships so that the Unit Kernel and the Scout can track their sales. It’s easy!

1. The unit kernel signs up the Scouts on PRPopcorn.com website by clicking on “Enter a Scout for a Seller ID” from the unit dashboard.
2. Enter the Scout’s first name, first two initials of the last name and the parent/guardian email. Repeat until all Scouts are signed up.
3. An ID# will be emailed only to the parent/guardian for the Scout to send to friends and family. When a parent received the email they will need to remove the paragraph of instructions before forwarding to friends and family. This ID# will track the Scout sales purchases online. The same ID# will be used each year!

Customers are able to choose 2 or 3 flavors from 12 to fill their tin. They also have the ability to buy Military sponsorships from $10 to $100.

- Prices do not include shipping.
- Customers pay online (including shipping)
- Payments will come directly to the Council
- Your unit profit will be sent to the Committee Chair (if over $100) or deposited into the Unit Account (if $100 or less) at the end of December or early January.
**Winner Circle Prizes**

Prizes sponsored by Pecatonica Rivers’ Popcorn. Prizes are awarded based on retail sales. Questions regarding Winner Circle Prizes contact Leanne Brinkman at 608-943-8283

- Scouts that sell $2,500 qualify for the Winners Circle!
- Sell $2,500 - $4,999 – Select one prize or a $200 Best Buy Gift Card
- Sell $5,000 – Select one prize from the higher prize level or two from the lower level

<table>
<thead>
<tr>
<th>SELL $2,500</th>
<th>PICK A PRIZE FROM THE WINNERS CIRCLE</th>
</tr>
</thead>
<tbody>
<tr>
<td>AirPods with Charging Case</td>
<td>Virtual Reality Headset</td>
</tr>
<tr>
<td>39&quot; Smart TV</td>
<td>Classic Hoverboard</td>
</tr>
<tr>
<td>2-in-1 Touch Screen</td>
<td>Gaming Bundle</td>
</tr>
<tr>
<td>Remote Controlled Camera Drone</td>
<td>$200 Best Buy Gift Card</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>SELL $5,000</th>
<th>CHOOSE TWO PRIZES FROM ABOVE OR ONE OF THE FOLLOWING</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nintendo Switch</td>
<td>Xbox One S 500GB</td>
</tr>
<tr>
<td></td>
<td>PlayStation 4</td>
</tr>
</tbody>
</table>

*Prizes subject to availability*
The more you sell the more you earn!

****Sell $10,000 and receive 2 prizes from the $5,000 level or 4 prizes from the $2,500 level*****

*Winner circle and regular prizes will not be released until your Unit Sales Roster and full popcorn payment is received by the Council Service Center.*

**Additional Prizes**

- Unit Challenge Event – *May 2, 2020* (requirements listed on the 2020 Popcorn Sales Unit Challenge form)
- Scouts selling $1,100 or more will be provided with admission to a special movie event – *Feb. 1, 2020*
- Scouts selling $3,250 or more will receive the special movie event, limo ride and an afternoon at AirFX – *Feb. 1, 2020*
- All Scouts selling $5,000 or more will be inducted into the Ultimate Achievers Hall of Fame
  Membership privileges include:
  - Name on a plaque in the Council Service Center
  - Recognition and invitation for Scout and one parent to the Council Dinner (additional tickets can be purchased).
## Corporate Sale Products

If you know of a business that would like to give popcorn as holiday gifts to their clients, employees or vendors, the order form is included below. Corporate sales run during the same time as our regular sale. Popcorn can be shipped directly to the business or to the Council Service Center. Your unit will receive 31% profit from each sale. For more information, contact Heather Lampe at heather.lampe@scouting.org.

<table>
<thead>
<tr>
<th>Product</th>
<th>Retail Price</th>
<th>Unit Cost</th>
<th>Unit Profit</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chocolate Lover’s</td>
<td>$50.00</td>
<td>$34.50</td>
<td>$15.50</td>
</tr>
<tr>
<td>Cheese Lover’s</td>
<td>$40.00</td>
<td>$27.60</td>
<td>$12.40</td>
</tr>
<tr>
<td>Classic Trio</td>
<td>$30.00</td>
<td>$20.70</td>
<td>$9.30</td>
</tr>
<tr>
<td>Microwave (Double Butter) 30Pk.</td>
<td>$25.00</td>
<td>$17.25</td>
<td>$7.75</td>
</tr>
<tr>
<td>Milk Chocolate Pretzels</td>
<td>$25.00</td>
<td>$17.25</td>
<td>$7.75</td>
</tr>
<tr>
<td>Trail Mix</td>
<td>$20.00</td>
<td>$13.80</td>
<td>$6.20</td>
</tr>
<tr>
<td>Mud Puddles</td>
<td>$20.00</td>
<td>$13.80</td>
<td>$6.20</td>
</tr>
<tr>
<td>NEW – Peanut Butter Cup (18 oz.)</td>
<td>$20.00</td>
<td>$13.80</td>
<td>$6.20</td>
</tr>
<tr>
<td>Sea Salt Splash</td>
<td>$20.00</td>
<td>$13.80</td>
<td>$6.20</td>
</tr>
<tr>
<td>Caramel Sea Salt- IOWAVE Tin</td>
<td>$20.00</td>
<td>$13.80</td>
<td>$6.20</td>
</tr>
<tr>
<td>Jalapeno Cheese</td>
<td>$20.00</td>
<td>$13.80</td>
<td>$6.20</td>
</tr>
<tr>
<td>Cheddar Cheese</td>
<td>$20.00</td>
<td>$13.80</td>
<td>$6.20</td>
</tr>
<tr>
<td>Microwave (Kettle) 18 pk.</td>
<td>$18.00</td>
<td>$12.42</td>
<td>$5.58</td>
</tr>
<tr>
<td>NEW - Microwave (Sea Salt Light)18 pk.</td>
<td>$18.00</td>
<td>$12.42</td>
<td>$5.58</td>
</tr>
<tr>
<td>Microwave (Butter) 18 pk.</td>
<td>$18.00</td>
<td>$6.90</td>
<td>$3.10</td>
</tr>
<tr>
<td>White Cheddar</td>
<td>$10.00</td>
<td>$6.90</td>
<td>$3.10</td>
</tr>
<tr>
<td>NEW – Classic Caramel (10 oz.)</td>
<td>$10.00</td>
<td>$6.90</td>
<td>$3.10</td>
</tr>
<tr>
<td>Yellow Popping Corn</td>
<td>$10.00</td>
<td>$6.90</td>
<td>$3.10</td>
</tr>
<tr>
<td>Military/Patriot</td>
<td>$20.00</td>
<td>$13.80</td>
<td>$6.20</td>
</tr>
</tbody>
</table>

### Online Sales - Friends and Family

<table>
<thead>
<tr>
<th>Product</th>
<th>Retail Price</th>
<th>Unit Cost</th>
<th>Unit Profit</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sample Box (CA/CH/Coffee/Choc Pret)</td>
<td>$50.00</td>
<td>$34.50</td>
<td>$15.50</td>
</tr>
<tr>
<td>Chocolate Candy (28 pcs)</td>
<td>$45.00</td>
<td>$31.05</td>
<td>$13.95</td>
</tr>
<tr>
<td>Chocolate Pretzels (2 Bags)</td>
<td>$40.00</td>
<td>$27.60</td>
<td>$12.40</td>
</tr>
<tr>
<td>Trail Mix (2 Bags)</td>
<td>$35.00</td>
<td>$24.15</td>
<td>$10.85</td>
</tr>
<tr>
<td>Decaf Coffee (2 Bags)</td>
<td>$30.00</td>
<td>$20.70</td>
<td>$9.30</td>
</tr>
<tr>
<td>Regular Coffee (2 Bags)</td>
<td>$30.00</td>
<td>$20.70</td>
<td>$9.30</td>
</tr>
<tr>
<td>Popcorn Box 1 (CA/CH/NA)</td>
<td>$30.00</td>
<td>$20.70</td>
<td>$9.30</td>
</tr>
<tr>
<td>Popcorn Box 2 (CA/CH/SSS)</td>
<td>$35.00</td>
<td>$24.15</td>
<td>$10.85</td>
</tr>
<tr>
<td>Popcorn Box 3 (CT/CA/SSS)</td>
<td>$50.00</td>
<td>$34.50</td>
<td>$15.50</td>
</tr>
<tr>
<td>Popcorn Box 4 (CR/CT/WR)</td>
<td>$50.00</td>
<td>$34.50</td>
<td>$15.50</td>
</tr>
<tr>
<td>Popcorn Box 5 (BU/KC/DB)</td>
<td>$30.00</td>
<td>$20.70</td>
<td>$9.30</td>
</tr>
<tr>
<td>Patriots ($10-$100)</td>
<td>Retail</td>
<td>69%</td>
<td>31% profit</td>
</tr>
</tbody>
</table>
B.S.A. Corporate Sale
Product Lineup

Popcorn makes an ideal holiday gift for clients, employees, and vendors who will all appreciate this delicious treat!

2 Gallon Tin

**Personalized Series**
Gallons of savory popcorn in the size of your choice tin:

**Cheddar Cheese:** Famous Wisconsin Cheddar flavor with plenty of crunch!

**Classic Caramel Corn:** Buttery and crisp, an old fashioned mouthwatering classic we all love.

**Sea Salt Splash:** Classic caramel corn, dipped in creamy fudge, with a splash of sea salt.

This favorite mix of flavors comes in an elegant silver, size of your choice, tin with your company logo or logo and personal message applied to the side.

Price: $35

3 Gallon Tin

Price: $50

**Corporate Gift Box**
This mix comes in a white gloss gable end box with your company logo applied to the outside.

- (2) 2.5 oz. bags of chocolate popcorn
- (6) Packages of microwave popcorn

Price: $50
Ribbons not included

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**RC Snakle**
Luscious white fudge meets sweet, raspberry kissed popcorn & tart cranberry bits

**K’Nuckle**
A sensational blend of sweet, crunchy popcorn & lightly roasted almonds covered in creamy white fudge

**Microwave Popcorn**
(2) ea. of Butter, Sea Salt Light and Kettle Corn.
Whirly Popper

Gourmet popcorn gift set includes an original Whirly Pop Popcorn Popper, (1) 2 lbs. white popping corn, (1) 2 lbs. yellow popping corn and a flavored popcorn salt

Price $40.00

Order Form

<table>
<thead>
<tr>
<th></th>
<th>Price</th>
<th>Quantity</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 Gallon Tin</td>
<td>$35.00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3 Gallon Tin</td>
<td>$50.00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Corporate Gift Box</td>
<td>$20.00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Whirly Popper</td>
<td>$40.00</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Total: __________

Signature: ____________________________________________

Your support directly affects over 5,600 youth members in our communities.

Thank you for your support!

For more information or to place an order: Please contact Heather Lampe at 319-862-0541 x2248 or email Heather.Lampe@scouting.org.