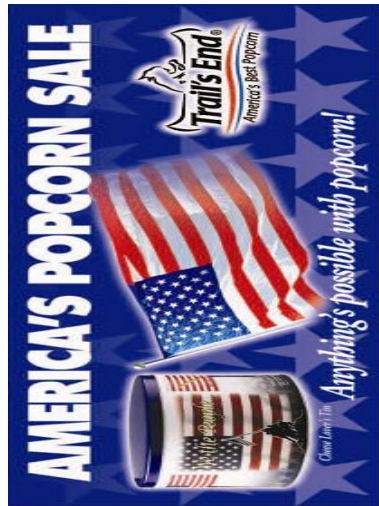


## Leaders Guide

Connecticut Yankee Council, BSA  
60 Wellington Road  
Milford, CT 06461



## Connecticut Yankee Council 2011 POPCORN SALE

### KEY DATES

EVERY UNIT HAS GREAT  
POTENTIAL



PROPER FUNDING ALLOWS  
EVERY BOY TO REALIZE  
THE POTENTIAL OF  
SCOUTING'S PROMISE  
'SELL POPCORN'



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# Distribution Information

## *Directions to Xpect Warehouse 75 Old Broadway East, North Haven*

**Route 15 North:** From the Parkway North: Take exit 63 and go right at the end of the exit. At the next light, make a right onto State Street. At the following intersection (it is a 3-way stop) turn left onto Broadway. Old Broadway East is the second street on the right, directly after an overpass. Look for the sign to the XPECT Warehouse and/or the Hard Hat Cafe. The Warehouse is located at the end of the street on the left.

**Route 15 South:** Take exit 63 and go left at the end of the exit. At the next light turn left. At the following light turn right onto State Street. At the following intersection (it is a 3-way stop) turn left onto Broadway. Old Broadway East is the second street on the right, directly after an overpass. Look for the sign to the XPECT Warehouse and/or the Hard Hat Cafe. The Warehouse is located at the end of the street on the left.

**I-91 North:** Take exit 11. Stay right off the exit and at the light turn right onto Rt. 5 (Washington Ave). At the next light turn right onto Broadway. Old Broadway East is on the left immediately before the overpass. The Warehouse is located at the end of the street on the left.

**I-91 South:** Take exit 12. Turn left at the end of the exit and continue straight on Rt. 5 (Washington Ave) until you come to the light at the intersection of Broadway and Rt. 5. At the light, turn right onto Broadway. Old Broadway East is on the left immediately before the overpass. The Warehouse is located at the end of the street on the left.

# Materials

The following support materials are available

- ⇒ Trail's End Popcorn Sales Kit
- ⇒ Money Collection Envelopes
- ⇒ Sales Posters & Banners
- ⇒ Take Order Brochures
- ⇒ [www.Trails-end.com website](http://www.Trails-end.com)



# Contacts



## **POWAHAY DISTRICT**

**David Rennie, Sr., District Executive**  
 203-876-6868, x238 or drennie@bsamail.org

## **SCATACOOK DISTRICT**

**Todd Michalka, District Kernel**  
 203-434-7316 or tmichalka@juno.com

## **POMPERAUG DISTRICT**

**Dennis Doherty, District Kernel**  
 203-209-0142 or doherty1@optonline.net

## **EXPLORING DISTRICT**

**Brian Landi, Learning for Life Director**  
 203-876-6868, x 236 or blandi@lflmail.org

## **LIGHTHOUSE DISTRICT:**

**Herb Kemp, District Executive**  
 203-876-6868, x275 or hekemp@bsamail.org

## **WEPAWAUG VALLEY DISTRICT**

**Gary Chrislip, Special Position Executive**  
 203-876-6868, x233 or gchrisli@bsamail.org

## **SLEEPING GIANT DISTRICT:**

**Ken Lewis: District Kernel**  
 203-230-9677 or thelewiscrew@netzero.net

## **COUNCIL**

**Jonathan Pleva: Popcorn Staff Advisor**  
 203-876-6868, x 286 or jopleva@bsamail.org

**Connecticut Yankee Council, BSA**  
**60 Wellington Road**  
**Milford, CT 06461**  
**Fax: 203-876-6884**

# Timeline

## June: SIGN UP

### June 20<sup>th</sup>

- Unit Commitments Finalized
- Unit Kernels Arrange for Show and Sell Locations

*Please work in cooperation with other units in your area to accommodate everyone's needs!*

- Unit Kernels gather initial information regarding Show and Sell Product Needs

## August: PREPARE & KICK OFF

### August 1<sup>st</sup>

- Unit Secures a Leader to attend the Popcorn Kickoff

### August 18<sup>th</sup>

- Leaders Kickoff

*Representation from your Unit Qualifies your Unit for an additional 3% Commission!*



# Commissions

~ 30% ~

This is your unit's base commission

~ Additional 3% ~

Simply attend the August 18<sup>th</sup> or August 30<sup>th</sup> Kickoff and your unit will retain 33%

~ 1% More ~

By showing a 5% growth over 2010, your unit will receive a 1% bonus commission

~ 2% More ~

By showing a 10% growth over 2010, your unit will receive a 2% bonus commission

### Notes

- Units that sold over \$15,000 in 2010 will receive a 3% bonus if they match their 2010 sales total.
- All invoices will be generated based on your units attendance at the Kickoff, evidence of your unit kickoff, and payment receipt by November 30th.



# Prizes & Incentives

## Trails End Prize Program

All patches and prizes are ordered at [www.trails-end.com](http://www.trails-end.com)  
Prizes must be ordered by October 28

- \$600 Sales:** Scouts that sell \$600 or more will receive a Zyclone.
- \$1,500 Seller:** Each Scout who sells \$1,500 or more will receive a \$50 Gift Card from Trail's End above and beyond all other prizes earned. Gift cards are ordered online at [www.trails-end.com](http://www.trails-end.com).
- Scholarship:** Any Scout who sells \$2,500 in one year is eligible to enroll in the Trail's End scholarship program putting 6% of their sales into a fund which will accrue in future years based on additional sales and interest. Once a Scout qualifies at the \$2,500 level, all sales after that are counted towards the scholarship.

## Council Recognition

- \$500 Sales:** Any Scout who sells \$500 or more will receive 2 tickets to an UCONN men's basketball game.
- \$600 Sales:** In addition to the 2 tickets to a UCONN basketball game, the Scout will be recognized on the court at halftime of the game.
- \$750 Club:** Any Scout who sells \$750 or more will receive two premium seating tickets to the February 24 Scout Day with the Harlem Globetrotters
- \$1,000 Club:** Any Scout that sells \$1,000 or more will receive two additional premium seating tickets to the February 24 Scout Day with the Harlem Globetrotters
- \$3,000 Club:** Any Scout that sells over \$3,000 will receive an iPad



## September: MOTIVATE

### September 2<sup>nd</sup>

- Show and Sell Orders Due on to Trails End Website <http://www.trails-end.com/>

### September 16-17<sup>th</sup>

- Show and Sell Product Distribution

## October: ENTHUSE

### October 28<sup>th</sup>

- Take Orders and Prize Orders Due on to Trails End Website <http://www.trails-end.com>

### October 31<sup>st</sup>

- Show & Sell Returns Due. No Exceptions!**
- \*\* Only unopened and undamaged popcorn may be returned\*\***
- \*\*Do NOT write on the boxes of cases\*\***

## November: POTENTIAL MET

### November 4<sup>th</sup>

- Show and Sell Payments Due.

### November 11-12<sup>th</sup>

- Take Order Product Distribution

### November 30<sup>th</sup>

- All Remaining Balances and Last Minute Prize Orders Due

**PLEASE NOTE: ALL DEADLINES ARE FINAL**



# Products

2011

## Trail's End Product Line

Original Caramel Corn (11 oz)	\$8
Butter Toffee Caramel Corn (20 oz)	\$17
Chocolatey Triple Delight (20 oz)	\$17
Caramel Corn w/ Almonds, Cashews, & Pecans (26 oz)	\$17
18-Pack Microwave Butter	\$18
18-Pack Microwave Butter Light	\$18
18-Pack Microwave Kettle Corn	\$22
White Chocolatey Pretzels (20 oz)	\$25
Silver Military Donation	\$30
Cheese Lovers Collection	\$30
Sweet & Savory Collection	\$40
Gold Military Donation	\$50

# Key Dates

## Show and Sell - September 2<sup>nd</sup>

- Go to [www.trails-end.com](http://www.trails-end.com)
- Go to Leaders Tab
- Go to Popcorn System Tab
- Enter your Username and Password
- Order your Quantities by *Case*
- Double Check your Order Before you Submit



# Key Dates

## Take Order - October 28<sup>th</sup>

- Go to [www.trails-end.com](http://www.trails-end.com)
- Go to Leaders Tab
- Go to Popcorn System Tab
- Enter your Username and Password
- Order your Quantities by *Container*
- Double Check your Order Before you Submit



## Prizes - October 28<sup>th</sup>

- Go to [www.trails-end.com](http://www.trails-end.com)
- Go to Leaders Tab
- Go to Popcorn System Tab
- Enter your Username and Password
- Order your Quantities by *Item*
- Double Check your Order Before you Submit

**\*\*This is where you order your participation patches\*\***

## Order Popcorn .Com - Anytime

- Go to [www.scouts.trails-end.com](http://www.scouts.trails-end.com) to log in or create an account.
- Send e-mails from the website to friends and family.
- Track your sales, at [www.scouts.trails-end.com](http://www.scouts.trails-end.com).

