



BOY SCOUTS  
OF AMERICA®

CALIFORNIA INLAND EMPIRE COUNCIL



2017: #1 in  
Sales in  
California!!!



## 2018 Popcorn Leaders Guide

Updated 6/19/18

California Inland Empire Council  
Boy Scouts of America  
1230 Indiana Court  
Redlands, CA 92374  
www.bsa-ciec.org \* (909) 793-2463  
<http://sell.trails-end.com>



My District Kernel is: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

# 2018 Popcorn Key Sale Dates

June/July/August Area Popcorn Orientations  
 July/August District & Unit Kick-offs

## August

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		31 Pick Up #1 Orders Due ONLINE	1 Online Sales Begin	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18 ***Show and Sell/Show and Deliver Begins -Popcorn Pick Up #1
19	20	21	22	23	24	25
26	27	28	29	30	31	

- July 31: Pick Up #1 Orders Due ONLINE
- August 1: Online Sales Begin
- August 18: Pick up #1 (No Chocolate). 70% of retail value due at pick up

# September

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1
2	3 Pick Up #2 Orders Due ONLINE	4 Council Deposits first order checks	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22 Pick Up #2
23	24	25	26	27	28	29
30						

- September 3: Pick Up #2 Orders Due ONLINE
- September 4: Council deposits first order checks
- September 22: Pick up #2 (All items). 70% of retail value due at pick up



# October

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1	2	3	4	5	6 POPTOBER
7	8	9	10	11	12	13
14 FINAL order due ONLINE	15 All Sales End- Last Day to return product	16 Council Deposits Second Order Checks	17	18	19	20
21	22	23	24	25	26 Unit Prize Orders and VIPS forms due	27
28	29	30	31			

- October 6: POPTOBER! All units in council to sell at a local Stater Bros.
- October 14: Units final orders due online
- October 15: All Sales End
- October 15: Last day to return product (full cases only, no chocolate)
- October 16: Council Deposits Second Order Checks
- October 26: All unit prize orders and VIPS forms due

# November

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1	2	3 Pick Up #3
4	5	6	7	8	9	10
11	12	13	14	15	16 Last Day to Order Prizes	17
18	19 Scholarship forms due	20 Council deposits third order checks	21	22	23	24
25	26	27	28	29	30 Scout Spin and Win Party	

- November 3: Final Pick Up. Invoices will be a close out balance
- November 16: Last day to order prizes online. Units who chose prizes but did not make a prize order will gain 4% commission and will not be able to order prizes after deadline
- November 19: Scholarship forms due
- November 20: Council Deposits third order checks
- November 30: Scout Spin and Win Party
- December 15: Scout Night with the Ontario Reign

## 2018 Popcorn District Kernel Contact Information

<b>DISTRICT</b>	<b>NAME</b>	<b>PHONE</b>	<b>E-MAIL ADDRESS</b>
Gray Arrow	Richard Brooks	909-809-0838	rdbrooksjr@gmail.com
High Desert	Richard Hartjen	760-985-7176	trainmaster21@verizon.net
Old Baldy	Brian Galleano	702-604-3284	briangalleano@gmail.com
Mt. Rubidoux	Malissa Smith	540-579-4715	mal_ed@hotmail.com
Sunrise	Dan Foster	760-318-4183	dfoster1@dc.rr.com
Tahquitz	Chris Clark	661-289-1344	chris@clarkvineyards.com
Temescal	Vanessa Moll	951-258-5435	vanessamoll@sbcglobal.net

<b>COUNCIL SUPPORT</b>	<b>NAME</b>	<b>PHONE</b>	<b>E-MAIL ADDRESS</b>
Council Popcorn Kernel	Casey Price	909-816-6549	kcnq2395@verizon.net
Vice Council Kernel	Rebecca Ault	951-833-4578	be_ault@yahoo.com
Popcorn Support	Lourdes Ramirez	909-793-2463 ext. 113	lourdes.ramirez@scouting.org
Staff Advisor	Ricci Dula	909-793-2463 ext. 118	ricci.dula@scouting.org

**For news and updates about the Popcorn Sale, visit:**

[www.bsa-ciec.org/Popcorn](http://www.bsa-ciec.org/Popcorn)



## 2018 Unit Popcorn Kernel Responsibilities

- Be the "GO TO" person for your unit! Coordinate and promote the Popcorn Sale in your unit and assist unit leaders in setting a unit sales goal.
- Attend a council orientation.
- Contact all the Scouts in your unit and secure their participation in the sale.
- Have all Scouts create an account to sell online at <http://sell.trails-end.com>.
- Facilitate a Unit Kick Off.
- Total all orders (show and sell, mid sale, and take order) and submit your unit order on-line on time. See calendar for timeline.
- Coordinate your unit popcorn pick up(s). Be sure to bring a volunteer to help you.
- Coordinate with your District Kernel dates and times to sell at Local Stater Bros. stores.
- Distribute popcorn in your unit and monitor that it is delivered to customers and money is collected in a timely manner.
- Make sure you turn in all forms on time to ensure your unit will receive all prizes, awards, and incentives (i.e. scholarship, VIP-S, etc)
- Order and distribute patches, prizes, and other incentives and awards earned by participating Scouts.
- Contact your District Popcorn Kernel if you have any questions.



# 2018 Product Line-Up

## DESCRIPTION

## SELLING PRICE

### Case Price

30oz Popping Corn	\$10.00
11oz Original Caramel Corn	\$10.00
5.25oz White Cheddar Cheese	\$15.00
5.25oz Jalapeno Cheddar	\$15.00
18 Pack Unbelievable Butter Microwave	\$20.00
18oz Premium Caramel Corn w/Almonds & Pecans	\$20.00
18 Pack Kettle Corn Microwave	\$22.00
18oz Chocolatey Caramel Crunch Bag	\$25.00
20oz Salted Caramel Corn	\$25.00
\$25 Military Popcorn Donation	\$25.00
Cheese Lover's Collection	\$35.00
\$50 Military Popcorn Donation	\$50.00
Chocolate Lover's Collection Box	\$60.00





# 2018 Unit Commission Program

**Units who sold in 2017 and will be selling again in 2018 can earn the following:**

Base commission		28%
Attend council popcorn orientation		+2%
Tier 1:	\$6000-\$11,999	+2%
Tier 2:	\$12,000-\$24,999	+4%
Tier 3:	\$25,000+	+6%
Tier 4:	\$35,000 and above – We deliver the popcorn to you! (T.O. only)	
	Max Commission:	36%

**NOTE:** Bonus commissions will be applied to your final invoice in November. If you have a credit, we will refund your unit in December based on the request on your unit commitment card. Online sales count towards commission.

**If your unit did not sell in 2017, your unit can earn the following:**

Base commission		30%
Attend council popcorn orientation		+2%
Sell over \$10,000		+5%
	Max Commission:	37%

**NOTE:** Patches will be available for PURCHASE at the Jack Dembo Service Center if your unit chooses to opt out of prizes. Patches will be \$1.00 for the participation patch

**NOTE:** The council does not and will not manage any unit-to-unit product swapping



**2018 Show and Sell Banner**

6 Feet Long by 2 ½ Feet Tall  
Available to all participating units

## 2018 Very Important Popcorn Seller Rewards Program (VIPS)

- Sell \$2,500 in total sales and 6% of your total sales each year is invested in your own scholarship account for college or mission!
- Top 6 sellers in the council will ride the Zamboni at the Ontario Reign Scout Night on December 15<sup>th</sup>!

<b>Starter Level</b> <i>Sell \$500 Online or Sell \$2,000-\$2,499</i>	<b>All Star Level</b> <i>Combined Sales Sell \$2,500-\$4,999</i>	<b>CIEC Cup Level</b> <i>Combined Sales Sell \$5,000-\$7,499</i>	<b>Champions Level</b> <i>Combined Sales Sell \$7,500+</i>
<b>Hockey Puck</b>	<b>Hockey Puck</b>	<b>Hockey Puck</b>	<b>Hockey Puck</b>
<b>1 Ticket to Ontario Reign Game</b>	<b>2 Ticket to Ontario Reign Game</b>	<b>2 Tickets to Ontario Reign Game \$25 Gift Card</b>	<b>4 Tickets to Ontario Reign Game \$50 Gift Card</b>
<b>Recognition on the Jumbo Tron</b>	<b>Recognition on the Jumbo Tron</b>	<b>Recognition on the Jumbo Tron</b>	<b>Recognition on the Jumbo Tron</b>
	<b>100% CIEC Camp Certificate to Summer Camp or Youth Training Experience</b>	<b>100% CIEC Camp Certificate to Summer Camp or Youth Training Experience</b>	<b>100% CIEC Camp Certificate to Summer Camp or Youth Training Experience</b>



# 2018 Popcorn Sale

## VERY IMPORTANT POPCORN SELLER ENTRY FORM

Scouts qualify to be a VIP Seller if they sell at least \$500 online or sell \$2,000 or more in popcorn from verified Face-to-Face and Online Sales. This VIP Seller Form is to be completed by the parent or unit popcorn kernel. **Please attach a copy of each of the Scout's take order (when applicable) forms and a copy of your Scout's online sales report from <http://scouts.trails-end.com> and send to the address below by **Friday, October 26**.**

Please indicate which level achieved:

- Starter Level** - \$500 in online sales or \$2,000-\$2,499 in total sales.
- All Star Level** - \$2,500-\$4,999 in total sales
- CIEC Cup Level** - \$5,000-\$7,499 in total sales
- Champions Level** - \$7,500 or more in total sales

The VIP Sellers are invited as special guest to attend the **December 15th Ontario Reign Scout Night** Hockey game.

### VIPS 2018- Due by Friday, October 26

#### Parent or Unit Leader-Please complete this section (Please Print Clearly)

Scout Name: \_\_\_\_\_ Phone: ( \_\_\_\_ ) \_\_\_\_\_ Age: \_\_\_\_\_

Street Address: \_\_\_\_\_ City: \_\_\_\_\_ Zip: \_\_\_\_\_

Parent's Email address: \_\_\_\_\_

Total Sales: \$ \_\_\_\_\_

#### Unit Leader or Unit Popcorn Kernel please complete this section

Popcorn Kernel: \_\_\_\_\_

Unit Type & Number: \_\_\_\_\_

Unit Signature: \_\_\_\_\_

Council Signature-Popcorn Staff Advisor: \_\_\_\_\_

#### Program Rules:

1. Registered Scouts who sell at least \$500 online or \$2,000+ in total sales during the fall sale.
2. Limit one (1) entry per Scout. **ABSOLUTELY NO COMBINING OF ORDERS WILL BE ALLOWED.**
3. Submit with copies of Scout's "Take Order" forms for verification (when applicable). Online sales (through October 15) will be verified by the published Trail's End sales report.
4. Information about the VIP Seller event for the Scout and one adult will be sent Friday, Nov. 16.

#### Send completed form to:

California Inland Empire Council  
Attn: Lourdes Ramirez  
1230 Indiana Court Redlands, CA 92374  
Or email [Lourdes.ramirez@scouting.org](mailto:Lourdes.ramirez@scouting.org)

# Party with us at the 2018 Spin and Win!!



**The Top 75 in sales will earn their chance to spin the wheel!**

We want to recognize all of our top sellers! On Friday, November 30, we will have a dinner to recognize our top 75 selling Scouts and they will spin the wheel for awesome prizes!! Door prizes for all participating Scouts.

## **Examples of Spin and Win Prizes:**

Legos                      Sports Items                      Camping Equipment  
Fishing Gear              Action Figures                      STEM  
Gift Cards to Jamba Juice, Game Stop, Scout Shop

### **SPIN AND WIN PARTY 2018-Due by Friday, November 2**

#### **Parent or Unit leader-Please complete this section (Please Print Clearly)**

1. **Registered Scouts who are in the top 75 in sales and sell at least \$2,500 in total sales qualify for 1 spin per \$1,500 sold.**
2. Limit one (1) entry per Scout. **ABSOLUTELY NO COMBINING OF ORDERS WILL BE ALLOWED.**
3. Submit with copies of Scout's "Take Order" forms for verification. Online sales (through October 15) will be verified by the published Trail's End sales report.
4. Scout must be present to spin.

Scout Name: \_\_\_\_\_ Phone: ( \_\_\_\_\_ ) \_\_\_\_\_ Age: \_\_\_\_\_

Parent's Email address: \_\_\_\_\_

Total Sales: \$ \_\_\_\_\_

#### **Unit Leader or Unit Popcorn Kernel please complete this section**

Popcorn Kernel: \_\_\_\_\_

Unit Type & Number: \_\_\_\_\_

Unit Signature: \_\_\_\_\_

Council Signature/Popcorn Staff Advisor: \_\_\_\_\_

Complete and send to:  
California Inland Empire Council  
Lourdes Ramirez  
1230 Indiana Court,  
Redlands, CA 92374 -or -  
[lourdes.ramirez@scouting.org](mailto:lourdes.ramirez@scouting.org)

2018

# POPCORN SALES

CALIFORNIA INLAND EMPIRE COUNCIL

MY GOAL \$

MY PRIZE GOAL



- 140 Apple Watch
- 141 Nintendo Switch
- 142 Xbox One S (or newest version)
- 143 Platinum Camping Bundle



**\$4000**  
PRIZE LEVEL 13

- 130 Apple AirPods
- 131 Wireless BEATS Headphones
- 132 Gold Camping Bundle
- 133 Scout Shop Gift Card \$200.00



**\$3500**  
PRIZE LEVEL 12

- 120 Ninja Rope & Ninja Line
- 121 Space Scooter X580
- 122 Silver Camping Bundle
- 123 Walmart Gift Card \$100.00
- 124 Scout Shop Gift Card \$150.00



**\$2750**  
PRIZE LEVEL 11

- 110 Football Table 42"
- 111 Starblade Drone
- 112 Mountaineer 70L Backpack
- 113 Tuck 20 Degree Long Bag
- 114 Walmart Gift Card \$75.00
- 115 Scout Shop Gift Card \$100.00



**\$2000**  
PRIZE LEVEL 10

- 100 RC Soccer Arena
- 101 Neptune II Drone
- 102 Imperial TIE Fighter Lego Kit
- 104 V Pad Insulated Statio
- 106 Walmart Gift Card \$50.00
- 106 Scout Shop Gift Card \$75.00



**\$1500**  
PRIZE LEVEL 9

- 90 Assorted Super Heroes Lego Kits
- 91 Build Your Own Drone
- 92 Nano Space Station
- 93 Leatherman Leap
- 94 Coleman 2 Burner Stove
- 95 Walmart Gift Card \$35.00
- 96 Scout Shop Gift Card \$50.00



**\$1000**  
PRIZE LEVEL 8

- 80 RC Tumblebee
- 81 Star Wars Starship Set
- 82 Quadcopter Turbo Runner
- 84 Cookset Kotalist
- 86 Large Bayco Flashlight
- 88 Scout Shop Gift Card \$25



**\$850**  
PRIZE LEVEL 7

- 70 Escape Room Game
- 71 Simeball Wrist Slinger
- 73 Point & Shoot to Fly Drone
- 75 Goal Zero Flip 10 Power
- 76 SOL Scout Survival Kit
- 77 Mystery Prize F



Products subject to substitution of equal or greater value.

**\$650**  
PRIZE LEVEL 6

- 60 Air Powered Soccer Disk
- 61 Assorted Star Wars Lego Kits
- 62 Lighted Baseball & Bat Set
- 64 Titanium Rainbow Knife
- 66 Headlamp Tikkins 150
- 66 Lantern Luci 2.0
- 68 Mystery Prize E



**\$450**  
PRIZE LEVEL 5

- 60 RC Baja Buggy Dune
- 62 Glow T-Rex Dig
- 63 Proteus Rubber Band Shooter
- 64 Spy Science Kit
- 66 Metallic Green/Black Knife
- 67 Mystery Prize D



**\$350**  
PRIZE LEVEL 4

- 42 Robotic Hand
- 43 Ford F150 with Ramp
- 44 Assorted Star Wars Lego Kits
- 47 BSA Mess Kit
- 48 Canteen Boy Scouts
- 49 Mystery Prize C



**\$225**  
PRIZE LEVEL 3

- 30 EOS Rubber Band Shooter
- 31 Metal Slime
- 32 Lighted Ball (Assorted Colors)
- 36 Fire Starter
- 38 Mystery Prize B



**\$115**  
PRIZE LEVEL 2

- 21 Dino Egg
- 23 Slimeball
- 24 LED Mini Glow Stick
- 25 Nylon Dunk Bag
- 26 Mystery Prize A



**SELL ONE ITEM**  
PRIZE LEVEL 1

- 1 Popcorn Patch 2018



**PRIZE ORDER FORM**

Prize total must not exceed sales level achieved. Select a single prize from your sales level category, or you may choose multiple prizes from lower levels that total your sales-level amount or less.

Pack/Troop No. \_\_\_\_\_

Name \_\_\_\_\_

Total Sales: \_\_\_\_\_

Level	Description	Quantity

# Sample Orders for Show and Sell

## Example Order A

If you are a unit that wants to do Show and Sell over 1-2 weekends

\$6,000 Retail Value	\$\$ per Item	Cases	Total Items		\$\$ per Case	Retail
Cheese Lovers (1)	\$35	4	4	@'	\$35	\$140
20oz Salted Caramel Corn (12)	\$25	3	36	@'	\$300	\$900
18 Pack Kettle Corn MW (6)	\$22	4	24	@'	\$132	\$528
18 Pack Unbelievable Butter MW (6)	\$20	7	42	@'	\$120	\$840
18oz Premium Caramel Corn (12)	\$20	4	48	@'	\$240	\$960
Jalapeno Cheddar (12)	\$15	4	48	@'	\$180	\$720
White Cheddar Cheese (12)	\$15	4	48	@'	\$180	\$720
11oz Caramel Corn (12)	\$10	10	120	@'	\$120	\$1,200
30oz Popping Corn (12)	\$10	3	36	@'	\$120	\$360
<b>Total</b>		<b>43</b>	<b>406</b>			<b>\$6,368</b>

<b>70% payment to be brought at pickup =</b>	<b>\$4,457.60</b>
<b>Your initial profit =</b>	<b>\$1,910.40</b>

## Example Order B

If you are a unit that wants to do Show and Sell at multiple stores over 1-2 weekends

\$12,000 Retail Value	\$\$ per Item	Cases	Total Items		\$\$ per Case	Retail
Cheese Lovers (1)	\$35	10	10	@'	\$35	\$350
20oz Salted Caramel Corn (12)	\$25	6	72	@'	\$300	\$1,800
18 Pack Kettle Corn MW (6)	\$22	8	48	@'	\$132	\$1,056
18 Pack Unbelievable Butter MW (6)	\$20	10	60	@'	\$120	\$1,200
18oz Premium Caramel Corn (12)	\$20	8	96	@'	\$240	\$1,920
Jalapeno Cheddar (12)	\$15	8	96	@'	\$180	\$1,440
White Cheddar Cheese (12)	\$15	11	132	@'	\$180	\$1,980
11oz Caramel Corn (12)	\$10	18	216	@'	\$120	\$2,160
30oz Popping Corn (12)	\$10	3	36	@'	\$120	\$360
<b>Total</b>		<b>82</b>	<b>766</b>			<b>\$12,266</b>

<b>70% payment to be brought at pickup =</b>	<b>\$8,586.20</b>
<b>Your initial profit =</b>	<b>\$3,679.80</b>



## College Scholarship Enrollment Form

*Last updated July 12, 2017*

Please submit this completed form to enroll or to report this year's sales.  
To enroll, you must sell at least \$2,500 in Qualifying Sales in a calendar year (January 1 to December 31).

**Year Reporting:** \_\_\_\_\_  
(write in the year of sales you are submitting)

### SALE INFORMATION

Spring Face-to-Face Sales (Take Order): \$ \_\_\_\_\_      Fall Take Order: \$ \_\_\_\_\_  
Spring Show & Sell: \$ \_\_\_\_\_      Fall Show & Sell: \$ \_\_\_\_\_  
Online Sales (www.trails-end.com): \$ \_\_\_\_\_

### SCOUT INFORMATION (to be completed by Scout or Parent)

Scout's Full Name: \_\_\_\_\_ Birth Date: \_\_\_\_ / \_\_\_\_ / \_\_\_\_  
Qualifying Year: \_\_\_\_\_ Social Security # (last four digits – for account payout): XXX-XX-\_\_\_\_\_  
Street Address \_\_\_\_\_ City: \_\_\_\_\_  
State: \_\_\_\_\_ Zip Code: \_\_\_\_\_  
Email Address (account balance will be emailed to you): \_\_\_\_\_  
Council Name: \_\_\_\_\_ Council City & State: \_\_\_\_\_  
 I have read and agree to the program's Terms & Conditions.\* Parent Signature: \_\_\_\_\_ (required)

### COUNCIL APPROVAL (to be completed by Council)

Council Popcorn Staff Advisor (print name): \_\_\_\_\_  
Council Popcorn Staff Advisor's Signature: \_\_\_\_\_

You must have your Council Popcorn Staff Advisor's signature to add sales

### HOW TO ENROLL OR REPORT SALES

Please email the following documents to [scholarship@trails-end.com](mailto:scholarship@trails-end.com). Trail's End does not accept faxes, zipped files, or files over 10MB. This form may be submitted by the Scout or Council.

1. This completed form signed by your Council Popcorn Staff Advisor.
2. A copy of each paper order form used in the spring and/or fall sale.
3. A copy of your online sales report from [www.trails-end.com](http://www.trails-end.com).

You can also mail this information to:  
Trail's End Popcorn  
Attn: Scholarships  
4485 S. Perry Worth Rd.  
Whitestown, IN 46075

\*For full details about the Trail's End College Scholarship Program, including the Terms & Conditions, please visit [sell.trails-end.com](http://sell.trails-end.com).