



Popcorn Kernel Journal

2009 Voyageurs Area Council - Fall Popcorn Newsletter Edition #1 – 9/15

Kernel Journal?

This is a newsletter designed to facilitate good communication with the Fall Popcorn Sale. Enclosed you will find helpful hints and links to additional resources. This edition was e-mailed to a broad list of recipients and if you would like to have your name removed from the list, just respond to this email and we will take care of it. The first edition was mailed to all registered Cubmasters, Scoutmasters and Committee Chairs. If you have a Popcorn Kernel (Chairman) for your unit, please contact the District Executive or Donna Hickok at our Service Center with their key contact information including email address.

Resources Available to Help Your Sale

We had great In-depth Popcorn Trainings that were well attended. If your unit did not attend one of these trainings, please contact your District Executive or contact Donna Hickok at the Council Service Center and pickup your Kernel's Toolkit and other resources that will help you have a successful sale.

www.trails-end.com or <http://www.vac-bsa.org>

Sale Kickoff Approaching

The sale kicks off on October 1st, so make sure that your Scouts have established their sales goals and are trained on salesmanship. Remember the statistics that 7 out of 10 people buy when you knock on their door, but we miss 81% of the doors. Set your coverage plan and make sure your Scouts have the vision to achieve their Ideal Year of Scouting!



Sales Methods

Show & Deliver - This is the **recommended method** as it involves the highest rate of positive responses and has benefits over the Take Order method, as it often eliminates the return trip. You bring along the product as you sell it door-to-door. When a sale agreement is reached the Scout goes out to the car, gets the product and delivers it on the spot while the customer pays. If the desired product is not on hand, the Scout performs a Take Order and returns with the ordered product at a later time. You can return any unsold product by November 2nd to the Scout Service Center.

Units that are selling Show & Deliver will receive 75% of their 2008 sale totals. This product will be available for pick-up between the dates of September 24-30 at your assigned location throughout the council.



Take Order - This method involves uniformed Scouts going door-to-door to take orders for popcorn. Trail's End research shows that about 7 in every 10 doors knocked on will result in a sale. Moreover, only about 20% of houses are contacted about buying popcorn.

There is plenty of untapped market for the sale. This method occurs between October 1 – 30 with return trips to deliver products and pick up money for the sale after orders are picked up at your assigned location between the dates of November 17-24.

Show & Sell - This method involves setting up a table or booth at a high foot-traffic location (like a popular grocery store) where you can greet the public and offer your sale. Trail’s End research shows about 1 in 10 contacts will result in a sale. This sale is held between the dates of October 1-30 so that you can return any unused product (full cases preferred) by November 2 to the Scout Service Center.



Selling at Work- Mom and/or Dad take an order form to their work. Fellow co-workers write their order on the order form. Mom and/or Dad deliver product and collect the money in a few weeks. Advantage: Increased Sales Dollars for the Scout that results in a lower cost for his Scouting Program.

Improved for 2009!

- **Blitz Week Prizes.** Each Scout that sells \$350 or more during Blitz Week (Oct. 1-9) will receive Bow and Mallow (a marshmallow shooter shaped like a bow) as well as being entered into a drawing for an iPod Shuffle.
- **Unit Pizza Party for \$350 Average Sales per Scout.** A unit with an average sale in popcorn of \$350 or more per Scout will qualify for a pizza party voucher as a recognition prize. Great for your Popcorn Prize party.
- **\$1,500 Sales Gift Cards and Fill the Sheet Patches.** Units will now order these items themselves on the Unit Prize Order Form. Completed forms still need to be turned in with other paperwork.
- **New Products.**
 - **Chocolatey Triple Delight.** A new product has been added. For \$17, a customer can order a tin of toffee glazed popcorn with chocolate and yogurt drizzle.
 - **Military Donation Level-\$40.** The popular military donation option has added a new level. Now donors can choose either the \$25 level or the \$40 level.
 - **Original Caramel Corn.** The popcorn that started the caramel craze is back.
 - **New Trail Mix Variety.** This year’s mix is guaranteed to hit your taste buds.

Show & Deliver Orders Pick-up – September 24-30

Units that have signed up for the Show & Deliver sale (with a chance at 5% more commission) will pick up their product (75% of our 2008total sale) at the following district locations between September 24-30. The unit Popcorn Kernel will be contacted to confirm the exact date and time for the pick-up. Pick-up dates will be determined, based on the delivery from our central warehouse to the satellite locations by our trucking firms. Be sure to have vehicles large enough to transport the product.

<i>District</i>	<i>Pick-up Warehouse Location</i>
Appelget	Second Harvest, Grand Rapids, US 2
Great Bear	Bergquist Imports, Cloquet, Highway 33

Gitche Gumee	Duluth Paper and Specialties, Duluth, Waseca St.
North Border	Northern Lumber, International Falls, Highway 53/7th Street
North Star	Duluth Paper and Specialties, Duluth, Waseca St.
Paul Bunyan	Wintersteen Trucking, Bemidji, Naylor Dr.
Sleeping Giant	Wayne Transport, Virginia, 15th Street
Wah Da Bong	Bretting Manufacturing, Ashland Forslund Lumber, Ironwood, Jackson Road

If your unit would like to pick up your order at a different warehouse location than your assigned location, please contact Donna Hickok at the Service Center. We have some units from outside the Duluth Area pick-up at the Duluth warehouse.

Blitz Week 2009 – October 1-9!

The Popcorn Blitz Week will be from October 1-9. History shows that the first week of the sale produces the highest sales for units. Special incentives are awarded for the top sales that week. Use the “Blitz Week” report found in the appendix of your sales guide. **ALL BLITZ WEEK REPORTS ARE DUE OCTOBER 12TH FOR THE PRIZE DRAWING ON OCTOBER 14TH.**

- Top 25 selling youth (\$350 minimum) during the week will be entered into a drawing for five prizes.
- All \$350 sellers will receive a ‘Bow and Mallow,’ a marshmallow shooter.

Key Calendar

<i>Date</i>	<i>Activity</i>
September 24-30	Units pick up Show & Deliver/Sell product (75% of 2008 Total Sale totals)
October 1-30	Scouts Selling Popcorn
November 2	Show & Deliver/Sell products returned (individual containers acceptable)
November 2	Take Order Popcorn Orders Due (individual containers acceptable)

For more information contact your District Executive

District	District Popcorn Staff Advisors
Appelget Paul Bunyan	Erin Jalloh (218) 760-1122 ejalloh@vac-bsa.org
North Border Sleeping Giant	Matt Bisbee (218) 591-9181 mbisbee@vac-bsa.org
Great Bear Wah Da Bong	Brandon Town (218) 393-9784 brtown@vac-bsa.org
North Star Gitche Gumee	Jason Young (218) 393-9177 jayoung@bsamail.org

Council Popcorn Staff Advisor- Kevin Nichols: (218) 729-5811, knichols@vac-bsa.org

Council Popcorn Support – Donna Hickok: (218) 729-5811, dhickok@vac-bsa.org

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