



Golden Empire Council

# LEADER POPCORN GUIDEBOOK



# 2011 Popcorn Sale

## Welcome to the Trail's End popcorn sale!

Inside this guidebook you will find the following details for the sale:

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This council-specific guidebook along with the popcorn sale guidebook provides everything you need to have a successful popcorn sale.

The popcorn sale is extremely important to funding your unit's Scouting program. The sale is equally as important to our council so that we may fund and maintain camps, provide service to units, develop new programs, and much more.

Thank you for your participation. We hope you have a great sale and an even better year in Scouting!



# Popcorn Sale Calendar

## June-July: **Attend Training**

June 4: **Unit Kernel Training- Sacramento**

June 23: **Unit Kernel Training- Auburn**

June 30: **Deadline for early bird registration**

July 7: **Unit Kernel Training-Chico**

July 24: **Deadline to submit Show and Sell Orders**

August 1: **Online Sales Begins for Prizes**

August 12: **Show and Sell Begins**

September 11: **Special Military Donation Day**

September 19: **Take Order Sale Begins**

September 19: **Enter participating Scouts in the Scout list in  
Trail's End Unit Website**

October 10: **Show and Sell Ends**

October 15: **Take Order and Online Sales Ends**

October 16: **Deadline for Online submission  
of Unit Popcorn Order**

October 16: **Deadline to register for a GEC camp**

November 12: **Popcorn Distribution**

November 18: **Final Payment Due to Council. Provide up-to-date  
invoice. ONE CHECK. Payments must be received  
by the close of business on  
Friday, November 18, 2011. NO EXCEPTIONS!**

December 15: **Deadline for any prize orders  
(including adjustments)**

# 2011 Product Line

**NOW**  
made with  
Canola Oil\*

**0g**  
trans fat

**NEW**  
resealable  
packages

Better flavor.

Over  
**70**  
goes to local  
SCOUTS



## POPCORN FOR OUR TROOPS

Donate a gift of popcorn to the men and women serving our country.

**\$50** Gold Donation  
Over **\$35** to local Scouting

**\$30** Silver Donation  
Over **\$21** to local Scouting



**New!**



## WHITE CHOCOLATEY PRETZELS 20oz.

- 0g trans fat\*
- No hydrogenated oils

**\$25**  
Over **\$17.50** to local Scouting



## KETTLE CORN 18-pack

PER BAG POPPED  
• 0g trans fat  
• 2g saturated fat  
• 250 calories

**\$20**  
Over **\$14** to local Scouting



## CHOCOLATEY TRIPLE DELIGHT™ 20oz.

- No hydrogenated oils
- Low sodium

**\$18**  
Over **\$12.50** to local Scouting



## CARAMEL CORN WITH ALMONDS, CASHEWS AND PECANS 26oz.

- 0g saturated fat†
- 100% whole grain

**\$18**  
Over **\$12.60** to local Scouting



All products, except Microwave Popcorn (which contains milk ingredients only), are produced in a plant that manufactures and handles products with peanuts, tree nuts, wheat, soy, and milk.

Local Scouting

# Better for you.



trails-end.com

### SWEET & SAVORY COLLECTION

- Chocolatey Triple Delight 20oz.
- Butter Toffee Caramel Corn 20oz.
- Cheddar Cheese Corn 7oz.

- New and improved flavor
- No hydrogenated oils
- Comes in gift box

**\$40**  
Over **\$28** to local Scouting



### CHEESE LOVER'S COLLECTION

- Cheddar Cheese Corn (two 7oz. packages)
- White Cheddar Cheese Corn (one 7oz. package)

- Made with Canola Oil
- Made with real cheese
- Comes in gift box

**\$30**  
Over **\$21** to local Scouting

**Made with Canola Oil**



### UNBELIEVABLE BUTTER™ 18-pack

- PER BAG POPPED
- 0g trans fat
  - 2g saturated fat
  - 260 calories

**\$18**  
Over **\$12<sup>60</sup>** to local Scouting



### BUTTER LIGHT 18-pack

- PER BAG POPPED
- 0g trans fat
  - 1g saturated fat
  - 220 calories

**\$18**  
Over **\$12<sup>60</sup>** to local Scouting

**Whole Grain**  
Look for the **Whole Grain Heart** logo on the front of the box.  
100% WHOLE GRAIN by **American Heart Association**  
heart.org/wholegrain

### BUTTER TOFFEE CARAMEL CORN 20oz.

- 0g saturated fat†
- 100% whole grain

**\$18**  
Over **\$12<sup>60</sup>** to local Scouting



### CARAMEL CORN 10oz.

- 0g saturated fat†
- 100% whole grain

**\$10**  
Over **\$7** to local Scouting



### POPPING CORN 2.5lbs.

- 100% whole grain
- High fiber

**\$10**  
Over **\$7** to local Scouting

† per serving  
\* Trail's End Microwave Popcorn and Cheese Corn

# Key Contacts

## District Kernels - Volunteer Popcorn Kernel or District Executive (DE)

<b>Amador</b>	District Kernel	Josh Hall	916-761-3115	joshhall63@hotmail.com
<b>Buttes Area</b>	District Kernel	Mike Green	530-674-0861 530-713-1708	Mpgreen7@comcast.net
<b>Capital City</b>	District Kernel	Ike Kreig	916-838-1524	buddyike@sbcglobal.net
<b>El Dorado</b>	District Kernel	Cheryl Allen	916-983-0925	mcjallen@sbcglobal.net
<b>Gold Country</b>	District Kernel	Rosie Dreher	530-885-3321 530-889-7821	rdreher@placer.ca.gov
<b>Iron Horse</b>	District Executive	Michelle Piasias	916-929-1417 Ext. 112	mpiasias@gecbsa.org
<b>Northern Rivers</b>	District Kernel	Lisa Ransom	530-243-1246	lar0261@hotmail.com
<b>Pioneer</b>	District Kernel	Lisa Ehrlich	708-769-4519	shortywaddles@aol.com
<b>Pony Express</b>	District Kernel	Karen Petersen	916-873-3333	karen.petersen@sbcglobal.net
<b>Ranchero West</b>	District Kernel	Josh Brown	530-520-3897	jacobjoshuabrown@gmail.com
<b>Sierra Gateway</b>	District Kernel	Jennifer Sanderson	916-660-9686	jsanderson@placercocoe.k12.ca.us
<b>Soaring Eagle</b>	District Kernel	Valerie Blackburn Soli Garcia	916-686-6696	valjb@email.com soli_garcia@sbcglobal.net
<b>Trailblazer</b>	District Executive	Mark Switzer	929-1417	mswitzer@gecbsa.org
<b>Yolo</b>	District Kernel	Luzanne Martin Sherry Heins	530-662-5752 530-574-5529	lcmartin@ucdavis.edu mdsdheins@yahoo.com
<b>Council Lt. Kernel</b>	Training/S&S	Stuart Stackhouse	916-798-0869	S_stackhouse@comcast.net
<b>Council Lt. Kernel</b>	Take Order	Elizabeth Ruygt	916-635-5158	GoldRivMom@comcast.net
<b>Council Lt. Kernel</b>	Online	Hal Padgett	707-592-1866	Halspadgett@gmail.com
<b>Council Lt. Kernel</b>	Prizes	Ginger Luzada	530-391-2989	ginger.luzada@sbcglobal.net
<b>Council Lt. Kernel</b>	Show and Sell	David Muerle	707-372-0000	davidmuerle@gmail.com
<b>Council Support</b>	Sr. District Exec.	Ricci Dula	916-929-1417 Ext. 111	rdula@gecbsa.org
<b>Council Support</b>	Sr. District Exec.	Brad Wilson	916-929-1417 Ext. 108	bwilson@gecbsa.org

# Commission Structure & Scout Rewards

One commission structure for both Show and Sell and Take Order.  
Read below for descriptions.

**Base  
commission 23%**

**Early Bird:** Your unit will receive an additional 2% commission if your unit turns in a "2011 Popcorn Sale Commitment" card by June 30, 2011.

**Training:** When your unit kernel or representative attends training, your unit will receive an additional 4% towards sales. Kernels who attended training in 2010 still have to attend training.

**On Time:** An additional 1% will be added to your overall commission if you pay your balance in full by close of business November 18, 2011.

**New Unit or +10%:** If your unit did not sell last year, or if your unit sold 10% or more in popcorn sales than in 2010, the Council will add 4% to your overall commission.

**Attend a GEC Camp:** Units who register for a 2012 Golden Empire twilight or resident camp by October 16, 2011 will receive an additional 2% commission.

Bonuses will be calculated by Council after submission of the Show and Sell and/or Take Order Sales order. After November 18, 2011 bonuses will be removed from unit commissions for those units delinquent in payment. **Unit Kernels must print an up-to-date invoice when making the final payment due Council.** Overpayments to Council will be credited back to your Unit account.

Sell	Earn
One Item	Patch or Pin
\$250	\$10 gift card
\$350	\$15 gift card
\$450	\$20 gift card
\$650	\$30 gift card
\$850	\$40 gift card
\$1,100	\$55 gift card
\$1,300	\$75 gift card
\$1,800	\$110 gift card
\$2,300	\$150 gift card

Scouts choose Walmart or Amazon.com



Amazon.com is not a sponsor of this promotion. See complete details at [scouts.trails-end.com](http://scouts.trails-end.com).  
Trail's End is not affiliated with Wal-Mart Stores, Inc. or any of its affiliates. The services products, or activities of Trail's End are neither endorsed nor sponsored by Wal-Mart Stores, Inc. or its affiliates.

The Council splits the 70% return to Scouting from Trail's End with units. Council proceeds cover Council level popcorn awards, promotion and sales materials, and training costs. The net is then used to support Council operations like camp properties, recruitment efforts, and adult leader training.

## BONUS REWARDS FROM TRAIL'S END!

Visit [trails-end.com](http://trails-end.com) today to see the full Scout Rewards program.

**Sell \$100**  
in Military Donations

Sell \$100 in Military Donations and earn this commemorative patch.



**Sell \$1,500**



You'll get a **BONUS \$50** gift card!

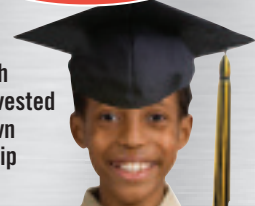
**Sell \$600**

Get the **ZYCLONE** and a patch!



**Sell \$2,500**

6% of your total sales each year is invested in your own scholarship account.



## BONUS REWARDS FROM YOUR COUNCIL!

**The 100% Unit Benchmark Award (New!!)**

- A unit must reach their benchmark of \$200 per Scout (\$200 x June 30th youth membership)
- Unit will be treated to a River Cats game and food!
- SHOW AND SELL AND ONLINE SALES COUNT

**The \$3000+ Club (New!!)**

- Any Scout who sells \$3000 gets a \$100 gift card from Walmart or Amazon.com
- Scouts will receive an additional \$5 gift card for every additional \$100 in sales over \$3000.
- SHOW AND SELL AND ONLINE SALES COUNT!

# Order & Pick-Up Information

## Show and Sell Dates:

Deadline to submit online order:	July 24
Show and Sell:	August 12-October 10
Dates for Pick Up (Sacramento):	Aug. 12, 15, 19, 22, 26, 29, Sept 2, 9, 16, 19, 23
Dates for Returns (Sacramento):	Aug. 26, 29, Sept. 2, 9, 12, 16, 19, 23, 26, 30, Oct. 3, 7, 10
Dates for Pick Up (Redding)	Aug. 12, 16, 18, 23, 25, 30 Sept. 1, 6, 8, 13, 15, 20, 22, 27, 29
Dates for Returns (Redding)	Aug. 25, 28, Sept. 1, 6, 8, 13, 15, 20, 22, 27, 29 Oct. 4, 6, 10

## Information/Procedures:

Fill out and submit a Unit Commitment Card and submit your Show and Sell order online by July 24 (online at [www.trails-end.com](http://www.trails-end.com)).

To pick up or return your product at either the Chico, Redding, Sacramento, and Yuba City offices, please schedule your appointment online. Go to <http://www.gec-bsa.org/program/popcorn>.

Units must take their entire Show and Sell order upon pick up unless prior arrangements have been made with the Council.

The Council will not guarantee all products will be available to units who do not submit their orders by July 24 or for units requesting to sell additional product during the Show and Sell Campaign.

You may return and order additional popcorn before October 10. Your unit will be responsible to pay for all product not returned by October 10.

## November 12th Distribution Locations

### Auburn

Location: Placer County Sherriff's Boart Barn  
11498 F Avenue  
Gold Country District: 8:00AM-12:00PM

### Chico

Location: Sorensen Storage  
600 Orange Street  
Ranchero West District: 8:00AM-10:00AM

### Folsom

Location: Empire Ranch Self Storage  
300 South Lexington Drive  
Amador District: 8:00AM-11:00AM  
El Dorado District: 8:00AM-11:00AM

### Redding

Location: Platt Electric  
9597 Old Oregon Trail  
Northern Rivers District: 8:00AM-11:00AM

### Sacramento (All by appointment with your District Kernel)

Location: Capital Plywood  
160 Commerce Circle  
Capital City District: 9:00AM-10:30AM  
Iron Horse District: 8:00AM-9:30AM  
Pioneer District: 8:00AM-9:30AM  
Pony Express District: 8:00AM-10:00AM  
Sierra Gateway District: 9:00AM-10:30AM  
Soaring Eagle District: 9:30AM-11:00AM  
Yolo District: 9:30AM-11:00AM

### Vacaville (Friday, Nov. 11)

Location: North Star Floor Covering Inc.  
53 Commerce Place, #D  
Trailblazer District: 12:00PM-6:00PM

### Yuba City

Location: Yuba City Scout Office  
562 Clark Ave  
Buttes Area District: 8:00AM-10:00AM

## Pick-Up Guidelines

- Bring enough vehicles to carry your entire order in one trip.
- Bring order documents and verify your order as it's loaded.
- Bring someone to help you count your order as it's loaded.

## Vehicle Guidelines

- Mid-size car 20 cases
- Jeep 40 cases
- Mini-van 60 cases
- Suburban/Explorer 70 cases
- Pick-Up Truck 90 cases

