

Popcorn Kickoff

2022



BOY SCOUTS OF AMERICA®

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Welcome!

Agenda:

- Meet the team
- Products
- Register with Peconic River
- Where to find info and resources
- Unit kickoffs & Super Saturday
- Show & Sell best practices
- Incentives
- Policies & dates



Top Selling Units

Overall:

- | | | |
|----|----------------------|----------|
| 1. | Crossroads Pack 218 | \$29,174 |
| 2. | Crossroads Troop 117 | \$28,905 |
| 3. | Crossroads Pack 117 | \$20,890 |

Districts:

- | Crossroads | Seaway Trails | Towpath |
|--------------|---------------|--------------|
| 1. Pack 218 | 1. Troop 496 | 1. Pack 120 |
| 2. Troop 117 | 2. Pack 26 | 2. Pack 71 |
| 3. Pack 117 | 3. Pack 144 | 3. Troop 220 |



2021 Top Sellers!

1.	Colin B.	Crossroads P117	\$12,584
2.	Brayden B.	Seaway Trails T496	\$7,160
3.	Zachary C.	Crossroads T117	\$6,946
4.	Nathan B.	Crossroads T117	\$6,872
5.	Tanner K.	Crossroads T117	\$5,858
6.	Charles H.	Seaway Trails P496	\$5,042
7.	Isabel C.	Crossroads P218	\$4,731.33
8.	Robbie C.	Crossroads P218	\$4,731.33
9.	Logan V.	Seaway Trails T144B	\$4,405
10.	Olivia C.	Crossroads P218	\$4,322.33



JOIN THE SWAP GROUP NOW



www.facebook.com/groups/LonghousePopcorn



BOY SCOUTS OF AMERICA®

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Products & Companies



A Scouting Tradition for over 35 years...

PECATONICA RIVER POPCORN



BOY SCOUTS OF AMERICA®

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Pecatonica River Popcorn

- Yellow popping corn
- Classic Caramel Corn
- 15pk Microwave butter
- 15pk microwave kettle
- Cheddar Cheese
- Jalapeno Cheese
- Caramel Sea Salt
- Sea Salt Splash
- Classic Trio
- Cheese Lovers 4-way
- Chocolate lovers 5-way
- Military Donations



PRPOPCORNSTORE.COM

\$30	Trustworthy Trio	10 oz. Classic Carmel/4 oz. Cheddar Cheese
\$30	Loyal Favorite	15 Pk Microwave Butter
\$35	Kind & Spicy Combo	4 oz. Jalapeno, 4 oz. Buffalo Ranch, 7 oz. Cajun Crunch
\$35	Friendly Bundle	10 oz. Classic Caramel, 4 oz. Cheddar Cheese, 9 oz. Honey Roasted Peanuts
\$40	Courteous Cluster	10 oz. Classic Caramel, 4 oz. Cheddar Cheese, 12 oz. Sea Salt Splash
\$40	Helpful Mix	10 oz. Classic Caramel, 4 oz. Cheddar Cheese, 5 oz. Pecan Caramel Clusters
\$40	Obedient Blend	10 oz. Classic Caramel, 4 oz. Cheddar Cheese, 5 oz. Cashew Caramel Clusters
\$45	Cheerful Variety	5 oz. Pecan Clusters, 5 oz. Cashew Clusters, 6 oz. Sea Salt Caramels
\$45	Thrifty Brew	10 oz. Classic Caramel, 7 oz. Coffee, 6 oz. Mocha Chocolate Cups
\$50	Brave Medley	5 oz. Pecan Clusters, 5 oz. Cashew Clusters, 6 oz. Mocha Chocolate Cups, 6 oz. Sea Salt Caramels
\$50	Clean Classic	4 x 12 oz. White Ruby Popcorn
\$60	Reverent Collection	10 oz. Classic Caramel, 4 oz. Cheddar Cheese, 12 oz. Sea Salt Splash, 7 oz. Coffee, 5 oz. Cashew Clusters
\$10	Military Donation	

USE SCOUT CODE AT CHECKOUT



Whitley's Nuts



4 Options available for Show & Sell

- Salted Peanuts
- Peanut Brittle
- Salted Jumbo Cashews
- Honey Cinnamon Almonds



Whitley's Nuts



70% goes directly to your organization!

4 Pack Gift Tower

This popular set includes: Honey Cinnamon Almonds, Salted Peanuts, Salted Jumbo Cashews, and Pistachios.
4 cans - 21.75 oz. total \$50 ✂



Honey Cinnamon Almonds

Our large whole almonds are bathed in pure honey, then generously dusted with cinnamon and sugar.
13 oz. \$25 ⚡

Whit's Party Mix

This tasty snack mix has the perfect combination of sweet and spicy! Enjoy the flavorful blend of hot Cajun sticks, almonds, smoky habanero chili lime peanuts, honey roasted sesame sticks, pumpkin seeds, butter toffee peanuts, toasted corn nuts and taco sesame sticks.

18 oz. \$30 ⚙



Salted Virginia Peanuts

The famous "Home Cooked" Virginia Peanut! Crunchy, fresh and distinctive. One bite and you'll taste why these peanuts are our most popular selection.

20 oz. \$23 ♥ 12 oz. \$15 ☾



Dark Chocolatey Almond Clusters

Lightly salted almonds coated in our rich dark chocolatey coating to create the perfect cluster.

10 oz. \$24 ◆



Milk Chocolatey Peanut Clusters

We hand dip our "Home Cooked" Virginia Peanuts in a rich milk chocolatey coating to form a melt-in-your-mouth cluster.

10 oz. \$19 ➤



Homemade Peanut Brittle

Our famous "Homemade" Peanut Brittle combines crunchy farm fresh Virginia peanuts with sweet, crunchy brittle for a marriage made in heaven.

10 oz. \$20 □



Dark Chocolatey Peanut Clusters

We hand dip our "Home Cooked" Virginia Peanuts in a rich dark chocolatey coating to form a melt-in-your-mouth cluster.

10 oz. \$19 ☹



Salted Jumbo Cashews

These crisp, crunchy jumbo cashews are extra large, plump, meaty and roasted to perfection to bring out their delicious flavor.

12 oz. \$25 ✚



Honey Roasted Virginia Peanuts

Unlike others that use artificial flavors, our large Honey Roasted Virginia Peanuts are actually made with real honey, sweet sugar and a dash of salt.

20 oz. \$30 ⚓

12 oz. \$18 ☒

The Whitley's Difference

Whitley's "Home-Cooked" peanuts have a wonderful, crunchy freshness and distinctive flavor because our peanuts are still made the old-fashioned way - hand cooked, slowly roasted to perfection. We choose only the highest quality, super extra-large Virginia peanuts which are hand selected for their size and freshness. Each batch is individually cooked with proven, traditional recipes to ensure the crisp, fresh flavor and unique taste for which our peanuts are famous.



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Pecatonica River Information

- Scout Boss: Create unit profile! Use to place unit orders, register Scouts, view sales
- Kernel Tracker: Unit inventory, web based, located in Scout Boss dashboard (requires login)
- My PR Popcorn: Scout online selling tool. After leader adds Scout, parent gets email to register & create Scout profile.
- <https://pecatonicariverpopcorn.com/Tutorials.html>
- All links and information on www.cnyscout.org/popcorn & Swap FB page



Technology Updates

- Unit Level
 - Ability to remove a Scout from a Show n Sell location
 - Ability to limit the numbers of Scouts that can sign up for a Show n Sell shift
 - Ability to close a Show n Sell location
 - Show n Sell dollars to automatically distribute to all Scouts signed up for that location upon closing
 - Ability for kernel to edit sales amounts
 - Ability for kernel to toggle between multiple profiles
- All users
 - Simplified login page (landing page will ask user if they are accessing MYPRPopcorn, Kernel Tracker or Scout Boss and take them to the appropriate login page).



New Sellers Kit

100% Commission on \$500 of product!

If your unit didn't sell last year, we have a deal for you!

We want you to be successful and give selling popcorn a try. For units that didn't sell last year we're going to give you \$500 in free product to get you started, risk free! To qualify and receive your kit you must:

- Commit to the sale by filling out the Google Form by September 1
- Commit to checking in with your District Kernel/Professional at least every other week.

*Kit is available only for the first 2 orders.



Unit Kickoffs

Make the event exclusive for popcorn

Keep it exciting and interesting

Tasting Kit

Games

Connect with the “Why ?”

Bullet Board



Kernel 101

- Start Small
 - Did you know that if 5 scouts sell \$100= \$150 in commission for your unit.
 - Pick one Product type & one selling method
- Recruit Help
 - Use the family resources survey to poll families for connections
 - Ask each parent or leader to set up and run a booth sale
- Use our resources and Ask any questions
 - FB Swap , Council popcorn page, District Kernels, & DE's are great sources of information
- Remember why you're selling, what will you be funding?



Super Saturday

- Scouts meet on first Saturday of Sale in a predetermined location to learn sales techniques and gain confidence
- Leaders, Parents, and Scouts divide into teams to blanket a neighborhood then meet back up after a certain amount of time.
- Unit leaders award the Super Saturday Prize based on the criteria they communicated at the beginning of the day.
- Great opportunity for older Scouts to teach newer Scouts.
- Door hangers!



Sale Options

Popcorn

Online (8/1-11/28)

Show & Sell (wagon, booth)

Take Order (start as soon as you have order forms!)

Nuts

Show & Sell

Take Order



Show & Sell Best Practices

Show and sell Set up

Sample script to use when making calls to set up show and sells:

Hi (Store Manager), This is (Your Name) and I'm calling from (Boy Scout Troop/Cub Scout Pack 1111). We're doing our fall popcorn drive and I was wondering if it would be possible for us to set up a table to sell popcorn at your location. Any weekend times we can come in September and October would be great!

*(Don't forget to ask if you need to check in or sign in anywhere upon arrival or if the location requires insurance. If they require insurance, contact council with your location and dates asap)

*Keep the scouts ages in mind when setting up shifts. Younger scouts might only be able to do 45 minute or 1 hour shifts, while older scouts may be able to do shifts of several hours in a row.



Show & Sell Best Practices

Show and sell Guidelines

- Find the scheduling that works best for your unit and families (one family at a time, pair a younger Scout with an older Scout, 2 teams for multiple doors/more Scouts for busy locations, length of shift to fit Scout age and weather conditions)
- **Arrive a few minutes early for your shift.** If you are the first shift please arrive early enough to have the table set up and to begin selling when your shift starts.
- **Scouts must have an adult with them the whole time.** (Adults need to handle the money and track what is sold)
 - Please be aware that **you cannot leave the money and popcorn without adult supervision**-even for a quick bathroom break. There have been units in our area have been victims of theft at show and sells and we don't want this to happen to anyone else!



Show & Sell Best Practices

Show and sell Guidelines

- Scouts should be in FULL uniform
- Coach your Scouts to smile when talking with customers and make sure to practice your script ahead of time.
- Ask customers to support Scouting, not to buy popcorn.
- Be respectful to the stores/public places where you sell. Leave it better than how you found it.
- Have information about your unit & other local units, flyers, pictures, applications, contact information is great to have handy!



Accept Credit Cards

Square App - Point of Sale

- manage devices (users)
- accept credit cards (fees apply)
- “cash register” (no fee for cash transactions)

Do not charge a processing fee to overcome credit card charges. Its recouped by the additional commission!



Scout Incentives

Details in Leaders guide once available

- Piece patch- Dragons of the Realm(s)
- Sellers Club (\$650+)
 - non-transferable certificate for up to **25% of a council sponsored camping event**
 - 2 drawings for 5 \$20 gift cards
 - 1 Free council sponsored camp or event
 - Free ticket to a Syracuse Crunch Game



Scout Incentives

- Super Sellers Club (\$1,500+)
 - Full patch set
 - Overnight sellers bash (non-transferrable)
- Winners Circle (\$2,500)
 - Only Popcorn sales count
 - 1 winners circle prize per \$2,500 in sales through PRP
 - Kernels will have to enter the scouts into this prize program through Pecatonica River.



Scout Incentives

Special Additional incentives!

- Top 3 sellers in the council can invite a scouting friend to the seller bash!
 - *(submitting an application counts!)*
- \$650 club members that aren't \$1500 club member will be entered into a drawing where one lucky Scout will win a ticket to the seller bash!
- Top 10 sellers in council receive exclusive patches!



Product Pickup

- Appointment deadlines for units are each Tuesday before pick-up
- You **MUST** make an appointment for your pick-up time.
- Please **DO NOT** come to the warehouse if you are not feeling well!
- Call your District Popcorn Contacts (on the last page of this leaders' guide) to make other arrangements!

Contact the Longhouse Council Popcorn Team via email at LonghousePopcorn@scouting.org with any questions.

Warehouse Changes must be requested via email to LonghousePopcorn@scouting.org no later than August 1.



Options for Pick Up

- Towpath & Crossroads: Morse Manufacturing 103 Kuhn Rd. Syracuse, NY 13208
- Seaway Trails: Watertown Industrial Park 800 Starbuck Ave. Watertown, NY 13601

If you would like to pick up at a warehouse other than the one assigned to your District, please contact us at LonghousePopcorn@scouting.org **PRIOR** to placing your order!



Additions/Swaps>Returns

- Request more or offer up product on the Longhouse Council Popcorn Swap Page.
- Contact your District Executive of the Council Popcorn Team if you're running low and would like to get more product.
- Final returns Accepted by appointment October 24 - 28 during normal business hours (9pm-5pm)
- A unit may only return 20% of their total order value but it can be partial cases.
 - Products ordered by units through the Online portal cannot be returned to the Longhouse Council.



Important Policies

- No damaged product will be accepted for returns
 - Product that arrived damaged must be returned in original packaging/ pictures sent to LonghousePopcorn@scouting.org of the damage and the case code.
- Deadlines are firm! If not met we may not be able to help you.
- Final payment is Due December 5th
 - December 12 +2% late fee
 - December 27 +3% late fee (in addition to the 2%!)
- No product will be released to a unit without a signed sale agreement.



Important Dates

Early Bird Order:

- July 29: Ordering opens
- August 8: Unit Orders Due
- **Council places order August 11**
- August 24 or 25: Delivery to warehouse
- August 26: Unit pickup

Take Order:

- October 21: Ordering opens
- November 1: Final unit orders due
- **Council orders November 3**
- November 16/17: Delivery to warehouse
- November 18: Unit pickup

Show & Sell:

- September 9: Ordering opens
- September 15: Unit Orders Due
- **Council places order September 16**
- September 28 or 29: Delivery to warehouse
- September 30: Unit pickup



Important Dates

Payment Dates:

- September 30: Payment for Early Bird Orders Due
- December 5: Final Payments Due
- December 12: +2% late fee on any outstanding balances begins
- December 27: +3% (5% total) late fee on any outstanding balances begins

Sellers Club:

- September 30: 1st Sellers Club submissions due
- October 5: Drawing live on zoom
- November 14: 2nd Sellers Club submissions due
- November 16: Drawing live on zoom



Who has the first question!?



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