THREE HARBORS COUNCIL
BOY SCOUTS OF AMERICA

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POPCORN KERNELS' JOURNAL, FALL 2012, ISSUE 4

AND THEY'RE OFF!!

Hundreds, if not thousands, of Scouts across our Council hit the ground running this past weekend to sell Pecatonica River popcorn and Noble Valley wreaths. Between knocking on neighbors doors, standing next to tables laden with product in front of retail stores, and burning up the phone lines (and Internet), we had a great weekend to kick off our sales. It may have been a bit chillier than some parents (me) would have liked, but this is one of the major sources of funding for both our Council and our individual units. I, for one, spent close to ten hours this weekend pulling a little red wagon around my neighborhood, following my Webelos Scout as he went from door to door to drum up sales. Lucky for me none of my preferred college football teams were playing during that time so I didn't miss any games. For some reason I don't think I'll be so lucky next weekend.

Sean Waiss, Council Popcorn Kernel

BLITZ WEEKEND WINNERS

Thank you to all the units and Scouts who participated in this past weekend's Blitz Weekend Sales Event. As a result of your efforts we received reports of sales totaling $37,137 by noon on Monday. Our top five sellers accounted for $8,062, or 21.7%, of that total. We had sixteen Scouts who reported sales in excess of $1000! Great job to all, but we can award prizes to only the top five.

Congratulations to our top five sellers:

- Tommy Gliniecki of Root River District Troop 537 with $1,819 in reported sales
- Adam Dean of Lighthouse District Pack 166 with $1,762 in reported sales
- Kyle Waiss of Lighthouse District Pack 166 with $1,581 in reported sales
- Tyler Smith of Root River District Pack 507 with $1,494 in reported sales
- Javier Reyes-Ortiz of Lighthouse District Troop 225 with $1,406 in reported sales

The prize packages of a Razor E150 motorized scooter and safety helmet will be available for pickup from Gina early next week, **by appointment only**, during her normal warehouse hours at each Scout Service Center. We do request if the Scout's parent picks up the prize that they bring the Scout with them, in a uniform shirt, so that we can photograph the Blitz winner with his prize package. Otherwise the unit popcorn kernel or unit leader may pick up the prizes, by appointment, for presentation at your next unit meeting. Photos of that presentation would be greatly appreciated.

UNIT KERNEL SALES MANAGEMENT TIP

One of the biggest challenges for unit kernels whose unit participate in Show & Deliver is managing product inventory as dens, patrols, or individual families sign out product for selling. There isn't anything worse than constantly replenishing your unit supply due to what you believe are high sales, only to have one (or more) groups return a large quantity of product at the end of the sale with the comment, "We just ran out of time," or, "Little Johnny just didn't feel like selling any."

With the prohibition on chocolate product returns to the Council it is especially critical to manage your unit sale. So as a unit kernel you need to be proactive. Every Monday or Tuesday, have everyone who has signed out product provide you with their inventory remaining after the weekend's sales. If they seem to have quite a bit of one product that is in demand by others, have them return the product to you so that others may use it instead of you picking more up from the Council. Send out weekly email messages to your unit families reminding them of prize incentives, including unit incentives, and encouraging the use of online sales for distant friends and families. This, and other hints and tips, will help boost the success of your unit's sale and reduce your stress at reconciliation.

ONLINE SCOUT SELLER ID'S

Families cannot set up their own seller ID for their Scout, it must be done by the unit kernel. IF you allow the individual parents to set them up then the Scout's online sales will never be reported back to the unit kernel. Instructions on creating the accounts are available on the Council popcorn site.

One thing that is not readily apparent is that the process is not automated. Once the unit kernel enters the information to request the individual Seller ID's, the request is then processed by Rural Route 1 Popcorn (Pecatonica River's parent company) and a series of two emails will then be generated by Rural Route 1 and sent to both the unit kernel and the email address that is specified when the Seller ID is requested. The first message will contain the actual Seller ID, and the second is a template that can be used for emailing to family and friends.

When an actual online transaction is processed an email message will be generated to the selling Scout (via the email address provided), to the buyer, and to unit kernel. This message will detail the product purchased, the dollar amount of that purchase, and the shipping costs of that purchase. The Scout's name is not included in this message, but the Seller ID is, so it is recommended that the unit kernel create a roster of Scouts and their Seller IDs so that they can later receive the proper credit for online transactions. Only the product sales amount is credited to the Scout, not the shipping cost, so it is important that the unit kernel track to proper sales amount.

September 26, 2012

Council Product Sales Contacts

Click on any underlined name in this journal to send an e-mail.

Council Product Sales Specialist
Gina Grzegorzekski
414-443-2854

Council Popcorn Advisor
Josh Sova
414-443-2865

Council Wreath Advisor
Jim Reeder
262-995-0031

Council Popcorn Kernel
Sean Waiss
262-884-0936

Popcorn Office Hours by Appointment Only

Racine Scout Service Center
- Tuesdays & Fridays, 9am to 4pm

Milwaukee Scout Service Center
- Wednesdays, 10am to 5:30pm
- Saturdays, 9am to 11am

Fall 2012 Sales Schedule

- Oct 21, Popcorn and Wreath Product Sales End Date
- Oct 24, Council Product Sales Reconciliation Day
  - Popcorn Take Orders Due Online
  - Popcorn Prize Orders Due Online
  - Show & Deliver Popcorn Returns Due in Racine & Milwaukee
  - Unit Postdated Checks Due
  - Council Popcorn Bonus Prize Sheet Due (via e-mail to Gina)
  - Bears tin requests to Gina
- Oct 31, Wreath Orders Due Online
- Nov 09/10, by Appointment, Take Order Popcorn Pickup in Racine
- Nov 10, by Appointment, Wreath Product Pickup in Racine & Milwaukee
- Nov 15, by Appointment, Take Order Popcorn Pickup in Milwaukee
- Nov 23, Unit Wreath Payment Post-Dated Checks Deposited
- Nov 30, Unit Popcorn Payment Post-Dated Checks Deposited

To remove your name from this distribution list, or to add another name, please click here.

Three Harbors Council
Scout Service Center—Milwaukee, 330 South 84th Street, Milwaukee, WI 53214 | 414-774-1776 — Phone | 414-774-1799 — Fax
Scout Service Center—Racine, 2319 Northwestern Avenue, Racine, WI 53404 | 262-632-1655 — Phone | 262-632-3596 — Fax