THREE HARBORS COUNCIL
BOY SCOUTS OF AMERICA

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POPCORN KERNELS' JOURNAL, FALL 2012, ISSUE 5

PRIZES KEEP THE EXCITEMENT GOING!!

Week #2 of popcorn sales has concluded and we are getting reports of Scouts who have set some very ambitious goals and are striving to meet or exceed their goal. In speaking with some of the families involved they give credit to the great prize program being offered this year, by both Pecatonica River and the Council. A couple of Cub Scouts have told me they ***really*** want to earn the train set prize at $3000. A Boy Scout said he hopes to sell enough to earn the robot kit at $2250 so that he can use it to earn the Robotics merit badge. Another Cub Scout told me he simply wanted to sell enough to be able to put a pie in the face of his den leader (his Pack set that incentive at $500 in combined sales of popcorn and wreaths), while another Boy Scout with hopes to win an iPad is shooting for $1500 in sales to earn an entry for the iPad drawing.

There is a common thread here. The prize program being offered at all level (vendor, council, and unit) are ***exciting*** for our Scouts. There are some great incentives being offered, and the Scouts are reacting to them. Is your unit taking full advantage of the offerings, promoting the vendor and council incentives and offering its own unit incentive? If so let me know how it's working out for you? If not, why not? Why not send out a reminder email to your families highlighting some of the prizes?

Sean Waiss, Council Popcorn Kernel

INVENTORY MANAGEMENT

For units participating in the Show & Deliver sale now is the time to start actively managing your product inventory.

Popcorn replenishment is the opportunity for units to obtain additional product for using in you unit's Show & Deliver campaign. Limited quantities of each product, including Packers and Bears tins, are available for pickup from both the Milwaukee and Racine Scout Service Centers, by appointment only with Gina. The "Popcorn Office Hours" for each location are highlighted in the box immediately to the right of this one.

Popcorn redistribution is the opportunity to return "excess" product that your unit no longer needs or desires. If your unit has completed your scheduled storefront sales and there is no desire to retain product for door-to-door sales, you can schedule an appointment time to return any of your remaining inventory (up to 20% of total Show & Deliver) to Gina at either Service Center during the same hours as replenishment pickups. The lone exception are any items that contain chocolate, as the Council is prohibited from accepting chocolate returns from the units. (The four impacted items are Peanut Butter Cup, Mud Puddles, Master of Memories, and Chocolate Lovers.)

There are at least two advantages to product redistribution. First, it can be done in advance of the October 24 Reconciliation Day so that it's one less task to be concerned about for reconciliation. Second, it makes the product available for other units to use in their ongoing Show & Deliver sales and allows the Council to better address the inventory that it must maintain on hand during this period. That helps both the Council and other units.

ONLINE SALES

Questions continue to come in regarding online popcorn sales., especially regarding how to track them. This is one area where the unit kernels need to be especially diligent to insure their Scouts receive credit for any online sales. Pecatonica River ships out online orders once per week, using product that is right off their manufacturing line so that the popcorn arrives as fresh as possible.

Once the product is shipped and email will be sent to the recipient, the unit kernel, and the email address specified for the Scout when the Scout Seller ID was set up. The concern is that the Scout's name is not included in the email, only the Online Seller ID, so the unit kernel needs to maintain a roster of each Scout who has an Online Seller ID, and then reference back to it for each and every online sale email received. Then each online sale needs to be included in the Scout's sales total (not on an order form) to determine their prize level.

Yes, it is a bit inconvenient, but the Federal COPPA law restricts information about a minor that a company can include in electronic communication, and Pecatonica River has decided to err on the side of caution in that respect. So yes, it may be inconvenient, but it is for the safety of our Scouts.

TRAIL'S END SCHOLARSHIPS

If you have a Scout who has previously earned a Trail's End scholarship, now is the time to confirm that he is included on the scholarship roster maintained by Josh Sova at the Council office. Pecatonica has agreed to "rebate" 7 % of a Scout's sales directly to the family, to use for the purchase of a savings bond or deposit into a college fund, but the Scout must be identified by the Council for that to occur. If a Scout is not on the Council's scholarship roster then his information will not be passed to Pecatonica River for the rebate.

If you have a Scout who is entering college in the near future, or is in college, and needs assistance in redeeming their scholarship from Trail's End, Josh is the person who can assist with that as well. There are several steps required before the scholarship can be redeemed, and it is paid directly to the Scout's educational institution, not to the Scout. Trail's End has also committed to providing an electronic scholarship statement to each family once per year, to the email provided on the most recent scholarship submission to them.

October 03, 2012

Council Product Sales Contacts

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

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Josh Sova
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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.

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