2016 POPCORN SALE

Unit Popcorn Kernel Sales Guide

www.svmbsc.org/popcorn
The popcorn sales guidebook you received as part of your Popcorn Sale Kit highlights the key steps for success and should be reviewed carefully. 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 in Funding Your Ideal Year of Scouting. 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!
# 2016 Popcorn Timeline

### June
- **7 Tues**  
  South Popcorn Kickoff 6:30PM  
  Elks Lodge, Salinas
- **8 Wed**  
  North Popcorn Kick-off 6:30PM  
  Elks Lodge, San Jose

### August
- **1 Sat**  
  Online Sales Begin!
- **6 Sat**  
  Popcorn University 10:00-12:00 PM  
  Bass Pro, 5160 Cherry Ave., San Jose
- **9 Tues**  
  Popcorn University 7:30-9:00 PM  
  Polaris Roundtable  
  Home of Christ #5  
  10340 Bubb Rd., Cupertino
- **11 Thurs**  
  Popcorn University 7:00-8:30 PM  
  Santa Lucia Roundtable,  
  LDS Church,255 E. Alvin Drive, Salinas
- **16 Tues**  
  Popcorn University 7:00-8:30 PM  
  San Benito Roundtable  
  Briggs Youth Center, 1221 Memorial Dr., Hollister
- **17 Wed**  
  Popcorn University 7:30-9:00 PM  
  Pioneer, LDS Church, 925 Cera Dr., San Jose
- **19 Fri**  
  Show & Sell Orders Due online by 10:00pm
- **31 Wed**  
  Popcorn University 7:00-9:00 PM  
  Bass Pro, 5160 Cherry Ave., San Jose

### September
- **9 Fri**  
  Salinas Show & Sell Pickup 4:30—7:00 PM
- **9 Fri**  
  San Jose Show & Sell Pickup 4:00—8:30 PM
- **15 Thurs**  
  Salinas Warehouse Open for Extra Popcorn Pickup 5:00—7:00 PM
- **16 Fri**  
  San Jose Warehouse Open for Extra Popcorn Pick up 5:30-8:00 PM
- **22 Thurs**  
  Salinas Warehouse Open for Extra Popcorn Pickup 5:00—7:00 PM
- **23 Fri**  
  San Jose Warehouse Open for Extra Popcorn Pick up 5:30—8:00 PM
- **29 Thurs**  
  Salinas Warehouse Open for Extra Popcorn Pickup 5:00—7:00 PM
- **30 Fri**  
  San Jose Warehouse Open for Extra Popcorn Pick up 5:30—8:00 PM

### October
- **6 Thurs**  
  Salinas Warehouse Open for Extra Popcorn Pickup 5:00—7:00 PM
- **7 Fri**  
  San Jose Warehouse Open for Extra Popcorn Pick up 5:30—8:00 PM
- **13 Thurs**  
  Salinas Warehouse Open for Extra Popcorn Pickup 5:00—7:00 PM
- **14 Fri**  
  San Jose Warehouse Open for Extra Popcorn Pick up 5:30—8:00 PM
- **14 Fri**  
  Take Order due online by 10:00pm
- **21 Fri**  
  Show & Sell Money Due (see pg. 15)
- **28 Fri**  
  Online SALE ENDS by 10:00 PM

### November
- **4 Fri**  
  Council Recognitions Form & Prizes DUE
- **4 Fri**  
  Take Order pick up 5:00—8:00 PM
- **28 Mon**  
  Final Popcorn Monies Due (see pg. 15)

### TBD
- $1500 top seller Council movie night and BIG SPIN
- For more information please visit us at:  
  www.svmbc.org/popcorn
1. Register your Unit Popcorn Kernel and your unit for the sale by logging onto the Trail’s End Web site at www.scouting.trails-end.com.

2. Attend Popcorn Kick-off (see page 3 for dates).

3. Attend one popcorn university that works best with your schedule (see page 3).

4. Hold a Popcorn Kick-off for your unit. Use prizes and videos given at the University and have the Scouts and parents try samples of the popcorn. Show the “Kick-off” video for more fun and tips! (see page 8).

5. Total your entire Scouts’ orders and submit your unit order online (see page 16).

6. Coordinate popcorn pick-up and make sure all cases will fit in your empty car(s). Include other parents for help. (see page 15).

7. Distribute popcorn in your unit and monitor both its delivery to customers and the collection of funds.

8. Make sure you turn-in all forms and monies due on time to ensure your unit will receive all prizes, incentives and commissions (see pages 16).

9. Distribute prizes earned by Scouts. These prizes will be shipped directly to the address of the primary contact person for your unit. Please make sure to update your trails-end.com account. The council approves prize orders for shipping once the unit settles its account.

10. Inform, motivate, and recognize Scouts and families and have FUN!

TIPS:
- Have your Scouts develop sales goals based on the activities they want to do in the coming year.
- Contact your District Popcorn Kernel or District Executive at any time if you have questions. (See page 18).

If you are a larger unit, get some parents or co-kernels to help you in making reminder phone calls and emails about due dates and to check-in to make sure no dens or families are holding popcorn that can be sold by someone else.
Why Sell Popcorn?

- Scouts experience the satisfaction of earning their own way for Scouting activities in the coming year
- No up front cost
- Scouts learn invaluable sales skills
- Up to 38% of the proceeds support your unit and the other 32% helps the council support the sale and provide services that come right back to your unit’s Scouts!
- Scout advancement opportunities
- If everyone pitches in, it is the only fundraiser most units will need to do all year!
- Outstanding prize system
- Scouts can earn college scholarships
- No Chocolate product can be returned and 30% MAX return on everything else NO later than 10/17/16
- It’s FUN and builds long lasting friendships

Congratulations to the 2015 Council Top 20 Highest Selling Units

<table>
<thead>
<tr>
<th>District</th>
<th>Unit</th>
<th>Retails Sales</th>
<th>Unit Commission Total</th>
</tr>
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<tbody>
<tr>
<td>Quicksilver</td>
<td>Pack 286</td>
<td>$27,985.00</td>
<td>($9,235.05)</td>
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<tr>
<td>Polaris</td>
<td>Pack 457</td>
<td>$25,554.00</td>
<td>($8,432.82)</td>
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<td>Quicksilver</td>
<td>Pack 272</td>
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<td>($7,490.22)</td>
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<tr>
<td>San Benito</td>
<td>Pack 444</td>
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<tr>
<td>Pioneer</td>
<td>Pack 374</td>
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<td>($7,032.96)</td>
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<td>Pioneer</td>
<td>Troop 390</td>
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<td>($5,986.10)</td>
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<td>Coyote Creek</td>
<td>Pack 110</td>
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<td>Santa Lucia</td>
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<td>Pioneer</td>
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$356,580.00 ($117,536.34)
Types of Sales

SHOW AND DELIVER
Show & Deliver is a form of Show & Sell, but requires the help of a vehicle and driver or wagon or cart. It works particularly well in places where you don’t have the opportunity, or prefer not, to return to deliver the product ordered. Many Scouts and parents who have tried this newer method like it better than Take Order! Give it a try!

- Fill the parent or other adult’s vehicle with a variety of Show & Sell products.
- Go door to door and ask if they’d like to buy some popcorn and support Scouting.
- If they want a product you have, they can buy it right then and there.

SHOW AND SELL

- Place your order online at Scouting.Trails-End.com by August 19th by 10:00pm.
- Scouts sell product at a location or event, like in front of a shopping center or after church.
- Get permission to sell on other people’s property. Coordinate with other units in your neighborhood to be sure you’re not at the same place at the same time. Share.
- No Chocolate can be returned, and 30% max return on everything else no later than October 17th 5:30-8:00 PM.

This is fun for boys to do together!

TAKE ORDER

- Scouts go door to door and take orders using pre-printed popcorn order forms
- Orders are submitted online at Scouting.Trails-End.com by October 14th by 10:00pm. Be sure each Scout keeps a copy of his order list so he can deliver the popcorn when he gets it.
- Product is picked up by the unit
- Scouts deliver product to customers
  
  TIP: Use your order forms from last year to ask repeat customers!

ONLINE SALES

Most Scouts have friends and family that do not live locally. Online sales are a great way for those important people in a Scout’s life to support him. Get started today:

- Go to scouting.trails-end.com to login or create an account
- Send emails from the website to friends and family
- Track your online sales

Beginning August 1st thru October 28th Online sales along with show and sell and take orders count towards Scout Rewards. Start today to create year-round profit so you can earn your way to summer camp!

CORPORATE

–This works well for savvy Scouts! There are many ways to sell popcorn to businesses. Some businesses will allow you to sell to their employees; some will let you post an order form in a lobby or break room. The Scouts who have had the biggest successes with corporate sales are when popcorn is purchased as employee gifts. Here are a few ideas but there are more.

- Have Scout attend a staff meeting where they can tell all the employees about popcorn.
- Set up a booth sale at the business at the lunch hour or when employees are leaving work.
- Ask the manager or the owner if he would like to purchase popcorn as a holiday gift for his employees.
- Don’t forget to have parents approach their work to allow their Scout to sell in one or more of the methods described.

This is a great opportunity for older Scouts to practice their presentation skills and show the business community the maturity and motivation possessed by older Scouts will bring to the not-so-future work force.
7 Easy Steps to Success

1) Develop an Annual Program Plan and Budget with input from Scouts and families
   - Use the Program/Budget Planning tool that is available to you on www.svmbc.org/popcorn under Resources.

2) Set a Unit Sales Goal and a per Scout sales goal
   - Use the Sales Potential and Sales Goal Calculator tools that we have placed on the Council Website:
     www.svmbc.org/popcorn
   - You simply enter your program plan and the rest is calculated for you.

3) Develop a Unit Incentive Plan
   - A pie in the face of the leader for those who reach the Sales Goal
   - Gift certificates for parents
   - Pizza Party to the top den or patrol
   - Pocket knives/Gift cards
   - Special trip or campout
   - Be CREATIVE!

4) Conduct a FUN Unit kick-off
   - MOTIVATE the Scouts!
   - Kick-off Box Kit
   - Decorations
   - Skits/Music
   - High energy
   - Communicate
   - Inspire
   - Food

5) Constant Communication
   - 2016 Customizable Parent Handout (Available on the Trail’s End website.)
   - Den/Patrol Tracking Poster
   - Unit Newsletters
   - Troop, Pack, and Den Meetings
   - A letter from the Unit Kernel to all parents

6) Use all Sale Methods
   - Take Order
   - Show & Deliver
   - Show & Sell
   - Online Sales
   - Corporate Sales
   - All sales during the Fall Sale count towards the Scout’s rewards

7) Keep it FUN!
   - High Energy
   - Full Throttle
   - Zany
   - Party
   - Entertaining
   - Enjoyable
Plan & Host your Unit Kick-off

Design your Popcorn Kick-off.

Motivate your Scouts and parents.

- Keep it fun!
- Keep it moving!
- Keep it short!
- Use the Kick-off box

Show parents and Scouts the benefits of selling popcorn.

- Lay out the exciting Scouting program you have planned.
- Tell families how they can eliminate out-of-pocket expenses by reaching their goal.
- Tell families how they can reach far away friends and family by selling online (trails-end.com).
- Explain that Scouts will have fun while learning to earn their own way.

Kick-off Agenda (40 minutes)

Grand Opening (5 minutes)
Get ideas from the online video training at trails-end.com or the training DVD. Play music, dim the lights and have fun!

Explain the Scouting program and key dates (10 minutes)
Make sure your families understand the benefit of selling popcorn to pay for their Scouting program.

Train your Scouts (10 minutes)
Show the “Family Training” video from the DVD at your kick-off. Be sure every Scout creates his own account to sell online at scouts.trails-end.com.

Showcase your Scout Rewards (10 minutes)
Introduce your unit incentive program, starting with the pie in the face. Watch the “Scout Rewards” video.

Big Finish (5 minutes)
Have the top sellers from last year throw pies in the faces of the leaders. Send everyone home motivated to sell!

- Have a rewards table showing the cool items Scouts can earn and hang the Trail’s End Scout Rewards poster on the wall behind it. (poster included in popcorn sale kit folder)
- If you can connect to the internet, have a table set up with a couple of computers so each Scout can create an account on scouts.trails-end.com. Hang the online selling poster near the table. (poster included in popcorn sale kit folder)
- Hang colorful Trail’s End banners and posters. (posters included in popcorn sale kit folder)
- Have door prizes for both Scouts and parents.
- Set up a table with a popcorn popper and other Trail’s End snacks.
2016 Products and Commission

Caramel Corn $10
Popping Corn $10
Jalapeno Cheddar $15
White Cheddar $15
18pk Butter Light $20
18pk Butter $20
18pk Kettle Corn $20
Carmel Corn w/ Nuts $20
Classic Trail Mix (NEW) $20
White Chocolate Pretzels Tin $25 **
Chocolatey Caramel Crunch $25 **
Cheese Lovers $35
Sweet and Savory $40
Chocolate Lovers Tin $60 **
Military Donation (Silver) $30
Military Donation (Gold) $50

No return on any chocolate products.**
Maximum 30% return on all Show & Sell items (non-chocolate).

Base Commission
- Participating in the Trail’s End Prize Program = 21%
- Not participating in the Trail’s End Prize Program = 26%

Bonus Commissions
- Your Unit Kernel or representative attends the Popcorn Kick-off event= 2%
- Your unit Kernel or representative attends Popcorn University
  
  **AND** your unit’s account balance is zero by November 28, 2016= 3%
- Your unit has a “sales by registered youth” ratio* of at least $250= 5%
- Your unit has a “sales by registered youth” ratio of at least $350= 2%

*Divide your total number of sales by the total number of registered youth in your unit according to the National Scouting database on June 30th

**HINT** New Scouts mean your sales force grows!
Online Sales

All online sales from August 1st through October 28th count toward Scout Rewards.

Online Sales earn 35% commission for your unit.

Commissions will be mailed to your unit Committee Chair in December.

Earn 35% commission year-round outside the above sales period with online sales.

TOP 10 Online Sellers will be entered into BIG SPIN (see page 13)

Creating Online Sales Account for Unit Leaders

Go to scouting.trails-end.com and select Create an Account, Select ‘Leader’

You will need to set up your account with the validation code “popcorn”, case sensitive.

This account will help you track your Scouts progress for their online sales.

Creating Online Sales Account for Scouts/Parents!

Go to scouting.trails-end.com and select Create an Account, Select ‘Scout’

Set up your account. Scouts will need to set it up with their parents.

This is the best way to sell to your friends and family who live out of town. You can send emails to your customers asking them to purchase Trail’s End products online. Your customers click on the link in your email and can begin shopping right away. They order products online and pay with a credit card, and Trail’s End ships the products directly to your customers.

Advantages: No product delivery or money collection. Ability to sell popcorn year-round and reach your friends and family who live far away.
There are two options for individual Scout Reward programs. The whole unit participates in one of these options and should make sure all Scouts and parents understand which reward program you are using. Be sure to pick the reward program that will be most motivating to your Scouts. This will help them set and achieve their personal sales goals and the unit’s sales goal.

**OPTION #1: PARTICIPATE IN THE TRAIL’S END SCOUT REWARDS PROGRAM**

- Scouts earn prizes based on setting goals and reaching levels of sales—see Take Order form for details.
- Scouts who set a goal for themselves, usually meet or surpass it. Encourage success and recognize Scout’s strengths!
- Prize orders must be ordered by **November 4, 2016**, and will ship when your account is paid in full
- Once the unit’s account is settled, prizes are shipped directly to the home address that you specify for the unit’s primary contact in the Trail’s End System when placing your order. If you did not enter a shipping address as part of your order then you did not do it correctly. Please contact your District Kernel or District Executive for help.

**OPTION #2: CASH BONUS and/or PROVIDE YOUR OWN REWARDS**

If your unit provides its own rewards program or awards commissions into each Scout’s account to fund exciting activities within that unit, the “Cash Bonus” option is for your unit. Here's how this option works:

- Decide what will be most motivating and rewarding to your Scouts: cash or rewards.
- Unit earns an additional 5% commission added to their base commission to pay for the unit’s alternate rewards.
- If you are providing alternate rewards, set the rewards ahead of time so the boys can use them to set personal sales goals.
- If you choose individual credit/cash for Scouts, be sure to clearly explain in writing to the parents and families how the credit/cash allocations will be earned, allocated, and stored for each Scout, before the sale starts. Cash should be used toward Scouting activities within the unit, district, or council. The cash is issued in a lump sum to the unit and it is the unit’s responsibility to properly allocate the credit to the Scout’s account within the unit.
Extra Prize Incentives

Trail’s End BONUS PRIZES
(Order by November 4, 2016)

On top of either reward program your unit chooses, every unit that participates is also eligible for the following bonus prizes from Trail’s End.

* **Participation Patch**: Anyone who participates in the sale will receive a 2016 Trail’s End commemorative patch. You will need to order these items even if you’re not using the Trail’s End prize program.

* **Participation Patch Rockers**: Anyone can earn the four rockers offered by Trail’s End along with a pin for the top seller in each unit.

* **Trail’s End Scholarship Program for $2500+ Sellers**: The Trail’s End Scholarship Program has helped many Scouts pay for higher education. To participate, complete the “Scholarship Program” Form which can be found at [www.trails-end.com](http://www.trails-end.com).

Special Council Recognitions
(In addition to the individual prize program from Trail’s End)

Any Scout who achieves the following sales goals will be eligible to receive the following prizes from the Silicon Valley Monterey Bay Council. For Scouts to receive the recognitions, the Unit Popcorn Kernel must complete and return the “Council Recognitions” form by November 4, 2016. Any prize may be substituted by the SVMBC with a comparable prize of similar value based on availability.

* **“The $650 Club”**: Earn a Cub Scout Stikbot Studio Pro OR a Boy Scout 7 Function Survival Tool for selling $650 or more. Please order these along with your other unit prizes online.

* **$1500 Bonus Prize**: All Scouts that have face-to-face and online sales totaling $1,500 or more will receive 2 tickets to the Council viewing of the new Star Wars movie!

* **BIG SPIN**: The Top 100 Sellers will have a chance to spin the wheel to win great prizes. You must sell at least $1500 to qualify for this fun event. For every $1500 you sell you get a ticket to spin the wheel for prizes. Every spin WINS!!!
The **BIG SPIN** is a fun event for the Council’s **TOP 100 SELLERS**. Sell a minimum of $1,500 in popcorn for a chance to join the club! Only the TOP 100 SELLERS in the Council will be invited! **last years #101 seller missed out by just $1.00, so don’t stop at $1,500!** Earn more spins on the BIG SPIN PRIZE WHEEL with every additional $1,500 you sell! Every spin WINS!! Prizes include electronics, gift cards, sporting goods, remote control cars and more. Join the CLUB for food, fun and awesome prizes at the BIG SPIN party!

**Movie tickets**
*every scout in the TOP 100 SELLERS CLUB will receive 2 free for the Council viewing of the new Star Wars movie*

**Will you be a 2016 TOP SELLER?**
How to get your Popcorn—San Jose

The Santa Clara popcorn warehouse will be located at _________________________________. The warehouse is conveniently located ________________________________. Use your favorite mapping website or if you need help please contact the Council Service Center. Days and hours of operation are below for weekly pickups during the sale.

How many bags per case?

- Chocolate Lover’s ** 1
- Sweet & Savory Collection 1
- Cheese Lover’s Collection 1
- Chocolatey Caramel Crunch ** 12
- White Chocolate Pretzels Tin** 12
- Premium Caramel Corn W/ Nuts 12
- Classic Trail Mix 12
- 18pk MW Kettle 6
- 18pk MW Butter 6
- 18pk MW Lite 6
- Jalapeno Cheddar Cheese 12
- White Cheddar 12
- Caramel Corn 12
- Popping Corn 12

Need more popcorn?
The San Jose popcorn warehouse will be open every Friday from 5:30 – 8:00 PM from September 16 to October 14. Pop in and restock for the weekend sales! For more information contact your District Kernel or District Executive.
How to get your Popcorn—Castroville

The Castroville popcorn warehouse will be located at _________________________________.
The warehouse is conveniently located off ________________________________. Use your favorite mapping website or if you need help please contact the Council Service Center. Days and hours of operation are below for weekly pickups during the sale.

Need more popcorn?
The Castroville popcorn warehouse will be open **every Thursday** from 5:00 – 7:00 PM from September 15 to October 13. Pop in and restock for the weekend sales! For more information contact your District Kernel or District Executive.

How much popcorn can I fit in my **EMPTY** car?

- 20 cases or fewer in a mid-size car
- 40-60 cases or fewer in a truck or minivan
A popcorn sale is pretty simple but there are some details that will make the sale a lot smoother for you and your unit. Be sure to share important dates with the families in your unit. Any resource or form you can’t find on the website, you can email your District Kernel or your District Executive for assistance.

**RESOURCES AND LINKS**

<table>
<thead>
<tr>
<th>Item</th>
<th>Due</th>
<th>Where to get it</th>
</tr>
</thead>
<tbody>
<tr>
<td>Place your Unit’s Show &amp; Sell Order</td>
<td>August 19, 2016 By 10:00pm</td>
<td><a href="http://www.scouting.trails-end.com">www.scouting.trails-end.com</a> (see page 6)</td>
</tr>
<tr>
<td>Calculate your Take Order and then return any unneeded Show &amp; Sell Popcorn to the warehouse (30% MAX return)</td>
<td>October 17, 2016 5:30 – 8:00 PM</td>
<td>Return to the popcorn warehouse (see page 14-15)</td>
</tr>
<tr>
<td>Take Order Forms</td>
<td>October 14, 2016 By 10:00 PM</td>
<td><a href="http://www.scouting.trails-end.com">www.scouting.trails-end.com</a> (see page 6)</td>
</tr>
<tr>
<td>Scout Rewards from Trail’s End</td>
<td></td>
<td>Council Service Center</td>
</tr>
<tr>
<td>Council Recognition Forms</td>
<td>November 4, 2016</td>
<td></td>
</tr>
</tbody>
</table>

**Show & Sell Return Policy**

To make sure we provide the very best product to all of our customers please take a minute to read the show and sell return policy.

1) Any product containing chocolate that is ordered as part of your show and sell order is **non-returnable**.

2) Please review your order and keep in mind that we will attempt to have inventory on hand at the popcorn warehouses to fill your needs.

3) Any product that is returned to the warehouse must be in the original packaging, unopened and in sellable condition. This includes product that comes in gift boxes, as they must be sealed with the original tape. Last day to return is October 17th with a 30% MAX RETURN.

4) If you receive damaged product please email popcorn@svmbc.org for replacement instructions immediately so that we can help correct the problem right away.

**Take Order Return Policy**

To make sure we provide the very best product to all of our customers please take a minute to read the take order return policy.

1) Your take orders is **non-returnable**.

2) All Military Donations needed to be added/accounted for on the Take Order forms.

**Payment Information**

1) Payments can be made at anytime during the sale. Your Show & Sell balance is due by October 21, 2016 and final payment is due November 28, 2016.

2) Payments can be made at either Council Service Center (in-person or by mail) or at the popcorn warehouses during normal business hours (see pages 14-15).

3) Please make your **SINGLE** check payable to SVMBC-BSA. If paying by a personal check please make sure to include your unit number in the memo field. You can also pay by credit card in person or over the phone by contacting the San Jose Council Service Center front desk staff at 408-638-8300.
Forms referred to in this guide book can be found online at [www.svmbc.org/popcorn](http://www.svmbc.org/popcorn)

- Sample Unit Budget Worksheet
- Council Recognitions Form

Additional training videos and templates can be found online at: [http://www.scouting.trails-end.com/](http://www.scouting.trails-end.com/)

**Quick links:**

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**GALACTIC COLLECTION PATCH**

- **Make 1 Military Sale**
- **Sell 1 or more Online**
- **Top Seller in YOUR unit!**
- **Sell 1 of each product**
- **Sale $650 or more**
## Contact Us

<table>
<thead>
<tr>
<th>Coyote Creek District Kernel:</th>
<th>Loma Prieta District Kernel:</th>
<th>Quicksilver District Kernel:</th>
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<tbody>
<tr>
<td>Joy Bayler</td>
<td>Charlotte Thornbrugh</td>
<td>Katie Taylor</td>
</tr>
<tr>
<td>408-866-7364</td>
<td>831-728-4833</td>
<td>408-621-4592</td>
</tr>
<tr>
<td><a href="mailto:coyotecreekpopcorn@gmail.com">coyotecreekpopcorn@gmail.com</a></td>
<td><a href="mailto:lancemom@aol.com">lancemom@aol.com</a></td>
<td><a href="mailto:LittleGreenNut@pacbell.net">LittleGreenNut@pacbell.net</a></td>
</tr>
<tr>
<td>Marcell Vargas</td>
<td>Henry Willauer</td>
<td>Paul L Johnson</td>
</tr>
<tr>
<td>District Director</td>
<td>District Executive</td>
<td>District Director</td>
</tr>
<tr>
<td>408-638-8376</td>
<td>408-638-8372</td>
<td>408-638-8328</td>
</tr>
<tr>
<td><a href="mailto:Marcell.Vargas@Scouting.org">Marcell.Vargas@Scouting.org</a></td>
<td><a href="mailto:Henry.willauer@Scouting.org">Henry.willauer@Scouting.org</a></td>
<td><a href="mailto:Marcell.Vargas@Scouting.org">Marcell.Vargas@Scouting.org</a></td>
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<tr>
<th>Pioneer District Kernel</th>
<th>Polaris District Kernel:</th>
<th>San Benito District Kernel:</th>
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<tbody>
<tr>
<td>Kirsten Peryer</td>
<td>Kathleen Thurgate</td>
<td>Margaret Camarillo</td>
</tr>
<tr>
<td>408-341-5244</td>
<td>408-636-3001</td>
<td>831-625-0476</td>
</tr>
<tr>
<td><a href="mailto:Kirsten@pack333.org">Kirsten@pack333.org</a></td>
<td><a href="mailto:kthurgate@yahoo.com">kthurgate@yahoo.com</a></td>
<td><a href="mailto:mcamarillo@sakata.com">mcamarillo@sakata.com</a></td>
</tr>
<tr>
<td>Dianne Betz</td>
<td>Jose Martinez</td>
<td>Marcell Vargas</td>
</tr>
<tr>
<td>District Executive</td>
<td>District Executive</td>
<td>District Director</td>
</tr>
<tr>
<td>408-638-8350</td>
<td>408-638-8321</td>
<td>408-638-8376</td>
</tr>
<tr>
<td><a href="mailto:Dianne.betz@Scouting.org">Dianne.betz@Scouting.org</a></td>
<td><a href="mailto:Jose.Martinez@Scouting.org">Jose.Martinez@Scouting.org</a></td>
<td><a href="mailto:Marcell.Vargas@Scouting.org">Marcell.Vargas@Scouting.org</a></td>
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<tr>
<th>Santa Lucia District Kernel:</th>
<th>Exploring Kernel:</th>
<th>Council Kernel</th>
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<tbody>
<tr>
<td>Audrey Parks</td>
<td>VACANT</td>
<td>Tom Lackovic</td>
</tr>
<tr>
<td>831-262-0462</td>
<td></td>
<td>408-265-1741</td>
</tr>
<tr>
<td><a href="mailto:4aparks@gmail.com">4aparks@gmail.com</a></td>
<td></td>
<td><a href="mailto:awonn007@yahoo.com">awonn007@yahoo.com</a></td>
</tr>
<tr>
<td>Steve Solberg</td>
<td></td>
<td>Renee Forrest</td>
</tr>
<tr>
<td>Field Director</td>
<td></td>
<td>Activities Director</td>
</tr>
<tr>
<td>831-287-2022</td>
<td></td>
<td>408-638-8313</td>
</tr>
<tr>
<td><a href="mailto:Steve.Solberg@Scouting.org">Steve.Solberg@Scouting.org</a></td>
<td></td>
<td><a href="mailto:popcorn@svmbc.org">popcorn@svmbc.org</a></td>
</tr>
</tbody>
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