2020 Popcorn Program Guide

A Start-to-Finish Guide for Managing your Unit’s Popcorn Program

Orders Due:
July 24th
September 11th
October 23rd

Balance Due:
November 14th

Units will be able to pick up additional product between orders.
Table of Contents

Why participate in Popcorn Program...........4 & 5
New in 2020.........................................................6
Ways to Sell Popcorn........................................7
How to run the Popcorn Program...........8 & 9
Storefront Tips .......................................................10
Popcorn Kickoff Template .................................11
Online Sales ..........................................................12
Trails End App .......................................................13
Trails End System ................................................14
Return Policies .....................................................15
Product Lineup .....................................................16 & 17
Commission .........................................................18
Scout Rewards ......................................................19
Bonus Prizes ........................................................20 & 21
Orders and Distribution .................................22 & 23
Additional Product details .........................24
Paying your Balance ..........................................25
District Popcorn Kernels .................................26 & 27
Unit Kernel Checklist ........................................28

www.ncacbsa.org/popcorn
Scouters,

Thank you for participating in the 2020 Popcorn Program. The Popcorn Program plays a vital role in your unit’s success in providing a great program to your Scouts. A well-executed plan for your Popcorn Program can provide all the funds necessary to run your ideal year of Scouting.

The NCAC staff and Trail’s End has worked to simplify the program adding more features that will allow your unit to sell more product in less time. If you have any questions during the season, our network of District Kernels, District Executives, along with the NCAC support staff and the Trail’s End customer service team are committed to helping your unit achieve success with the 2020 Popcorn Program.

On behalf of NCAC, thank you for participating in the 2020 Popcorn Program. The funds raised will allow us to continue the mission of the NCAC to support and strengthen local Scouting programs and properties.

To your success!

James Morgan  
Council President

Craig Poland  
Scout Executive/CEO

082popcorn@scouting.org
Why Participate in the Popcorn Program

The Popcorn Program is an important part of Scouting. If managed well the program can generate enough income to financially support your Scouting program for the entire year!

Some of the great benefits of selling popcorn include:
- There are NO up-front costs to your unit
- A built-in prize program to support the unit and individual Scout goals
- Participating in the Popcorn Program can complete requirements for rank advancement and multiple merit badges
- Popcorn is supported by the local community
- Scouts can earn a free week at a National Capital Area Council camp of their choice!

More importantly participating in the Popcorn Program teaches Scouts the value of earning their own way, setting goals, and supporting their unit program budget. This is an essential part of the character development learned through Scouting.

These skills can’t be taught by parents writing checks...

www.ncacbsa.org/popcorn
What the Popcorn Program Makes Possible

The Popcorn Program is crucial in providing programs and services for all of our units and funding experiences uniquely suited for each program level in Scouting.

Some examples of the benefits provided to units through the Popcorn Program:

- Awards
- Courts of Honor
- Rain Gutter Regattas
- Blue & Gold Banquets
- Books/Neckerchiefs
- High Adventure Bases
- National/World Jamborees
- Camp Fees
- Program Materials
- Equipment purchases
- Pinewood Derbies
- Camporees
- Training Expenses
- Anything your Unit decides....

Some examples of how the Council supports units through the Popcorn Program:

- Maintaining camp properties for year-round camping and outdoor events
- Providing scholarships or “camperships” for Scouts who need assistance due to financial hardship
- Program and training equipment—digital projectors and screens for use in training and promotional programs
- Planning and conducting various Council-wide activities and events like Scouting for Food
- Support from a full-time professional staff and Scout Service Center available to help unit leaders, parents and Scouts
- Accident, sickness, and liability insurance for chartered organizations, members, and leaders

All commissions earned during the popcorn programs stay to support local Scouts.
New in 2020!

* New $200 sales patch—will keep the photochromatic thread on new design

* New $750 bonus prize

* 2 New products

Pre-popped Butter       Blazing Hot

* Storefront Scheduling partnership

* Redesign of app and functionality

* Online catalogue available from App to order and ship direct to customers

www.ncacbsa.org/popcorn
Ways to Sell Popcorn

**Storefront Sales**
Unit Kernels place an order for bulk popcorn in advance. Units set up a display at a store front or in their neighborhood. Scouts sell popcorn and hand it to customers at time of purchase.

**Wagon Sales**
Scouts take bulk product ordered at the beginning of the sale door to door to sell individually. Payment and product is immediately exchanged removing the necessity for follow up delivery.

**Take Order**
Scouts accept an order for future delivery via the product order form. Forms are then collected and one order is placed for the popcorn sold by the entire unit. Scouts deliver remaining product to their customers.

**Online**
Scouts can sell popcorn to out-of-town family and friends online. Each Scout will have the ability to set their own sales page, goal, and video highlighting their sale.

082popcorn@scouting.org
How to Run the Popcorn Program

STEP 1: Find locations for your sale:
Beginning this summer book as many sites possible to host your sale. Get permission from local businesses, churches, gas stations, banks, malls, restaurants or other locales to set up a table and sell popcorn on their property.

*Some districts will coordinate major retailers. Check with your District Kernel before scheduling to check process in your area.

STEP 2: Order popcorn in advance for storefront sales.
Pre-order with no money due upfront your wagon and storefront inventory. Orders will be distributed locally and additional product will be available during the sale.

*Orders at beginning of sale are by the case. You may return unsold/unopened cases according to policy*

STEP 3: Pick up your storefront popcorn
You can find your district’s pick-up location on page 23. Orders over $12,500 are eligible for home delivery. Continue to promote to your Scouts that 6 to 8 hours of storefront sales can average $1,000 in sales.

STEP 4: Host a Unit Kickoff and share excitement
At a unit meeting, enthusiastically share the Popcorn Program. Highlight incentives, Trails-End App, ways to sell, deadlines, and goals. See page 11 for kickoff ideas.

STEP 5: Hold your sale
Scouts can start accepting orders door to door immediately after your unit kickoff. Have a schedule ready for your storefront sales and work with parents to layout the storefront shift schedule. Communicate often with families on upcoming opportunities.

www.ncacbsa.org/popcorn
How to Run the Popcorn Program

STEP 6: Collect the Scouts’ orders
Set a deadline to turn orders in a week or so before you place your unit’s order, giving you time to follow up with anyone missing and to tally everyone’s orders together. You do not need to collect payment for the popcorn at this time. Utilize the product left from store font sales to fill order form requests before placing the last order.

STEP 9: Place your unit’s last popcorn order
Order popcorn according the schedule on the front cover. You should order the exact amount of popcorn by container needed to ensure no excess inventory. *This is different than bulk order at beginning when you ordered by case.

STEP 8: Sort popcorn and distribute to Scouts
Find a space for your unit’s popcorn, and divide it up for each Scout. The Scouts will then deliver the popcorn to their customers and collect payment (these checks should be made out to your unit.) If you need more popcorn than you originally ordered, contact your District Kernel or Lisa Snip at the Marriott Service Center.

STEP 9: Close out your Scout’s popcorn inventory
You may return any unsold UNOPENED cases of popcorn by October 29th. Please see page 15 for our Return Policy. OPENED cases are your unit’s responsibility. You can use excess popcorn to fill Take Order sales, try to sell it door-to-door or set up additional storefront sales.

STEP 10: Pay for your popcorn
Bring a check for the balance due to council in the Trail’s End system to your final pick up. You may also mail your check to the Marriott Scout Service Center if you do not have a final order in November.

082popcorn@scouting.org
Tips for a Great Storefront Booth

Here are some tips to make your booth stand out:

- When you confirm your location, ask if they need a copy of the Council's insurance coverage. If yes, you can request one through www.ncacbsa.org/popcorn
- Allow 1 or 2 Scouts and parents to work the booth in hour long shifts. Recommend no more than 3 consecutive hours per Scout
- Stack the product neatly to create an appealing display
- Have the Scouts wear their Class A uniform during the sale.
- Stand in front of the table to engage with the customers
- Be polite and speak in a loud, clear voice
- Track sales, manage inventory, and accept credit card payments by using the Trail’s End app

www.ncacbsa.org/popcorn
11082popcorn@scouting.org

Kickoff Template

**1. Explain how the Popcorn Program Benefits (5 min.)**

- **Your unit:** Can fund your entire year of Scouting by paying for special activities, registration fees, badges, equipment, and summer camp
- **Your Scouts:** Builds personal sense of responsibility, sales and leadership skills, develops confidence and communication skills
- **Your Council:** Supports program for at-risk youth, investment in camp properties, supports council wide activities like Scouting for Food and Milkweed for Monarchs

**2. Review Sales Goals and Ways to Sell (10 min)**

- Distribute forms and discuss 4 ways to sell

**3. Review Prizes and Incentives (5 min.)**

- Distribute prize brochure and discuss levels and options
- Free camp incentive and scholarship opportunities

**4. Review Delivery and Collection Process (10 min)**

- Encourage upfront payment through Trails-End app
- Make checks payable to unit

**5. Close with a Big Finish and Excitement. (5 min)**
Online Sales

Your Scouts can sell popcorn online anytime! For online sales, the customer orders popcorn through each Scout’s personal page. Product is shipped directly to the customer.

- Personalize an email to family and friends across the country
- Record a video message highlighting your sales goal and favorite products
- Share and track online sales through desktop platform of Trail’s End App
- All online sales count towards all prize levels
- **Online Direct** available in the app to allow for direct to customer shipping from door to door or storefront sales

www.ncacbsa.org/popcorn
Trail’s End App

Storefront Scheduling

Sale Tracking

Point of Sale

Payment

No Sites Available

No Shifts Available

Add Products

Wagon Sale

Add to cart:

Fall 2020 - Cheese Lover’s Box $35
Fall 2020 - 16oz Chocolatey Caramel Crunch $35
Chocolate Lover’s Tin $60
Fall 2020 - 18oz Kettle Corn Bag $25
Fall 2020 - 20oz Salted Caramel Popcorn $20
Fall 2020 - 8oz Blazin’ Hot $20
White Cheddar $20
Fall 2020 - 28oz Popping Corn Jar $15
Fall 2020 - 9oz Caramel Corn $10
Gold Level Military $50

Order Summary

Fall 2020 - Cheese Lover’s Box $35 each
Qty. 1

Subtotal: (1 items) $35

Payment Method:

CASH

CREDIT

082popcorn@scouting.org
Trails End Popcorn System

You will manage your unit’s program at:

www.sell.trails-end.com

- Sign up to participate in the Popcorn Program
- Place orders with Trail’s End
- Set sales goals and schedule storefront shifts
- Manage credit card sales and request commissions when available.
- Communicate with Scouts and families during sale.

www.ncacbsa.org/popcorn
Return Policies

Only full, unopened cases of popcorn may be returned.

Units are allowed to return up to 10% of its entire retail order. (all orders combined). Additional product will be available throughout the sale to replenish unit inventory.

Fill take orders from unit inventory before returning popcorn to the council.

Returns will be accepted on:

**October 24th:**
Marriott Scout Service Center
9190 Rockville Pike
Bethesda, MD 20814
9:00am to 11:00am

N. Virginia Scout Shop
5232 Port Royal Rd.
Springfield, VA 22151
9:00am to 11:00am

**October 26th to 29th:**
Marriott Scout Service Center
9190 Rockville Pike
Bethesda, MD 20814
1:00pm to 4:00pm

*No returns will be accepted after October 29th.*

082popcorn@scouting.org
**OVER 73% SUPPORTS**

**NEW! TWO BIG BAGS**

<table>
<thead>
<tr>
<th>Cheese Lover’s Collection</th>
<th>Salted Caramel Popcorn</th>
<th>Blazin’ Hot Popcorn</th>
</tr>
</thead>
<tbody>
<tr>
<td>Over $22 to local Scouts*</td>
<td>Over $17 to local Scouts*</td>
<td>Over $14 to local Scouts*</td>
</tr>
<tr>
<td>Contains Milk</td>
<td>Contains Milk and Soy</td>
<td>Contains Milk</td>
</tr>
</tbody>
</table>

- White Cheddar Popcorn
- Blazin’ Hot Popcorn
  Comes in a gift box.

**SUPPORT SCOUTS WITH A DONATION TO AMERICAN HEROES!**

Send a gift of popcorn to our first responders, military men and women, their families, and veteran organizations.

**SECURE PAYMENT PROCESSING THOUGH SQUARE**

**TRAIL’S END PAYS ALL CREDIT CARD FEES**

<table>
<thead>
<tr>
<th>NAME</th>
<th>STREET/EMAIL ADDRESS</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td>1</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td></td>
</tr>
<tr>
<td>7</td>
<td></td>
</tr>
<tr>
<td>8</td>
<td></td>
</tr>
<tr>
<td>9</td>
<td></td>
</tr>
<tr>
<td>10</td>
<td></td>
</tr>
<tr>
<td>11</td>
<td></td>
</tr>
<tr>
<td>12</td>
<td></td>
</tr>
<tr>
<td>13</td>
<td></td>
</tr>
<tr>
<td>14</td>
<td></td>
</tr>
<tr>
<td>15</td>
<td></td>
</tr>
</tbody>
</table>

SCOUTS NAME ____________________________  MAKE CHECKS PAYABLE TO: ____________________________  Please direct your popcorn payment to your Pack or Troop.  DELIVER

NATLFTOFPOP

For more information on our products, go to www.trails-end.com/products. *Average return to local councils, units and Scouts based on product, and market conditions.

[www.ncacbsa.org/popcorn](http://www.ncacbsa.org/popcorn)
<table>
<thead>
<tr>
<th>Big Bag</th>
<th>Unbelievable Butter Popcorn</th>
<th>Popping Corn Jar</th>
<th>Caramel Corn</th>
</tr>
</thead>
<tbody>
<tr>
<td>Over $73% supports our local scouts*</td>
<td>Over $73% supports our local scouts*</td>
<td>Over $10 to local scouts*</td>
<td>Over $7 to local scouts*</td>
</tr>
<tr>
<td>$15</td>
<td>$15</td>
<td>$10</td>
<td></td>
</tr>
</tbody>
</table>

**Donation Levels**

- **$50**
- **$30**

**EVEN MORE PRODUCTS AVAILABLE WITH ONLINE DIRECT!**

**For Phone Number**

<table>
<thead>
<tr>
<th>$50</th>
<th>$30</th>
<th>$25</th>
<th>$20</th>
<th>$15</th>
<th>$10</th>
</tr>
</thead>
</table>

**Amount Due**

<table>
<thead>
<tr>
<th>PD</th>
<th>DLV</th>
</tr>
</thead>
</table>

**Total** $\_

**Due Date**

---

*Based on all Trail's End product sales. © 2020 Trail's End®. All rights reserved. Packaging shown is not life size and is subject to change.

082popcorn@scouting.org
Unit Commission

Returning Units

Base Commission: 31%
  Attend a training seminar +2%
  Growth over your total 2019 sale +2%

Total Commission available in 2020: 35%

New Units that have not sold in last 3 years

For the first $1,000 of product sold, units will receive both the unit and Council commissions. That will give the unit an estimated $700 for the unit to keep!!

Any commissions over the initial $1,000 will be set in accordance with the following levels:

- Base Commission 31%
- Attending a seminar +2%
- Sell at least $2,000 +2%

Total Commission 35%

www.ncacbsa.org/popcorn
Trail’s End®
REWARDS
Earn amazon.com Gift Cards
and choose the prize YOU want!

COLLECT POINTS TO EARN AMAZON.COM GIFT CARDS.
TO QUALIFY, ALL SALES MUST BERecordedin THE TRAIL'S
END APP, WHICH WILL CALCULATE TOTAL POINTS FOR YOU.

VISIT THE APP TO SEE EVEN MORE LEVELS & REWARD IDEAS
NO LIMIT Earn 17,500 pts or more and receive an Amazon.com Gift Card worth 10% of your total pts

<table>
<thead>
<tr>
<th>Points</th>
<th>Reward Ideas</th>
</tr>
</thead>
<tbody>
<tr>
<td>6,000 pts</td>
<td>Earn a $450 Amazon.com Gift Card</td>
</tr>
<tr>
<td>5,000 pts</td>
<td>Earn a $375 Amazon.com Gift Card</td>
</tr>
<tr>
<td>4,000 pts</td>
<td>Earn a $300 Amazon.com Gift Card</td>
</tr>
<tr>
<td>3,500 pts</td>
<td>Earn a $250 Amazon.com Gift Card</td>
</tr>
<tr>
<td>3,000 pts</td>
<td>Earn a $200 Amazon.com Gift Card</td>
</tr>
<tr>
<td>2,500 pts</td>
<td>Earn a $100 Amazon.com Gift Card</td>
</tr>
<tr>
<td>2,000 pts</td>
<td>Earn an $80 Amazon.com Gift Card</td>
</tr>
<tr>
<td>1,750 pts</td>
<td>Earn a $70 Amazon.com Gift Card</td>
</tr>
<tr>
<td>1,500 pts</td>
<td>Earn a $60 Amazon.com Gift Card</td>
</tr>
<tr>
<td>1,250 pts</td>
<td>Earn a $50 Amazon.com Gift Card</td>
</tr>
<tr>
<td>1,000 pts</td>
<td>Earn a $40 Amazon.com Gift Card</td>
</tr>
<tr>
<td>800 pts</td>
<td>Earn a $30 Amazon.com Gift Card</td>
</tr>
<tr>
<td>600 pts</td>
<td>Earn a $20 Amazon.com Gift Card</td>
</tr>
<tr>
<td>400 pts</td>
<td>Earn a $10 Amazon.com Gift Card</td>
</tr>
</tbody>
</table>

SIGN IN & SET YOUR GOAL
Text APP to 62771 to download the app

The displayed prizes above are not delivered by Trail’s End. These are suggested prizes or prize ideas to be purchased with your Amazon.com Gift Card if available. Participation indicates assent to program terms at https://www.trails-end.com/terms.

082popcorn@scouting.org
NCAC Bonus Prizes

When a Scout reaches sales of:

$200– Special Edition Council Shoulder Patch

$750– Bonus Prize
FREE CAMP INCENTIVE

Scouts who sell $3,000 or more in sales will receive a voucher for one week at a National Capital Area Council summer camp.

Vouchers will be valid towards a District Day Camp, Goshen Scout Reservation, Camp William B Snyder, Camp Airy or NYLT.

Vouchers are non-transferable and must be used during the 2021 camping season.

POPCORN IS AS EASY AS 1 - 2 - 3

Follow these three steps to be successful in 2020

JOIN Facebook
A COMMUNITY OF SUPPORT FOR LEADERS WHERE YOUR QUESTIONS GET ANSWERED
- Text FACEBOOK to 62771 to join
- www.facebook.com/groups/TEPopcornCommunity

REGISTER for a Webinar
UNITS THAT ATTENDED A TRAILS END WEBINAR GREW 11.2% ON AVERAGE IN 2019
- Text WEBINAR to 62771 to register
- www.trails-end.com/webinars

SHARE the “Scout Promotions” graphic with all your Scout families
- Text SCOUTPROMOS to 62771 to download

UNITS EARN 5% OF ONLINE DIRECT SALES AS AN AMAZON.COM GIFT CARD - JULY 1 - AUGUST 15*
*Unit must be registered to sell by no later than August 15, 2020 to qualify.

082popcorn@scouting.org
ORDERS & DISTRIBUTION

August:
Orders Due: Sunday, July 26
Distribution: Saturday, Aug. 15

September
Orders Due: Sunday, Sept. 13
Distribution: Saturday, Oct. 3

November
Orders Due: Sunday, Oct 25
Distribution: Saturday, Nov. 14

On the distribution date:

- Pick up your order at your district’s assigned location (see the following pages for details). Be prepared with enough cars and volunteers when you pick up your order. For planning purposes, here is an estimate of how much popcorn you can reasonably expect to fit in an empty vehicle.
  - Car: 20 cases
  - SUV/Minivan/small Truck: 30-40 cases
  - Full Size Van/large Truck: 50-70 cases

- Check over your entire order at the distribution site to ensure no products are damaged and that your order is complete. If any products are damaged, exchange it before you leave or contact Lisa Snip at 301.530.9360

- Sign your unit’s delivery slip to show that you received your complete order.

- Turn in final payment on or before the Nov. 14th distribution. Post date the check to Nov. 23rd.

Storing popcorn and distributing to your unit:

- Find a clean, cool and dry location that is large enough to separate orders by patrol, den, or Scout. Avoid hot, humid, or damp areas where the popcorn might melt or be otherwise damaged.

- Have an accounting for each patrol, den, or Scout to verify the amount of product they received. The Trail’s End app will be able to help you track the inventory needed by each scout.

www.ncacbsa.org/popcorn
<table>
<thead>
<tr>
<th>Distribution location</th>
<th>Districts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Two Marines</td>
<td>Chain Bridge</td>
</tr>
<tr>
<td>6308 Gravel Ave</td>
<td>Colonial</td>
</tr>
<tr>
<td>Alexandria, VA 22310</td>
<td>George Mason</td>
</tr>
<tr>
<td>8:00am to 10:00am</td>
<td>Old Dominion</td>
</tr>
<tr>
<td></td>
<td>Patriot</td>
</tr>
<tr>
<td>Moyer and Son’s</td>
<td>Francis Scott Key</td>
</tr>
<tr>
<td>13050 Shawnee Lane</td>
<td>Potomac</td>
</tr>
<tr>
<td>Clarksburg, MD</td>
<td>Seneca</td>
</tr>
<tr>
<td>8:00am to 10:00am</td>
<td>White Oak</td>
</tr>
<tr>
<td>Able Moving and Storage</td>
<td>Prince William</td>
</tr>
<tr>
<td>8050 Wellingford Dr.</td>
<td>Piedmont</td>
</tr>
<tr>
<td>Manassas, VA 20109</td>
<td></td>
</tr>
<tr>
<td>8:00am to 10:00am</td>
<td></td>
</tr>
<tr>
<td>Cargo Transport</td>
<td>Goose Creek</td>
</tr>
<tr>
<td>44190 Mercure Circle</td>
<td>Powhatan</td>
</tr>
<tr>
<td>Dulles, VA</td>
<td>Sully</td>
</tr>
<tr>
<td>8:00am to 10:00am</td>
<td></td>
</tr>
<tr>
<td>Stafford County Airport</td>
<td>Aquia</td>
</tr>
<tr>
<td>95 Aviation Way</td>
<td>Mattaponi</td>
</tr>
<tr>
<td>Fredericksburg, VA</td>
<td></td>
</tr>
<tr>
<td>8:00am to 10:00am</td>
<td></td>
</tr>
<tr>
<td>American Legion Post 136</td>
<td>Patuxent</td>
</tr>
<tr>
<td>6900 Greenbelt Rd.</td>
<td>Washington DC</td>
</tr>
<tr>
<td>Greenbelt, MD</td>
<td></td>
</tr>
<tr>
<td>8:00am to 10:00am</td>
<td></td>
</tr>
<tr>
<td>Solomon’s Firehouse</td>
<td>Western Shore</td>
</tr>
<tr>
<td>13150 H.G. Trueman Rd</td>
<td></td>
</tr>
<tr>
<td>Solomon’s, MD</td>
<td></td>
</tr>
<tr>
<td>8:00am to 10:00am</td>
<td></td>
</tr>
</tbody>
</table>

082popcorn@scouting.org
Need More Product?

Additional product will be available throughout the sale. Units will be able to place replenishment orders every Sunday evening for a Thursday pickup between 2:00pm and 7:00pm. Unit orders will be guaranteed available at pick up.

Leadership will receive a call from a Trail’s End Representative to confirm your order and schedule your pick up time.

Pick up does not need to be unit kernel. Work with your parents/leaders to help assist with additional product pick up when necessary.

Pick up location:

Two Marines– Moving and Storage
6308 Gravel Rd.
Alexandria, VA

www.ncacbsa.org/popcorn
Paying Your Balance

Units can check invoice status online under their unit dashboard.

Reminder—credit card transactions will come through as credits to invoice. This will cause your balance due to Council to decrease during the sale. Unit invoices will need to be closed prior to or at the time of the final November distribution on the 16th.

Checks should be made payable to “NCAC” and post dated to Nov. 23th. Units can pay their invoice anytime prior to Nov. 14th by mailing a check to:

   National Capital Area Council
   9190 Rockville Pike
   Bethesda, MD 20814
## District Popcorn Kernels

<table>
<thead>
<tr>
<th>District</th>
<th>District Kernel</th>
<th>Email</th>
<th>Phone</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aquia</td>
<td>Kevin Haimovici</td>
<td><a href="mailto:khaimovici@gmail.com">khaimovici@gmail.com</a></td>
<td>540-735-5955</td>
</tr>
<tr>
<td>Chain Bridge</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Colonial</td>
<td>Nicole Gray</td>
<td><a href="mailto:bsapopcorn2017@gmail.com">bsapopcorn2017@gmail.com</a></td>
<td>703-507-1053</td>
</tr>
<tr>
<td>Francis Scott Key</td>
<td>Melody Bloxom</td>
<td><a href="mailto:mabloxsom@comcast.net">mabloxsom@comcast.net</a></td>
<td>240-285-0411</td>
</tr>
<tr>
<td>George Mason</td>
<td>Andrew Arrage</td>
<td><a href="mailto:aarrage@cox.net">aarrage@cox.net</a></td>
<td>301-758-7030</td>
</tr>
<tr>
<td>Goose Creek</td>
<td>Michael Geraghty</td>
<td><a href="mailto:michael.geraghty5@gmail.com">michael.geraghty5@gmail.com</a></td>
<td>571-465-0435</td>
</tr>
<tr>
<td>Mattaponi</td>
<td>Amanda Pulley</td>
<td><a href="mailto:mattaponipopcorn@icloud.com">mattaponipopcorn@icloud.com</a></td>
<td>540-220-0717</td>
</tr>
<tr>
<td>Old Dominion</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Patriot</td>
<td>Mark Blanchard</td>
<td><a href="mailto:mblancha88@gmail.com">mblancha88@gmail.com</a></td>
<td>703-786-8968</td>
</tr>
<tr>
<td>Patuxent</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

[www.ncacbsa.org/popcorn](http://www.ncacbsa.org/popcorn)
## District Popcorn Kernels

<table>
<thead>
<tr>
<th>District</th>
<th>District Kernel</th>
<th>Email</th>
<th>Phone</th>
</tr>
</thead>
<tbody>
<tr>
<td>Piedmont</td>
<td>Linda Baughman</td>
<td><a href="mailto:lebaughman@comcast.net">lebaughman@comcast.net</a></td>
<td>540-439-2428</td>
</tr>
<tr>
<td>Potomac</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Powhatan</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Prince William</td>
<td>Sue Straka</td>
<td><a href="mailto:smstraka@hotmail.com">smstraka@hotmail.com</a></td>
<td>703-794-1634</td>
</tr>
<tr>
<td>Seneca</td>
<td>Erin Clegg</td>
<td><a href="mailto:emclegg@gmail.com">emclegg@gmail.com</a></td>
<td>301-385-4920</td>
</tr>
<tr>
<td>Sully</td>
<td>Dawn Winkler</td>
<td><a href="mailto:mdwinkler@verizon.net">mdwinkler@verizon.net</a></td>
<td>703-815-0731</td>
</tr>
<tr>
<td>Washington DC</td>
<td>Doug Menorca</td>
<td><a href="mailto:Doug.menorca@gmail.com">Doug.menorca@gmail.com</a></td>
<td>202-546-5751</td>
</tr>
<tr>
<td>White Oak</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Western Shore</td>
<td>Michael Clark</td>
<td><a href="mailto:michaelc2742003@yahoo.com">michaelc2742003@yahoo.com</a></td>
<td>301-399-2574</td>
</tr>
</tbody>
</table>
# Unit Kernel Checklist

<table>
<thead>
<tr>
<th>TIMELINE</th>
<th>TASKS</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>May</strong></td>
<td>- Unit popcorn kernel recruited or volunteered</td>
</tr>
<tr>
<td></td>
<td>- Sign up to participate in the 2020 Popcorn Program at: scouting.trails-end.com/tools/recruit/signup</td>
</tr>
<tr>
<td><strong>May through July</strong></td>
<td>- Attend Popcorn Training Seminar</td>
</tr>
<tr>
<td></td>
<td>- Hold a Popcorn Kickoff for your unit</td>
</tr>
<tr>
<td></td>
<td>- Log in and get familiar with the ordering system at: <a href="http://sell.trails-end.com/">http://sell.trails-end.com/</a></td>
</tr>
<tr>
<td></td>
<td>- Have the Scouts create accounts through the Trail’s End App.</td>
</tr>
<tr>
<td></td>
<td>- Contact local stores/churches/restaurants to find a locations for your Show &amp; Sell sale</td>
</tr>
<tr>
<td></td>
<td>*Contact District Rep. to check on scheduling of major retailers</td>
</tr>
<tr>
<td><strong>August</strong></td>
<td>- Tell Scouts to start taking orders!</td>
</tr>
<tr>
<td></td>
<td>- Place order by</td>
</tr>
<tr>
<td></td>
<td>- Pick up popcorn on August 15th</td>
</tr>
<tr>
<td></td>
<td>- $12,500 ordered delivered during week of Aug. 12th</td>
</tr>
<tr>
<td><strong>Throughout Sale</strong></td>
<td>- Encourage Scouts to participate in Online Sales</td>
</tr>
<tr>
<td></td>
<td>- Promote incentives and keep Scouts focused on a sales goal</td>
</tr>
<tr>
<td></td>
<td>- Keep in contact with your Scouts and their parents regarding deadlines and information</td>
</tr>
<tr>
<td><strong>September</strong></td>
<td>- Place order by</td>
</tr>
<tr>
<td></td>
<td>- Pick up order on Oct. 3rd</td>
</tr>
<tr>
<td></td>
<td>- $12,500 orders delivered during week of Sept. 28</td>
</tr>
<tr>
<td><strong>October</strong></td>
<td>- Popcorn returns on Oct. 24th and 26-29</td>
</tr>
<tr>
<td></td>
<td>- Finalize last order after returns and place order before</td>
</tr>
<tr>
<td><strong>Late November</strong></td>
<td>- Review online dashboard and review invoice</td>
</tr>
<tr>
<td></td>
<td>- Pick up popcorn on Nov. 14th and bring post dated check</td>
</tr>
<tr>
<td></td>
<td>- Collect Scout’s money with checks made out to your unit</td>
</tr>
<tr>
<td><strong>On or before Dec. 1</strong></td>
<td>- Double check bonus prizes and make sure scouts are recognized for their efforts</td>
</tr>
<tr>
<td></td>
<td>- CELEBRATE A SUCCESSFUL POPCORN SALE!</td>
</tr>
</tbody>
</table>