

# 2007 NORTHERN STAR COUNCIL POPCORN SALE

## MAY ROUNDTABLE ANNOUNCEMENTS

**OVER 2 MILLION DOLLARS RETURNED TO NORTHERN STAR COUNCIL SCOUTING IN 2006!**

**OVER 1 MILLION OF THOSE DOLLARS WERE RETURNED DIRECTLY TO UNITS!**

### **REGISTER YOUR UNIT TONIGHT**

Complete the popcorn registration form inside your hang file tonight to register your unit for the sale and to be eligible to win a one year supply of Trails End popcorn! **Email addresses are required this year as unit popcorn and prize orders need to be submitted online at [www.trails-end.com](http://www.trails-end.com).**

### **NEW FED EX / KINKO'S PROGRAM**

Trail's End and FED EX / Kinko's have partnered together to provide a new channel for units to promote their sale with customized Sales Posters, Banners, Yard Signs, Take Order Forms, and other sales resources. Units will have the ability to purchase these items online or at any of the 1,200+ store locations across the country. **Each item can be customized to your specific unit!**

### **BE SURE TO VISIT [WWW.TRAILS-END.COM](http://WWW.TRAILS-END.COM) AND WATCH THE ONLINE TRAINING VIDEOS!**

Bored at work? Have a few extra minutes on your lunch break? Need to figure out how to manage your unit's popcorn sale? If you answer yes to any of these questions visit the Trail's End website and click on the online training videos. Tips on safety, increasing sales, managing your sale and many more things are covered. In addition, there are also youth training videos to help motivate your Scouts. Be sure to visit [www.trails-end.com](http://www.trails-end.com).

### **COMMISSION BY PRODUCT (NO PRICE INCREASE THIS YEAR)**

*Highlighted items are new or improved items.*

Trail's-End Popcorn Item	Selling Price	Unit (35%) Cash Commission Earned
5 Way Chocolate Lover's Tin	\$50.00	\$17.50
3-Way Cheddar, Caramel, Chocolate Tin	\$40.00	\$14.00
<b>**Cheese Lovers Tin Cheddar, White Cheddar</b>	<b>\$30.00</b>	<b>\$10.50</b>
15-Pack Kettle Corn	\$20.00	\$7.00
24 oz Chocolate Caramel Crunch Tin	\$18.00	\$6.30
26 oz Caramel Tin with Almonds & Pecans	\$18.00	\$6.30
<b>*18 oz Caramel Corn Light</b>	<b>\$18.00</b>	<b>\$6.30</b>
15-Pack Unbelievable Butter Microwave	\$14.00	\$4.90
<b>**15-Pack Butter Light Microwave (0g Trans Fat)</b>	<b>\$14.00</b>	<b>\$4.90</b>
11 oz Caramel Corn Tin with Peanuts	\$9.00	\$3.15
2.5 lb Popping Tin	\$9.00	\$3.15
<b>*Soldier Donation (Items to be selected and shipped to local families and to troops overseas by the Northern Star Council and Trails End.)</b>	<b>\$25.00</b>	<b>\$8.75</b>
<b>* New    ** Improved</b>		

## **PROFIT PAID DIRECTLY TO UNITS**

Units will receive 35% cash commission, and 5% in prizes, for a total of 40% return to packs, troops, and crews. Troops/crews/posts will have the option of foregoing the prize program and receiving a 5% cash option. (**Cash option not available for packs**, as the prizes are a great incentive for Scouts, ages 6-11). Scouts in units choosing the cash option will still be eligible for the Trails End Scholarship program, \$1,500 bonus prize, and the free Swarm and Timberwolves ticket prizes.

## **FREE HOME DELIVERY!!**

Northern Star Council will be providing free delivery to a location of your choice for all units who order a minimum of \$10,000 in "Show and Deliver" product! **WE RECOMMEND THAT UNITS ORDER NO MORE THAN THE TOTAL DOLLARS SOLD IN THE 2006 SALE!** Deliveries will be made between September 22 and 29, 2007. Units choosing home delivery must have their order in by September 12! If your unit chooses the home delivery option, you must inform the council of your choice by sending the "Home Delivery/5% Cash Option" form when you place your popcorn order.

Free delivery will also be available to all units who have a total "Take Order" sale over \$10,000. Deliveries will be made between November 16 and 18, 2007. Units choosing home delivery for "Take Order" must have their order in by November 2!

## **IMPORTANT DATES!!**

- ◆ Show and Deliver orders are due September 12, 2007
- ◆ Show and Deliver distribution is September 28, 2007
- ◆ Popcorn Sale starts September 29, 2007
- ◆ Show and Deliver returns are due back on October 26, 2007
- ◆ Unit Popcorn Orders are due November 2, 2007
- ◆ Popcorn Distribution is November 16, 2007
- ◆ **All Popcorn Payments are due by December 14, 2007**

**PLEASE STAY TUNED FOR MORE INFORMATION AND WATCH YOUR MAIL THIS SUMMER FOR YOUR UNIT GUIDE BOOK AS WELL AS OUR FIRST EVER POPCORN NEWSLETTER!**

