



MID-AMERICA COUNCIL
POPCORN KERNEL GUIDE
2022

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Council Information

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✉ MAC@scouting.org

☎ 402-431-9272 (call or text!)

🌐 www.trails-end.com

🌐 mac-bsa.org/scouting-tools/popcorn

Please reach out to TE Support for questions regarding the popcorn system or app at Support@trails-end.com



POPCORN TIMELINE

JULY

1st: Online Sales Begin!
Popcorn Trainings

AUGUST

Popcorn Trainings
24th: Pre-Orders due at Noon in TE System
28th: Home Delivery Sign Up (Metro Only)

SEPTEMBER

7-8th: Metro Home Deliveries
7-8th: Pre-Order Distribution Dates
15th: Replenishment #1 Pick Up (order: 9/11)
22nd: Replenishment #2 Pick Up (order: 9/18)
29th: Replenishment #3 Pick Up (order: 9/25)
29th: Amnesty Day!

OCTOBER

4th/6th: Outlying Replenishment at RT (order: 10/2)
6th: Replenishment #4 Pick Up (order: 10/2)
28th: Unit to Unit transfers complete in TE System
28th: All Returns due in the system by 11:59PM
28th: Unit Final Order due in Popcorn System by 11:59PM
29th: Metro returns due at Metro Warehouse

NOVEMBER

8th/10th: Outlying Returns & Final Order Delivery at RT
16-18th: Final Order delivered to districts

REPLENISHMENT INFORMATION

All replenishment orders due Sunday Night before at 7PM in the TE System

SALE INFORMATION



Commission

Units earn 50% for traditional sales and 40% commission for online sales



Theme

This year's theme is Circus! Get creative and use this in your kick off, unit prizes, etc!



Pre-Order

Units can order 100% of their 2021 sales for pre-order



District Incentives

Each district has lots of fun rewards this year! Check with your District Kernel or District Executive to learn more! (If you are not receiving district emails, please reach out to your DK as well!)



NEW Return Policy

Return maximum of 10% and in full cases of like product. Cases can be previously opened but need to be a full case of like product when returned. No chocolate returns are permitted



Storefront Reservation Pilot - Metro Only

A new pilot happening in the metro! Go to page 7 for more details



NEW Amnesty Day

During Amnesty Day, the council will take returned cases (no chocolate) and they will NOT count against your 10% return allowance. Cases must be full of like product.

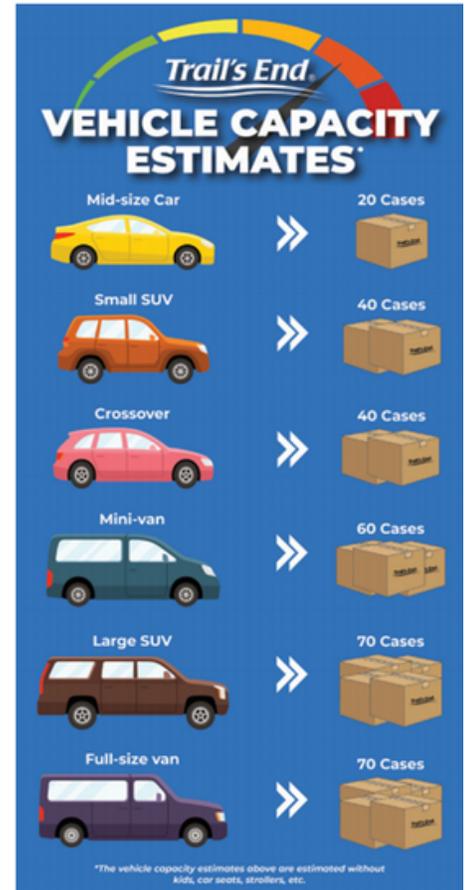


More Information...

For more tools, please visit the training tab on TE and our MAC Popcorn Landing Page

HOW TO PLACE AN ORDER

- Login at www.trails-end.com (Contact support@trails-end.com if you do not know your username and password.)
- Click the “Order Popcorn” button at the top of the page, or go to the Popcorn Orders tab and click “Order Popcorn”
- Click the “Choose Delivery...” button and choose the order you are placing
- Enter the quantities that you wish to order in the adjustment column
- Click SUBMIT when you are finished with your order
- You will receive an order confirmation to your email address once your order is approved by the council



HOW TO GET YOUR POPCORN ORDER

Your district will have a local warehouse for distribution for the September 8-9 pick-up and November 16-18 pick-up. Exact dates, locations, and times will be communicated by your District Kernel.

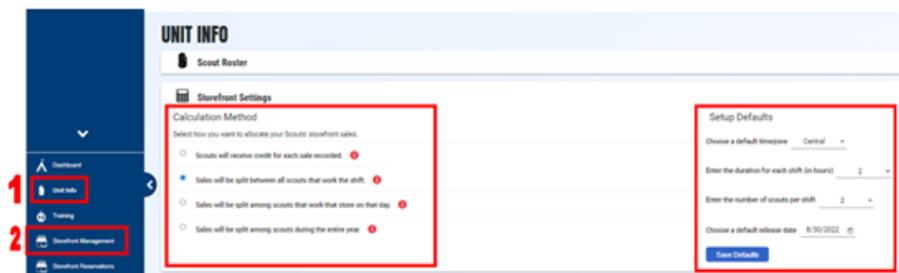
Be prepared to count and load your order (**please bring your own manpower**). Those picking up the popcorn will sign a packing slip and take ownership of the product on the unit's behalf. No children under the age of 18 are allowed in the warehouses due to safety reasons.

STOREFRONT SETTINGS

If your unit is using storefronts, please make sure you update your settings.

- Set your storefront defaults in your "Unit Info" tab.
- Choose one of the 4 "split methods"
 - NOTE: This split method is for the full year and recalculates sales when/if made at any time
- Set the time zone to "Central"
- Set shift hours to the most commonly used length of time in your Unit
- Set your number for most commonly used "max Scouts"
- Set your default release date.

The information like number of scouts, hours, etc can be changed within each storefront itself under the site or shift information as needed.



STOREFRONT MANAGEMENT

The Storefront Management tab is for storefronts that the unit has booked directly with the store.

- Stores must be entered into the Storefront management tab.
 - Use the address of the site, NOT an intersection.
 - Scouts will sign up and sell through their app for the storefront using the "storefront" tab.
 - For step by step instructions on setting up the storefronts in the Trail's End Leader Portal, please see "Storefront - How To Guide" in the MAC popcorn
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STOREFRONT RESERVATIONS

Metro Pilot Program

For 2022, Trail's End has partnered with MAC to provide Units with storefront booking by contacting storefronts in our area which you can claim starting in August - see schedule below for exact details. As a Kernel, all you will need to do is sign in, sign up, and encourage your Scouts to claim and sell!

- TE has booked over 8,000 hours in the Metro Area (BH, IH, & WW Districts)
- Units will be able to "claim" storefronts according to a set schedule (see below), in the "Storefronts Reservations" tab.
- Once the Storefront Reservation is claimed, it will move to the "Storefront Management" tab and will be managed like any other storefront
- For the step-by-step guide, please see "Storefront Claiming Guide 2022"
- For more information on MAC specifics, including the claiming schedule, visit our MAC Landing Page under "Storefront Pilot - Metro Units"

DATE	TYPE	PY SALES	# OF SLOTS
Mon, Aug 15	District	\$10K+	2
Tues, Aug 16	District	\$10K+	4
Wed, Aug 17	District	\$0+	2
Thurs, Aug 18	District	\$0+	4
Fri, Aug 19	Metro	\$0+	Unlimited
Sat, Aug 20	Council	\$0+	Unlimited

HOW TO GET EVEN MORE POPCORN

Extra Popcorn will be available on the following Thursdays during the sale at the Metro Warehouse from 2:00-6:00PM. For non-metro districts, you can place your order, drive in, and receive more popcorn during any of these replenishments. There will be one outlying replenishment during October Roundtables.

Metro Warehouse:

Ford Storage

10364 S. 136th St

Omaha, NE 68138

To Pick up extra popcorn at the Metro Warehouse

-Place your replenishment order on TE and submit by Sunday at 7PM

-Any orders not picked up by 6:00PM on the specified Thursday will be canceled. A new order would be necessary for the next pickup date

Order Due	9/11/2022	9/18/2022	9/25/2022	10/2/2022
Order Pick Up	9/15/2022	9/22/2022	9/29/2022	10/6/2022

HOW TO COMPLETE UNIT - TO - UNIT TRANSFERS

- How to Transfer Popcorn to Another Unit
- Log into your www.trails-end.com account
- Go to the Popcorn Orders tab
- Click "View" next to the order with the inventory to be transferred
- Click the "Transfer Inventory" button and select the District and Unit from the dropdowns that is receiving the inventory
- Enter the quantities (cases and containers) to be transferred
- Click the "Submit Transfer Request" to complete the form

How to Receive Popcorn from Another Unit

- After the transferring unit submits the transfer request, the receiving unit will be notified via email.
- Log into your www.trails-end.com account
- Go to the "Transfers & Returns" tab
- Review the pending product transfers. If correct, click the "Approve" button and the "Reject" button if they are incorrect

Once the receiving unit has accepted the transfers, each unit's invoice will be updated

HOW TO RETURN POPCORN

- Under the Popcorn Orders page, click "View" next to your approved unit order with the inventory to be returned
- Click the Return Inventory to Council button
- Enter the quantities (cases and containers) to be returned
- Click the Submit Return Request to complete the form
- Once the council has accepted the product return, adjustments will be made to your popcorn invoice statement to reflect the returned products.

DO NOT enter Amnesty Day popcorn via this method. Amnesty Day returns will be entered on the backside of the system.

Products may be returned in full cases of like product (except chocolate). Returned products will be credited to the unit if in excellent condition, free of markings, writing or stickers, in the original packaging. Units may return up to 10% of the total retail on what was pre-ordered by the unit. For example, if a unit's total pre-order is \$25,000, the unit may return up to \$2,500 retail of the returnable product. See the chart below for additional information.

Product	Containers/Cases	Returnable?
Any Amount Military Donation	NA	NA
Sweet & Savory Collection	1:1	Yes
Salted Caramel	12:1	Yes
White Cheddar	8:1	Yes
Kettle Corn	12:1	Yes
Popping Corn	9:1	Yes
Caramel Corn	12:1	Yes
Unbelievable Butter	6:1	Yes
Chocolately Pretzels	12:1	No

HOW TO WRAP UP YOUR SALE

Here are some tips and tricks as you work towards wrapping up your sale

CHECKLIST

- Use leftover popcorn from your previous orders to fill take orders if possible.
 - Make sure to place any and all Helpers and Heroes donations. If you do not, this can mess up your invoice and prize orders for Scouts.
 - Place your final order in TE by 11:59PM on October 28th
 - If not already done, be sure to turn in any and all cash to the treasurer to deposit into the Unit's Bank Account. This may need to be done before you pay council
 - Go to the account summary tab to see if your unit has an available payout. Payouts are credit/debit and only payouts left over after paying down your invoice to council. Process your payout to the unit.
 - Pay the Unit's statement at final distribution. The amount due will be the total sales less the unit's commission -- this will be on the unit invoice, located in the acct. summary
 - Submit Scout Rewards after balance to council is cleared. *Scouts will claim them from their own accounts; available to claim 5 days after submittal
 - Pick up final popcorn order at your district warehouse on the assigned date
 - Checks are to be made payable to "MAC" -- units paying by check must send ONE check (checks made out to unit's cannot be accepted)
 - Hold a celebration for a job well done!
 - Hold a session to discuss sale pros and cons to improve next year
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