

The background features a light beige color with decorative elements in the corners. These elements are arcs of a circle, divided into segments of various colors: purple, blue, green, yellow, orange, and red. The arcs are positioned in the top-left, bottom-left, and bottom-right corners, with the top-right corner being empty.

# Mid-America Council

Storefront Training 2023

# 2023 SCHEDULE

- 11K Hours reserved in BH, IH, WW, & NEW this year TB.
- Most Units that participating in Storefront Reservations, hit their Unit goals .
- Volunteers spent less time scheduling and more time focusing on the actual sale or other Scouting aspects, while having feeling like they had MORE storefront opportunities.
- If you haven't yet, register for a Popcorn Training to get a July 9 selection.



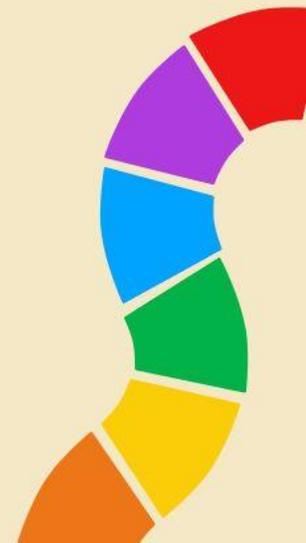
<b>Sunday</b> JULY 9 <b>2 CLAIMS</b> STOREFRONT INCENTIVE IN DISTRICT	<b>Monday</b> JULY 10 <b>2 CLAIMS</b> \$10k+ IN 2022 SALES IN DISTRICT	<b>Tuesday</b> JULY 11 <b>4 CLAIMS</b> \$10k+ IN 2022 SALES IN DISTRICT
<b>Wednesday</b> JULY 12 <b>2 CLAIMS</b> \$0+ IN 2022 SALES IN DISTRICT	<b>Thursday</b> JULY 13 <b>4 CLAIMS</b> \$0+ IN 2022 SALES IN DISTRICT	<b>Friday</b> JULY 14 <b>UNLIMITED CLAIMS</b> FOR ALL METRO UNITS \$0k+ IN 2022 SALES COUNCIL WIDE

July 15: ALL MAC Units will be able to select, if they wish. Just remember they are only located in these 4 districts

\*Each day starts at 11am. If you miss the day before the selections roll over to the next day



# PRO-TIPS

- Prep (before schedule release):
    - Be sure you can login BEFORE the day of.
    - Calculate storefronts needed. Scouts that work 8 or less hours typically sell more than \$1000\*
    - Go through the reservation options to see what's available.
    - Write down more than enough slots that you are looking at
    - Get another Unit leader to register.
  - During selection
    - Check your Unit "stats" to see when your Unit opens.
    - Use filters.
    - Don't feel discouraged if you're "top pick" is already taken
    - Hit "refresh" if you think something hasn't moved/processed.
  - During Season
    - Check back OFTEN.
      - Units that had the best experience with the SFR system checked 2-3 times a week.
    - Units release stores for many different reasons
    - Even if you don't have all of the flavors, don't let that stop you from sending out a storefront.
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# SET YOUR DEFAULTS:

- Calculation Methods will change for the entire season, including past sales
- Setup Defaults will only change for new sites.

**Trail's End**

Invite Your Scouts [ORDER POPCORN](#)

## UNIT INFO

**Scout Roster**

**Storefront Settings**

**Calculation Method**

Select how you want to allocate your Scouts' storefront sales.

- Scouts will receive credit for each sale recorded. ⓘ
- Sales will be split between all scouts that work the shift. ⓘ
- Sales will be split among scouts that work that store on that day. ⓘ
- Sales will be split among scouts during the entire year. ⓘ

**Setup Defaults**

Choose a default timezone \_\_\_\_\_

Enter the duration for each shift (in hours)

Enter the number of scouts per shift

Choose a default release date \_\_\_\_\_

[Save Defaults](#)

**Scouts will receive credit for Storefront sales only if the sale was recorded with their account. This system is ideal for the one Scout per shift model.**

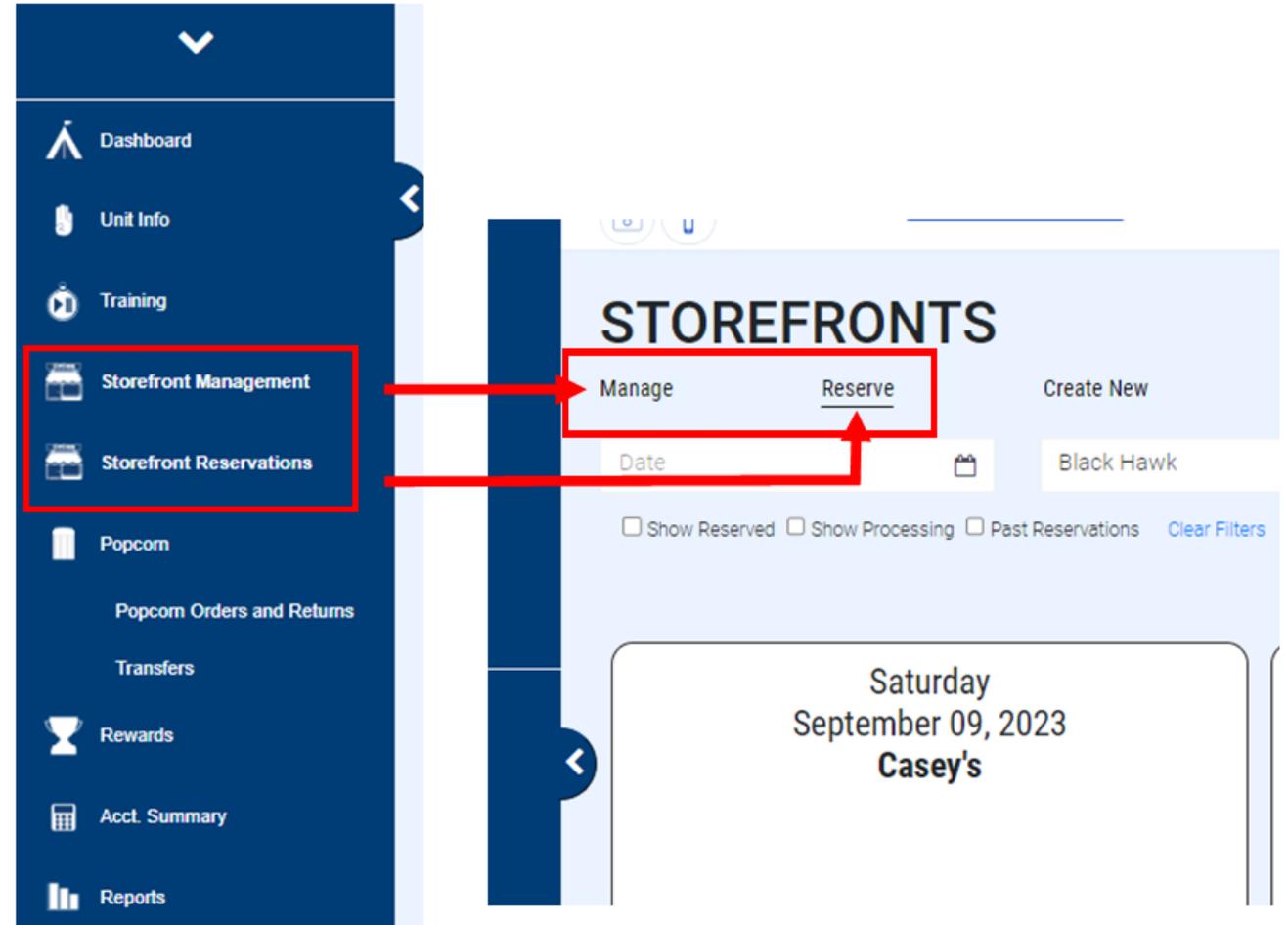
**Example:** John is selling at a storefront, and recorded all of the sales into his app. All of the sales credit will be applied to John, even if Steve is there helping to sell on the same shift

**Unit Team Members**

# New Storefront screen

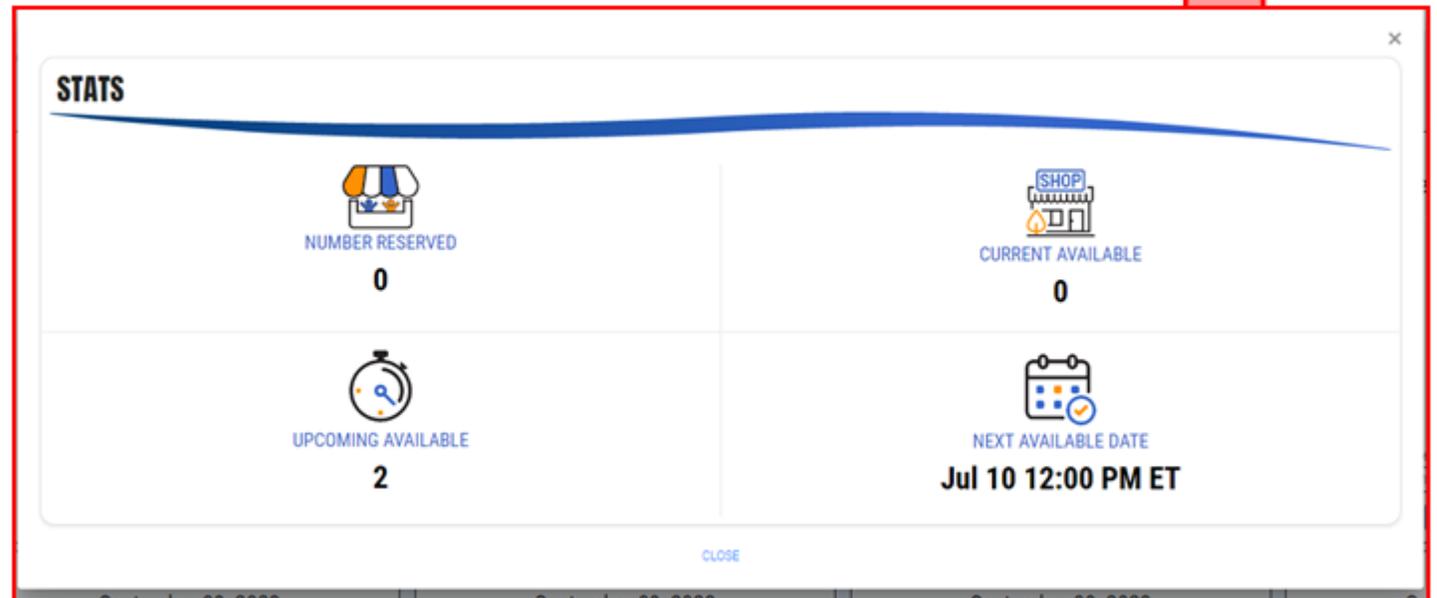
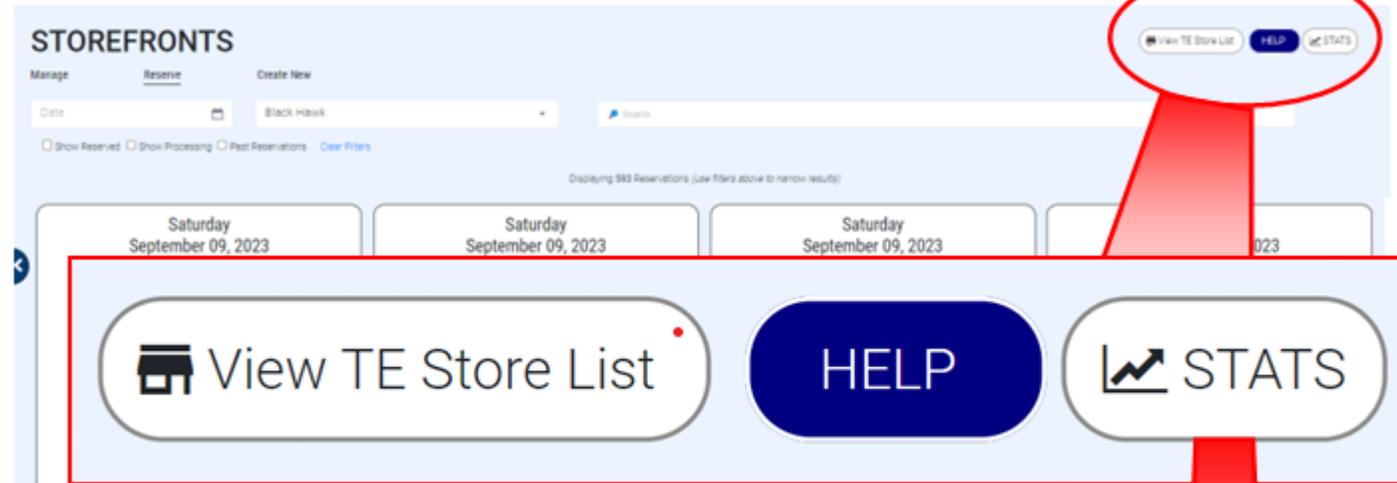
## More user-friendly navigation.

- Manage, Reserve, and Create New locations all in one screen.
- Reserve = TE booked Stores, that have been uploaded to the system.
- Manage = Where you enter shifts, scouts, and sales.
- Create New = Enter Unit booked stores.
  - These are stores that are NOT on the TE storefront list, that the Unit calls and books themselves.
  - Do not call stores that are on the list that have “TE Booked” as their label.



# New Storefront screen

- TE storefront list
  - TE booked
  - Do Not Call
  - Available to call
  - In-person required
- Help
  - Takes you straight to TE support to submit a support ticket
- Stats
  - Next “claiming date”
  - How many slots?
    - Upcoming
    - Already reserved
    - Available NOW
  - System update 7/1. Now showing across the top of the storefront screen. No need to click “stats” button.



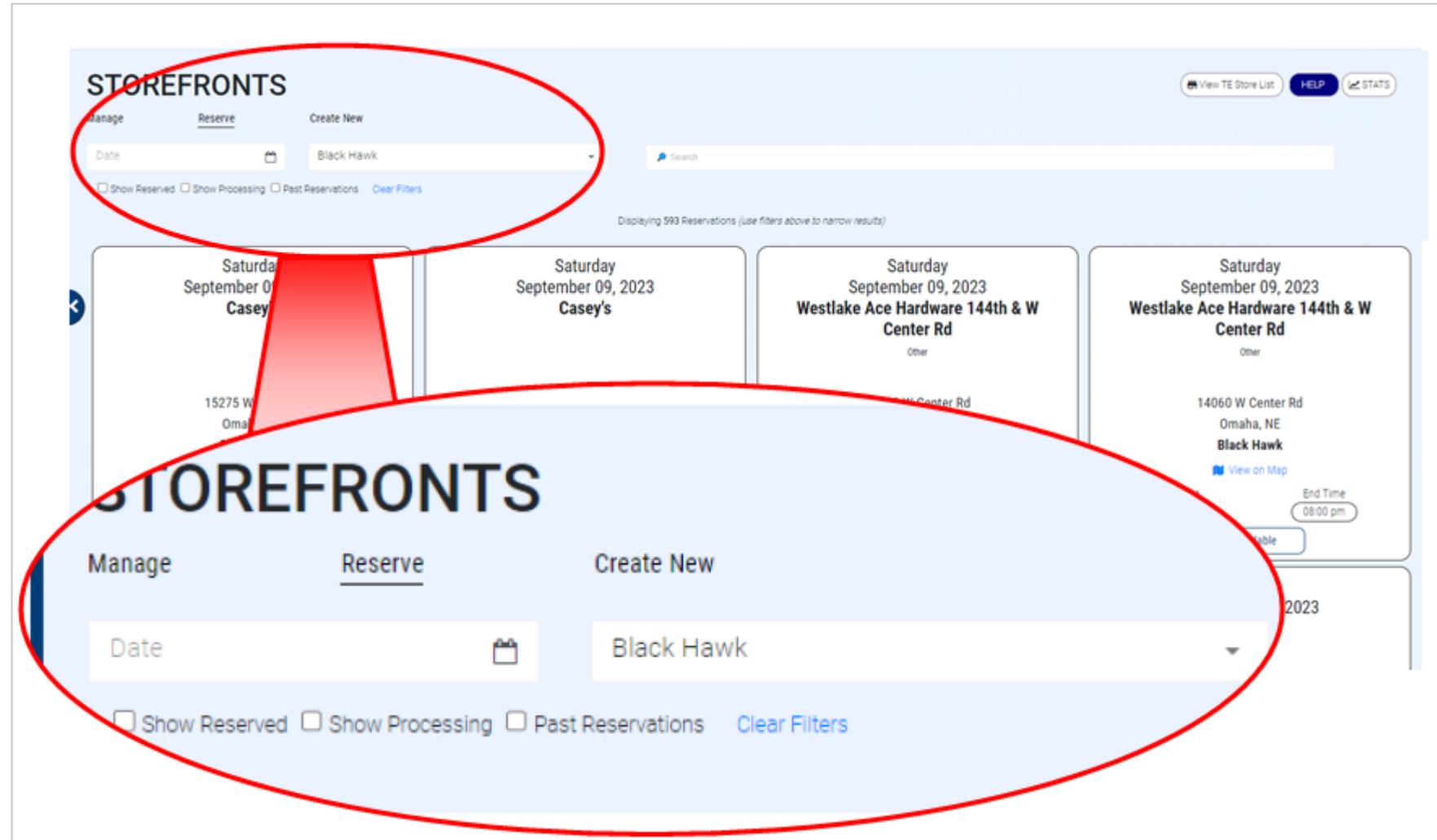
# New Storefront screen

Find what you're looking for easier.

- Filters:
  - Date
  - District
  - Name search
- You can use 1 or more filters at a time to narrow your search.

Other filters include being able to see Reservation "status":

- Stores that have been reserved
- Stores that are processing
- Store dates that have past.



# Storefront Reservation Filters

## DATE:

- Navigate the months.
- Click the preferred date.
  - The blue number on the date, indicates how many storefront slots there are on the date.
- After clicking it will bring up stores for that date only.
  - If any of the “reservation statuses” are selected, it will filter down to those.
  - For example: If “Show reserved” is selected, then you click Sept 9, it will ONLY show those that are already reserved.

The screenshot displays the 'Reserve' tab of the Storefront Reservation Filters interface. At the top, there are three tabs: 'Manage', 'Reserve' (which is selected and underlined), and 'Create New'. Below the tabs, there is a search bar with the text 'Black Hawk'. To the left of the search bar is a 'Date' field with a calendar icon, which is circled in red. Below the search bar, there are two checkboxes: 'Show Reserved' and 'Show Processing', both of which are unchecked. To the right of these checkboxes are the words 'Past Reservations' and a 'Clear Filters' link. Below the main interface, a calendar for September 2023 is shown. The calendar has navigation arrows for the previous and next months, both of which are circled in red. The calendar grid shows dates from 27 to 30. A blue number '1' is visible on the date 9, which is also circled in red. At the bottom of the calendar, there is a 'CLOSE' button.

# Storefront Reservation Filters

Search:

- If there is a particular Store you would like to look at.
- Search the name and it will bring up all slots available.
- If you don't find the store, try changing to "All Districts".

The screenshot displays the STOREFRONTS reservation management interface. At the top, there are navigation tabs for 'Manage', 'Reserve', and 'Create New'. A search bar is present with the text 'Black Hawk' and a search icon. Below the search bar, there are filter options: 'Show Reserved', 'Show Processing', 'Past Reservations', and 'Clear Filters'. The main content area shows a grid of reservation slots for Saturday, September 09, 2023. The first slot is for 'Casey's' at 15275 Weir Plaza, Omaha, NE. The second slot is for 'Black Hawk' at 14060 W Center Rd, Omaha, NE. The third slot is for 'Westlake Ace Hardware 144th & W Center Rd' at 14060 W Center Rd, Omaha, NE. A large red oval highlights the search bar and the text 'Displaying 593 Reservations (use filters above to narrow results)'. A smaller red oval highlights the search bar itself. A large red oval at the bottom of the page highlights the text 'Displaying 593 Reservations (use filters above to narrow results)'.

STOREFRONTS

Manage Reserve Create New

Date [ ] Black Hawk [ Search ]

Show Reserved  Show Processing  Past Reservations [Clear Filters](#)

Displaying 593 Reservations (use filters above to narrow results)

Saturday September 09, 2023 Casey's

15275 Weir Plaza Omaha, NE Black Hawk

Saturday September 09, 2023 Casey's

Saturday September 09, 2023 Westlake Ace Hardware 144th & W Center Rd

Other

14060 W Center Rd Omaha, NE Black Hawk

View on Map

Start Time [ ] End Time [ ]

Unavailable

Displaying 593 Reservations (use filters above to narrow results)

# STOREFRONT RESERVATION STATUS

## “Unavailable”

You do not have any available claiming slots available.

Clicking the unavailable button will bring up your next available claiming stats

A screenshot of a storefront reservation status for Saturday, September 09, 2023, at Casey's Black Hawk. The address is 15275 Weir Plaza, Omaha, NE. The start time is 08:00 am and the end time is 02:00 pm. A blue button labeled "Unavailable" is at the bottom.

## “Reserve”

You have available lots to claim AND the slot is available.

After clicking reserve, then you will be able to manage shifts, scouts, sales in the “manage” tab

A screenshot of a storefront reservation status for Saturday, September 09, 2023, at Casey's Black Hawk. The address is 15275 Weir Plaza, Omaha, NE. The start time is 08:00 am and the end time is 02:00 pm. A dark blue button labeled "Reserve" is at the bottom.

## Red Box

(color may vary from the system itself)

This means this slot has already been reserved by another Unit.

Check back at a later date, it may become available again

A screenshot of a storefront reservation status for Saturday, September 09, 2023, at Casey's Black Hawk. The address is 15275 Weir Plaza, Omaha, NE. The start time is 08:00 am and the end time is 02:00 pm. A light red button labeled "Unavailable" is at the bottom. The entire card has a light red background.

Note: you may need to refresh the browser to see updates/changes.

# Creating a New Site/Unit Booked

- Fill in all \* fields
- Difference between Dates:
  - “Sale Date”: when the actual “event”/storefront is going to occur.
  - Registration Date & Time: When Scouts will be able to START registering/sign-up for the storefront.

## STOREFRONTS

Manage

Reserve

Create New

*\* indicates a required field*

*\* indicates a required field*

### Event Details

Sale Date \*

6/28/2023

Registration Begin Date \*

6/28/2023

Registration Begin Time \*

12:30:05 PM

Timezone \*

Central

# Creating a New Site/Unit Booked (continued)

**NEW** address selection powered by Google.

- Added feature to better ensure no double bookings
- System will not accept made up addresses.
- City, State, & zip code will fill in after selecting the google verified address.

Prevents Units from going around system flags.

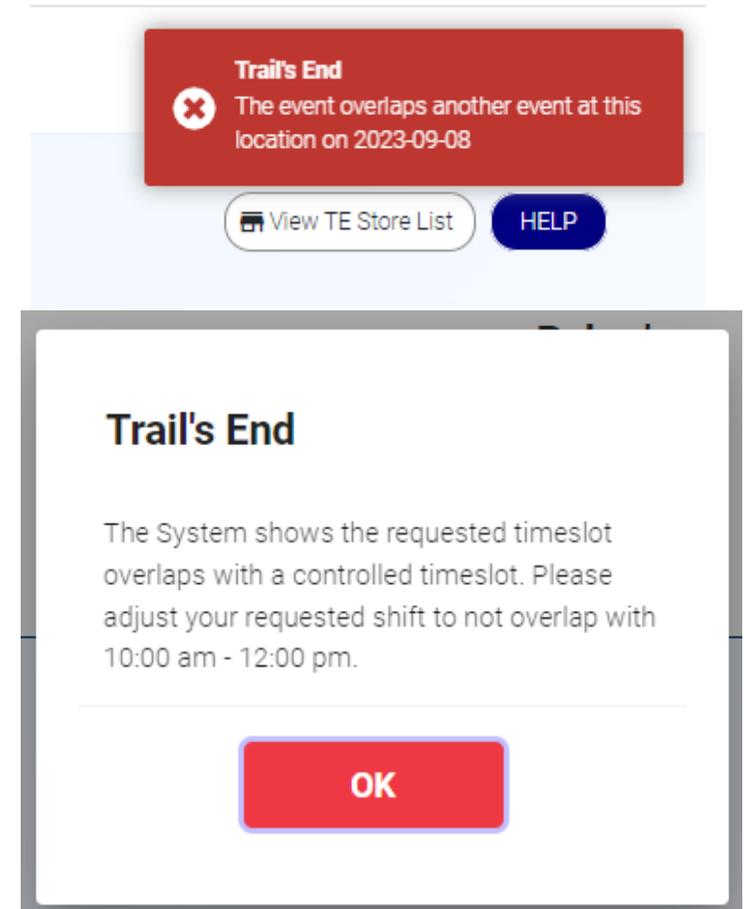
The screenshot shows a web form with two main sections: 'Storefront Name' and 'Storefront Location'. In the 'Storefront Name' section, there are two input fields: 'Organization \*' and 'Location Name \*', both circled in red. The 'Storefront Location' section has three input fields: 'Street Address \*', 'City \*', and 'Postal Code \*'. The 'City \*' field contains 'Omaha' and is circled in red. A red callout box points to a dropdown menu that lists five address suggestions for '17330 Lakeside Hills Plaza' in Omaha, NE, USA. The suggestions are: '17330 Lakeside Hills Plaza Omaha, NE, USA', '17330 Lakeside Hills Court Plaza Omaha, NE, USA', '17330 Lakeside Hills Court Omaha, NE, USA', '17330 Lakeside Hills Drive Florissant, MO, USA', and '17330 Lakeside Hills Drive Warrenton, MO, USA'. The 'Street Address \*' field contains '17330 Lakeside Hills Plaza'.

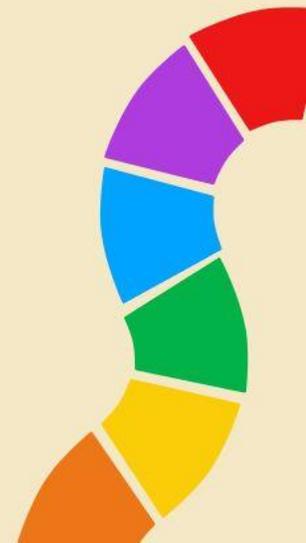
# Creating a New Site/Unit Booked (continued)

- Overlapping schedule Flags:
  - Flag when you overlap a Unit booked store.
    - A Unit has booked with the store and has entered in the system.
    - Popups after hitting “save” in the “Create New” tab.
  - Flag when you overlap a TE booked store.
    - These are stores that managers and/or corp. has agreed to have available for all of our Units in the area, during the times that the stores have selected/agreed to.
    - This flag pops up after adding your shifts, if they overlap with TE entered stores.
    - Remember to look at the Storefront List before calling stores.

## Updated to add because there are many questions coming in before popcorn training.

- All members of Units, must follow the same booking procedures. This includes parents/Scouts that may want to book stores on their own.
- We recommend informing your Units that there is a process to the storefront booking. If they double book a store, because it doesn't get entered into the system/it was already on the reservation list, they will forfeit the location to the Unit that properly has it in the system.
- We also recommend that if they are looking for the unit to book a store, they come to you (Leadership) and request the store be reserved/booked through proper procedures. This minimizes troubles within our Scouting community as well as the community at large.



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- We'll go through a few things in the storefronts so you can see it in action.
  - [www.trails-end.com/login](http://www.trails-end.com/login)

# GET READY TO SELL!

- Be prepared for your families and to have a GREAT SALE!
- Calculate how many storefront hours your unit will need to hit your goal.
  - National average in 2022 - \$162(retail) per hour.
- Follow the release schedule.
  - AND Check back often during the season.
- Incorporate your calculations of sales into your “initial order” DUE Aug. 23
- Get your Storefront supplies ready BEFORE the selling season starts.
  - Banner or sign to market who you are
  - Cash for change
  - Square readers
  - FULL “Storefront Checklist” Guide [COMING SOON](#)
- Ideal table set up below, for maximizing sales.
  - If you have a product that you have “too much” of, move it too the middles. This works great for middle to end of the sale or if you are running low on other products.



# QUESTIONS?

& Helpful links



MAC Popcorn  
landing page



MAC Popcorn FB  
Group



Metro Popcorn FB  
Group



Commit your Unit/  
Register for a leader  
account.

Mid-America Council  
Popcorn Training



Trail's End Webinar/  
Unit Kernel Training



DISTRICT	CONTACT NAME	CONTACT EMAIL
Black Hawk	Ernie Hemmer	<a href="mailto:blackhawkpopcorn@gmail.com">blackhawkpopcorn@gmail.com</a>
Diamond Dick	Regan Rodriguez	<a href="mailto:diamonddickpopcorn@gmail.com">diamonddickpopcorn@gmail.com</a>
Goldenrod	Chad Adams	<a href="mailto:goldenrodpopcorn@gmail.com">goldenrodpopcorn@gmail.com</a>
Iron Horse	Lisa Hayford	<a href="mailto:ironhorsepopcorn@gmail.com">ironhorsepopcorn@gmail.com</a>
NW Iowa	Jobina Kirby	<a href="mailto:kibygj@yahoo.com">kibygj@yahoo.com</a>
Ohwahnasee	Becky Mahoney (DE)	<a href="mailto:Becky.Mahoney@scouting.org">Becky.Mahoney@scouting.org</a>
Petah La Shauro	Julie Reiff	<a href="mailto:plspopcorn@gmail.com">plspopcorn@gmail.com</a>
Trailblazer	Becky Mahoney (DE)	<a href="mailto:Becky.Mahoney@scouting.org">Becky.Mahoney@scouting.org</a>
War Eagle	Bill Splitter	<a href="mailto:williamsplitter@yahoo.com">williamsplitter@yahoo.com</a>
Wagon Wheel	Amanda Lopez	<a href="mailto:wwdpopcorn@gmail.com">wwdpopcorn@gmail.com</a>
COUNCIL	CONTACT NAME	CONTACT EMAIL
Kernel	Danessa Hemmer	<a href="mailto:popcorn@macscouts.org">popcorn@macscouts.org</a>
Staff Advisor	Tina Douglas	<a href="mailto:Tina.douglas@scouting.org">Tina.douglas@scouting.org</a>

