

Popcorn Sale

GUIDE BOOK

2011



Middle Tennessee Council



Middle Tennessee Council

2011 Popcorn Chairman

Western Area

Cogioba

Michelle Dorsey
406 Cedarbend Road
Clarksville, TN 37043
931-249-2264
michelledorsey1@gmail.com

David Crockett

Karen White
12 Franklin Drive
Lawrenceburg, TN 38464
931-766-2181
skewswwhite@bellsouth.net

Duck River

Elizabeth Crutcher
1023 E Valley Drive
Columbia, TN 38401
931-215-6408
epcshc@aol.com

Highland Rim

Sherry Byrne
2043 Jones Creek Road
White Bluff, TN 37187
615-797-2771
firebug1901@aol.com

Natchez Trace

Mark Kennedy
641 Tynebrae Drive
Franklin, TN 37064
615-977-5658
mkennedy357@aol.com

Central Area

Cherokee

Tabatha Jeter
1061 Monticello Place
Gallatin, TN 37066
615-230-7921
tabathajeter@hotmail.com

Dan Beard

John Deharde
3512 Saxon Mist Court
Nashville, TN 37217
615-399-4019
jrdeharde@comcast.net

Hermitage

Wendy Morgan
1406 Tasmania Court
Mt. Juliet, TN 37122
615-754-2047
wendymorgan1@oomcast.net

James E. West

Samantha Elliott
8064 Poplarwood Rd
Nashville, TN 37221
615-646-1281
Samanthaelli-

Nashboro

Londa Walker-Overtton
1625 17th Avenue North
Nashville, TN 37208
615-438-8294
lsw03@hotmail.com

Eastern Area

Black Fox

Jim Carden
105 Neal Court
McMinnville, TN 37110
931-815-8221
abcice@blomand.net

Elk River

Elaine Posanka
110 Jamestown Road
Tullahoma, TN 37388
931-409-0628
elaine.posanka@us.army.mil

Trail of Tears

Bobby Ray Henry
4104 Rucker Road South
Christiana, TN 37037
615-653-8763
scouts341@comcast.net

Upper Cumberland

Carla Lamb
629 Clark Avenue
Cookeville, TN 38501
931-644-1603
cslamb@hotmail.com

Walton Trail

Patty Williams
1101 Fairways
Nashville, TN 37215
615-449-9933
newovertures@gmail.com

Warioto

Jerry Nicholson
477 Marble Court
Gallatin, TN 37066
615-995-8882
jnicholson@hrblock.com



Popcorn Sale Calendar

2011 TIMETABLE

- May 7 & 14.....Council VIP's
* Unit Leaders Complete Popcorn Commitment Card
- July 23 & August 6.....Unit Kernel Orientation
* Earn 2% bonus for attending the Unit Kernel Orientation and turning in the "Ideal Year of Scouting" budget at the orientation
- August District & Unit Kick-Offs.....Sales Materials Distributed
* Receive a popcorn sales kit and order forms
- August 30Popcorn Sales Kickoff
- September 17.....Popcorn Blitz Day!

Two Separate Sales Participate in Both and Earn More!

SHOW-N-SELL

- August 31Orders Due
- September 10Popcorn Pick-Up at Averitt Express - Nashville
- September 17....."Popcorn Blitz Day"
- October 28Money Due

TAKE ORDER

- August 31Order Taking Begins
- October 28**Deadline for Popcorn Order and all Prize Orders**
- November 11 or 12Take Order Popcorn Pick-Up
(Times vary per location)
- December 9**All Money and Popcorn Accounts Settled**
- November 1.....Extended Sale Begins
- November 30Extended Sale Orders Due
- December 27Extended Sale Money Due



Scout Rewards

Each Scout that sells at least one item will receive a participation sales patch from Trail's End. Unit kernel MUST order these on the prize order form and submit it to Trail's End.

Local Council "Fill It Up" Contest

All Cub Scouts who fill up an order form (30 unique orders) will receive a choice of one out of three pre-packaged **Pinewood Derby Kits** (only one per scout). All Boy Scouts who fill up an order form (30 unique orders) will receive a **Specially Designed Pocket Knife**. To receive this cool prize please e-mail or fax a copy of the Scouts full form to popcorn@mtcbsa.org or 615-297-9916. Incomplete forms will not be considered. Please make sure that the Scouts name and unit number is on the form. **Forms MUST be received NO LATER than October 28th to qualify.**

Online Sales Top Seller Award

The scout that has the most sales in online orders will receive a \$100 Gift Card. Only online orders from August 31 to October 28th will count towards this cool prize and will be verified and awarded by the council office.

District and Council Top Seller Awards

It's back! We will award the top seller of each District a \$100 VISA gift card. The top seller for the council will be awarded a trip for 4 to Dollywood (\$50 gas gift card, hotel for two nights and tickets to Dollywood).

Local Council 600 Club

Any Scout that sells \$600 or more will be invited to join our Elite 600 Club event at a Nashville Predators game. More details will be forth coming.

Trail's End "600 Club" Program

Each Scout who sells at least \$600 of popcorn will receive a Zyclone and a commemorative patch from Trail's End highlighting his accomplishment. The unit popcorn kernel orders this directly from the Trail's End Popcorn System on the prize order screen. Online sales count!

\$1,500 Popcorn Sellers

Each Scout who sells \$1,500 or more in popcorn will receive a \$50 gift card from Wal-Mart or Amazon.com. The unit popcorn kernel orders this directly from the Trail's End Popcorn System on the prize order screen. Online sales count!

\$2,500 Popcorn Sellers

Any Scout who sells \$2,500 in one year, earns 6% of his gross sales each year in his own college scholarship account, for post high school education, his Missionary Fund or his Clergy Fund. Online sales count!



Fill Up An Order Form (1 per Scout)

Cub and Webelos Scouts receive
one out of three choices of
Pinewood Derby kits



Boy Scouts receive
specially designed pocket knife

600 Club

MIDDLE TENNESSEE COUNCIL
BOY SCOUTS OF AMERICA

EVERY SCOUT THAT HAS \$600 OR MORE IN POPCORN
SALES WILL BE INVITED TO ATTEND A



GAME

Council Top Seller

Dollywood Trip

DISTRICT TOP SELLER

\$100  Gift Card

2011 Trail's End Scout Rewards

SELL:

EARN:

One Item

Patch or Pin

\$150

Choice of a Hand Cranked Flashlight or Multi Function Knife

\$250

\$10 Wal-Mart or Amazon.com gift card

\$350

\$15 Wal-Mart or Amazon.com gift card

\$450

\$20 Wal-Mart or Amazon.com gift card

\$650

\$30 Wal-Mart or Amazon.com gift card

\$850

\$40 Wal-Mart or Amazon.com gift card

\$1,100

\$55 Wal-Mart or Amazon.com gift card

\$1,300

\$75 Wal-Mart or Amazon.com gift card

\$1,800

\$110 Wal-Mart or Amazon.com gift card

\$2,300

\$150 Wal-Mart or Amazon.com gift card

NOTE: All patch and prize orders must be submitted in the popcorn system under the prize order form. All orders must be submitted NO LATER than October 28th. Fulfillment of prize orders are handled by Trail's End. If you receive your prize order and it is incorrect or contains damaged items, contact Trail's End directly. Trail's End Prize Center email: prizes@trails-end.com



2011 Product Line and Pricing

Gold Level Military Donation \$50

Silver Level Military Donation \$30

Sweet & Savory Collection Gift Box \$40

Chocolatey Triple Delight 20oz, Butter Toffee Caramel Corn 20oz, Gourmet Cheddar Cheese Corn 7oz

Cheese Lover's Collection Gift Box \$30

Gourmet Cheddar Cheese Corn 2 bags 7oz each, Gourmet White Cheddar Cheese Corn 7oz

White Chocolatey Pretzels \$25

NEW ITEM!!! 20oz

18 Pack Kettle Corn Microwave \$20

IT'S BACK!!!

18 Pack Unbelievable Butter Microwave \$18

18 Pack Butter Light Microwave \$18

Caramel Corn with Almonds, Cashews and Pecans \$18

26 oz

Chocolatey Triple Delight \$18

20oz

Classic Caramel Corn \$10

11oz



New Commission Structure for 2011

Unit Prize Program

Base Commission Starts At: 33%

Trail's End Prize Program

Base Commission Starts At: 28%

Extra Commission Rates

2% bonus – Attend Unit Kernel orientation on July 23rd or August 6th **AND** turn in your units “Ideal Year of Scouting” budget at the orientation

*****OR*****

5% bonus – Obtain unit sales goal based on March 2011 month end membership less 5th graders multiplied by \$300. Council will provide the goal for your unit.

You could earn up to 38% maximum commission on your popcorn sale!

Deadline for on-time commission rates is listed as follows:

Show-N-Sell Commission Rates		
Commission Checks for Show-N-Sell will be given on the date the money is turned in.		
Money Turn-In Date	Unit Prize Program	Trail's End Prize Program
October 28, 2011	33%	28%
October 29, 2011	25%	20%
November 4, 2011	15%	10%
November 18, 2011	5%	0%
*Bonus commission upgrade will be added if all criteria is met at time of payment		

Take Order Commission Rates			
Commission Checks for Take Order will be given on the date the money is turned in.			
Money Turn-In Date	Unit Prize Program	Trail's End Prize Program	Eligible for 2% Upgrade**
December 9, 2011	33%	28%	YES
December 10, 2011	25%	20%	NO
December 16, 2011	15%	10%	NO
December 30, 2011	5%	0%	NO
** Must meet requirements established for bonus upgrade			

Helpful Hint: All commission plans require on time payment!



Pick Up Locations

Please note that some of these locations are not 100% confirmed. Once your order is placed you will receive a confirmation of your order along with a final map of where your popcorn will be delivered to.

MURFREESBORO

Swanson Properties
Park Avenue
Murfreesboro, TN 37128
Friday 4 PM—12 AM

FRANKLIN

Lasko
1715 Columbia Avenue
Franklin, TN 37065
Saturday 8-12 PM

COLUMBIA

Pepsi Bottling Group
2204 Oakland Pkwy
Columbia, TN 38401
Saturday 10 AM—3 PM

CLARKSVILLE—Unconfirmed

Budweiser of Clarksville
2059 Wilma Rudolph Blvd
Clarksville, TN 37040
Saturday 8-11 AM

HENDERSONVILLE

MGM Industries
387 Free Hill Road
Hendersonville, TN 37075
Friday 12 PM – 8 PM

NASHVILLE – SOUTH

Averitt Express
1 Averitt Express Drive
Nashville, TN 37211
Friday 6-8 PM
Saturday 8-11 AM

PULASKI

Cardin Distributing
1219 West College
Pulaski, TN 38478
Friday 4 PM—8 PM

COOKEVILLE—Unconfirmed

Averitt Express
1199 Salem Road
Cookeville, TN 38501
Saturday 8-10 am

GALLATIN

Red River Valley Whse
513 Red River Road
Gallatin, TN 37066
Saturday 8-12 PM

McMINNVILLE

Metal Product Co.
130 Enterprise Lane
McMinnville, TN 37110
Friday 4-8 PM

DICKSON

Tennsco Plant 6
201 Tennsco Drive
Dickson, TN 37055
Friday 5-9 PM

LEBANON

PFG Lester Company
825 Maddox Simpson Pkwy
Lebanon, TN 37090
Saturday 8-11 AM

TULLAHOMA

Business Incubator
400 Wilson Avenue
Tullahoma, TN 37388
Friday 3 PM—7 PM
Saturday 8 AM—10 AM

