

# KERNEL JOURNAL

EDITION #4

## 2017 HOOSIER TRAILS COUNCIL, BSA POPCORN SALE- E COMMUNICATION RESOURCE

### IMPORTANT DATES

10/22 - Sale Ends

10/25 - Popcorn and Prize orders Due to Council, along with post-dated check

11/10 - Take order Product Delivery

12/8 - Post-dated Checks are Deposited

### THE SALE HAS BEGUN!

Here are some tips to help you meet your goals this year.

- Each Scout should have a personal sales goal. Scouts who set goals, in prior years, sold twice as much as those who didn't, on average.
- Sell during times that most people are at home, such as Saturday and Sunday mornings and afternoons. On weeknights, sell through the neighborhood from 5:30 to 7:00 pm or until it gets dark (but not after!)
- Even if a Scout does not have product in-hand, or has run out of product, the Unit Kernel or Den Leader should continue to encourage the Scouts to **SELL TO THEIR GOAL**, to continue taking orders until they reach it.

Remind Scouts that their efforts are going to fund a whole lot of fun in the upcoming year, whether it be Summer Camp or other events. Also, there will be awesome prizes at the end of the sale for those successful sellers!

### LEARN MORE ONLINE

Go to our [council website](#) to find additional resources to help with your sale!



BOY SCOUTS  
OF AMERICA  
HOOSIER TRAILS COUNCIL

One in three door to door contacts results in a sale. What you put in is what you get out of this sale. The more people you ask, the more you will sell. Good luck and keep up the effort!

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## NEED MORE POPCORN?

Are you running out of product for your Show and Sell? Set up a time to stop by the warehouse locations to pick up more product. This is first come first serve so product might be limited. Please contact [Kevin Trojan](#) to set up your pickup orders. Below are the locations and hours for each area.

### BLOOMINGTON

#### LOCATION

[Council Office- 5625 State Rd 46,  
Bloomington, IN 47401](#)

Office Hours: 10 - 5 PM

### LAWERNCEBURG

#### LOCATION

[Midwest Service Warehouse,  
IN 1300 Scheneley Pl.](#)

[Lawrenceburg](#)

Hours: Thursday 2 - 6 PM

### SEYMOUR LOCATION

[Walmart Distribution Satel-  
lite Building, 2100 E. Tipton  
Street](#)

Hours: Friday 1 - 4 PM

**THE JOIN THE FORCE  
SUPPER SELLER CLUB  
HAS  
RETURNED!**

For every \$1,000 in sales, earn 2 tickets to a special screening of Star Wars: Episode VIII The Last Jedi in December of 2017. Screenings will occur in Bloomington, Columbus and Newport, KY.



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## DON'T FORGET ABOUT THE COOL PRIZES

The Mega-Corn Piece Patch will be offered to generate desire to have a well-diversified sales approach by Scouts.

Earn all segments by:

- Participate in the Sale
- Sell One of Each Product
- Achieve \$600 in Total Sales
- Make an Online Sale
- Sell a "Support our Troops" Military Donation (\$30 & \$50)
- Achieve \$1,000 in Sales to be in the Top Seller Club



### Popcorn Sale Team

[Kevin Trojan](#) - Staff Advisor ,812-272-2368,

[ktrojan@bsaemail.org](mailto:ktrojan@bsaemail.org)

[Brenda Sadler](#) - Popcorn Specialist– 812-336-6809,

[bsadler@bsaemail.org](mailto:bsadler@bsaemail.org)

[Ian Kessler](#) -Popcorn Sale Intern , [popcorn145@bsaemail.org](mailto:popcorn145@bsaemail.org)

**NEW**

**PRIZES**

\$750 in Sales Earns a Scout Edition Daisy BB Gun



\$1,500 in Sales earns a Drone



