

# 2020 Hawk Mountain Council Product Sale Guidebook



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HAWK MOUNTAIN COUNCIL



# 2020 Hawk Mountain Council Product Sale Guidebook

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# 2020 Hawk Mountain Council Product Sale Guidebook

## A Word from Our Scout Executive

**Hello Fall Product Sale Champion,**

Thank you for joining us for the 2020 Fall Product Sale.

This has been a difficult year for all of us. Coronavirus has changed our lives and Scouting in many ways and the 2020 Product Sale will be different, too. We will need to be creative, patient, flexible, and determined.

As always, we are here to work with you and your Scouts. We know how crucial this fundraiser is to unit program delivery for the remainder of 2020 and early 2021. Please share your struggles and your successes on the Product Sale Facebook page: Hawk Mountain Council, BSA Product Sale. We can learn from each other, help with your struggles, and celebrate successes!

We hope your experience with this Fall Product Sale is a positive one and that it helps you support the goals of your Scouts and your Unit. If you have questions or need assistance please connect with your District Kernel, your District Executive or one of the members of the Council Support Team. Their contact information is included here in our guidebook on page 7.

Thank you for everything you do for the Scouts of the Hawk Mountain Council. Scouting would not happen without you!

Yours in Scouting,

Jim Milham  
CEO/Scout Executive



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## 2020 Hawk Mountain Council Product Sale Guidebook

### Council Key Dates - Sale Calendar

|   |                              |
|---|------------------------------|
| <b>Michael Beck Training -<br/>Via Zoom Conference</b>                  | <b>July 7, 8, or 9, 2020</b> |
| <b>Product Sale Kick-Off -<br/>Via Zoom Conference</b>                  | <b>July 15 or 20, 2020</b>   |
| <b>Show &amp; Sell Orders Due</b>                                       | <b>by July 27, 2020</b>      |
| <b>Show &amp; Sell Distribution</b>                                     | <b>August 20, 2020</b>       |
| <b>Show &amp; Sell Returns -<br/>HMC Office</b>                         | <b>October 13-14, 2020</b>   |
| <b>Show &amp; Sell Returns - HMSR</b>                                   | <b>October 13, 6-8 PM</b>    |
| <b>Take Order, Prizes, Special<br/>Incentives &amp; 1st Payment Due</b> | <b>by October 16, 2020</b>   |
| <b>Take Order Distribution -<br/>Reading</b>                            | <b>November 5, 2020</b>      |
| <b>Take Order Distribution<br/>Pottsville</b>                           | <b>November 6, 2020</b>      |
| <b>Payment Due</b>  | <b>November 30, 2020</b>     |
| <b>Top Seller Celebration -<br/>HMSR</b>                                | <b>April, 2021</b>           |



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## 2020 Highlights

- Popping with excitement to sell Camp Masters wonderful popcorn!
- Still Going Nuts! Delicious Whitley's Nuts will continue to be a part of the product offerings.
- **Revised commissions.** Please see page 9.
- A Battleship Council Shoulder Patch for every Scout that sells a military donation.
- Movie experience for top sellers.
- Facebook group for Unit Kernels:  
Hawk Mountain Council, BSA Product Sale.







# 2020 Hawk Mountain Council Product Sale Guidebook

## Unit Kernel Checklist

- ◇ Learn about the products available, key dates, and incentives.
- ◇ Stay informed via the Facebook page, emails, & the newsletter.
- ◇ Ask questions!
- ◇ Set a sales goal, create a plan and a timeline to achieve the goal.
- ◇ Prepare handouts and hold a Unit Kick-Off for Scout Families.
- ◇ Generate enthusiasm for the sale!
- ◇ Place the Unit popcorn order for the Show & Sale online at [CampMasters.org](http://CampMasters.org).
- ◇ Submit the Unit nut order for the Show & Sale via the Google doc.
- ◇ Coordinate pick-up, distribution and Show & Sell locations.
- ◇ Place the Unit popcorn order for Take Order online at [CampMasters.org](http://CampMasters.org).
- ◇ Submit the Unit nut order for Take Order via the Google doc.
- ◇ Keep copies of the Scouts' take order forms so that they can be used the following year.
- ◇ Coordinate product pick-up and distribution for Take Orders.
- ◇ Submit prize order and Council payment.
- ◇ Distribute prizes in a timely manner.
- ◇ **Celebrate your Unit's sales success and use the money raised to provide an awesome Scouting Program!**



# 2020 Hawk Mountain Council Product Sale Guidebook

## Key Contacts

| District    | Name           | Role                  | Phone        | Email  |
|-------------|----------------|-----------------------|--------------|--|
| Appalachian | Gabe Rodriguez | DE                    | 610-550-9524 | <a href="mailto:gabriel.rodriguez@scouting.org">gabriel.rodriguez@scouting.org</a>   |
| Black Rock  | Chris Conville | Kernel                | 570-778-1536 | <a href="mailto:christopher.conville@icloud.com">christopher.conville@icloud.com</a> |
| Black Rock  | David Morgan   | DE                    | 570-778-1285 | <a href="mailto:David.morgan2@scouting.org">David.morgan2@scouting.org</a>           |
| Cacoosing   | Amy Noble      | Kernel                | 484-334-3353 | <a href="mailto:westlawncubscouts431@gmail.com">westlawncubscouts431@gmail.com</a>   |
| Cacoosing   | Cole Mitchell  | DE                    | 610-741-7997 | <a href="mailto:cole.mitchell@scouting.org">cole.mitchell@scouting.org</a>           |
| Frontier    | Mandy Hinkel   | Kernel                | 610-533-8723 | <a href="mailto:frontierpopcornkernel@gmail.com">frontierpopcornkernel@gmail.com</a> |
| Frontier    | Chas Andrews   | DE                    | 610-858-4582 | <a href="mailto:charles.andrews@scouting.org">charles.andrews@scouting.org</a>       |
| STEM        | Joshua Potts   | District Director     | 610-816-9572 | <a href="mailto:joshua.potts@scouting.org">joshua.potts@scouting.org</a>             |
| Council     | Ann Brugger    | Staff Advisor         | 484-651-7938 | <a href="mailto:ann.brugger@scouting.org">ann.brugger@scouting.org</a>               |
| Council     | Jody Peiffer   | Logistics Coordinator | 484-269-3492 | <a href="mailto:hmcpopcorn@gmail.com">hmcpopcorn@gmail.com</a>                       |



## 2020 Hawk Mountain Council Product Sale Guidebook

### Benefits of Participating in the Product Sale:

- Scouts learn the value and the process of setting and working toward goals.
- Communication skills, leadership, and confidence are enhanced.
- Opportunity to earn advancements and/or merit badges.
- Scouts get a strong sense of accomplishment through recognition.
- Helps to finance a fun-filled year of Scouting.
- No up-front costs for the unit.
- Proven product quality.
- Support from the Council Product Sale Team.
- **Over 70% of the proceeds are returned to Local Scouting!**





# 2020 Hawk Mountain Council Product Sale Guidebook

## 2020 Commission Structure

**30%** = Base Commission Rate on total sales (popcorn and nuts)

+ **1%** = attend Michael Beck sales training and/or Product Sale Kick-Off

Each unit will receive additional commission for attending one of the three Michael Beck sales training sessions AND/OR one of the Product Sale Kick-offs on July 15 or July 20.

+ **2%** = pay half of Show & Sell invoice by October 16, 2020.

Units that pay half of their Show & Sell invoice amount by October 16, 2020 will receive an additional commission. Show & Sell invoices will be given out at the Show & Sell distribution.

+ **1%** = pay entire invoice by November 30, 2020.

Units will receive their final invoices at the Take Order distribution.

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**34%** = the maximum commission that can be earned.



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## 2020 Product Pricing & Availability

| Product   | # Per Case | Retail Price Per Each | Show & Sell | Take Order |
|---|------------|-----------------------|-------------|------------|
| Premium Tin - Chocolate Caramel, Sweet & Salty Kettle, & Butter Toffee Caramel - 31 ounce | 1          | \$45                  |             | X          |
| 3 Way Cheesy Cheese Tin - 15 ounce  | 1          | \$35                  |             | X          |
| Supreme Caramel Crunch w/Almonds, Pecans, & Cashews Tin - 18 oz.                          | 8          | \$25                  | X           | X          |
| 22 Pack Movie Theater Extra Butter Microwave Popcorn                                      | 6          | \$25                  | X           | X          |
| Chocolate Drizzled Caramel Popcorn Tin - 14 ounce   | 8          | \$25                  |             | X          |
| 14 Pack Extra Butter Roasted Summer Corn  | 8          | \$15                  | X           | X          |
| White Cheddar Cheese Tin - 5 ounce  | 8          | \$15                  | X           | X          |
| 12 Pack Sweet & Salty Kettle Corn Microwave Popcorn                                       | 8          | \$15                  |             | X          |
| Purple Popping Corn Jar   | 6          | \$12                  |             | X          |
| Caramel Corn Bag - 10 ounce   | 8          | \$10                  | X           | X          |
| Military Donation   | —          | \$50                  |             | X          |
| Military Donation   | —          | \$30                  |             | X          |
| Troops Salted Virginia Peanuts - 12 ounce   | 12         | \$15                  | X           | X          |
| Troops Honey Roasted Virginia Peanuts - 12 ounce  | 12         | \$15                  | X           | X          |
| Dark Chocolatey Covered Almond Clusters - 10 ounce  | 12         | \$20                  |             | X          |
| Salted Jumbo Cashews - 12 ounce   | 12         | \$20                  | X           | X          |
| Dark Chocolatey Covered Peanut Clusters - 24 ounce  | 12         | \$38                  |             | X          |
| Milk Chocolatey Covered Peanut Clusters - 10 ounce  | 12         | \$15                  |             | X          |
| Whit's Party Mix (formerly Party & Pub Mix) - 18 ounce                                    | 12         | \$24                  |             | X          |
| Honey Cinnamon Almonds - 13 ounce   | 12         | \$23                  |             | X          |
| Homemade Peanut Brittle - 10 ounce  | 12         | \$15                  | X           | X          |
| Country Dill Pickle Virginia Peanuts - 12 ounce   | 12         | \$15                  |             | X          |
| Salt & Ground Pepper Virginia Peanuts - 20 ounce  | 12         | \$20                  | X           | X          |



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## Notes about Nuts

- 🌰 A high quality product from Whitley's Peanut Factory.
- 🌰 All nut products are sold 12 to the case.
- 🌰 Order by the case for Show & Sell - 5 products available.
- 🌰 Order by the can for Take Order - 11 products available.
- 🌰 The Take Order Nut order form is separate from the Popcorn order form.
- 🌰 Place Unit orders for Show & Sell and Take Order with a convenient Google doc.
- 🌰 Commission structure is the same for nuts and popcorn.
- 🌰 Commission is calculated based on the total product sold (popcorn + nuts).
- 🌰 Prizes from Council and National Supply are calculated based on the total product sold (popcorn + nuts).
- 🌰 Payments to Council may each be made in one check (popcorn + nuts).
- 🌰 Party & Pub Mix is now called Whit's Party Mix.

**67% of people will buy when asked. Less than  
30% of the public is asked.**



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## Go Nuts for Scouting - Prizes!

For 2020, the prizes for individual Scouts will be supplied by BSA National Supply. Prize ordering will happen through a link from the Camp Master's website. Prize levels will be based on the total quantity of product sold (popcorn + nuts). Once ordered and approved, orders will typically ship via FedEx within two days and arrive at the Unit Kernels house within one week. Mystery prizes have a value of one level above the pictured level. All Scouts who sell \$700 or more will receive a bonus Coleman Stratus Fleece Sleeping Bag in addition to their prize level prize. Each Scout who sells a \$30 or \$50 military donation will receive a special edition Hawk Mountain Council Patch - limit one per Scout.

**\$1,000 Sellers** - All Scouts who sell at least \$1,000 worth of product will be invited to a Top Seller Celebration in April or May, 2020 at the Hawk Mountain Scout Reservation.

**\$1,500 Sellers** - Scouts who sell at least \$1,500 worth of product will receive \$75 worth of tickets to use at Knoebels Amusement Resort during the 2021 season OR a \$75 credit toward summer camp at Hawk Mountain Scout Reservation during the 2021 season.

**District Top Selling Scouts BSA** - The top selling Scouts BSA in each District (who sells at least \$1,000 worth of product) will earn a free week of summer camp in 2021 at Hawk Mountain Scout Reservation. The week of camp may be used with the Scout's Troop, the Scout may attend for a week as a provisional Scout, OR the week of camp may be rolled over until 2022.

**District Top Selling Cub Scout** - The top selling Cub Scout in each District (who sells at least \$1,000 worth of product) will earn a free week of Day Camp, Resident Camp, OR Webelos Camp in 2021 at Hawk Mountain Scout Reservation. The week of camp may be rolled over until 2022, too.

Incentives for Scouts selling \$1,000+ will be submitted to Council on the Special Incentives Form which is due to Ann Brugger by no later than October 16, 2020.



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### Placing Show & Sell Orders

- You may order up to **50%** of the retail value of your Unit's 2019 sale.
- If your Unit did not sell in 2019, please call Ann Brugger at 484-651-7938, for assistance with estimating order quantities.
- Please call or email Ann Brugger if you would like to order more product than **50%** of your Unit's 2019 total.
- Popcorn is ordered online at [CampMasters.org](http://CampMasters.org).
- Nuts are ordered with a Google doc.
- **Orders are due by July 27, 2020.**

### Inventory Transfers

- For the 2020 Product Sale, we will continue to allow inventory transfers.
- Inventory may be exchanged between Units. Communicate a need for product or an excess of product through our Facebook page: **Hawk Mountain Council, BSA Product Sale**.
- When an exchange is arranged, both parties should complete a transfer form - see next page. The form should then be emailed to Ann Brugger at [ann.brugger@scouting.org](mailto:ann.brugger@scouting.org) with both Unit Kernels included on the cc: line.
- Upon verification of the transfer, it will be processed in the Camp Master's system.
- Failure to follow these procedures may result in your Unit incurring charges for an incorrect amount of inventory.



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Each party participating in an inventory transfer should fill out their respective portion of this form and retain a copy for their records. It is the responsibility of the transferring unit to submit this form to Ann Brugger at [ann.brugger@scouting.org](mailto:ann.brugger@scouting.org) immediately following the transaction. Transfers occurring after November 6, 2020 cannot be adjusted on unit invoices.

| Product  | # of Full Cases Transferred | # of Containers Transferred | Product  | # of Full Cases Transferred | # of Containers Transferred |
|--|-----------------------------|-----------------------------|--|-----------------------------|-----------------------------|
| \$45 Premium Tin - Take Order Only   | XX                          |                             | \$15 Troops Salted Virginia Peanuts                            |                             |                             |
| \$35 3-Way Cheesy Cheese Tin - Take Order Only                             | XX                          |                             | \$15 Troops Honey Roasted Virginia Peanuts                     |                             |                             |
| \$25 Supreme Caramel Crunch with Almonds, Pecans & Cashews                 |                             |                             | \$20 Dark Chocolatey Covered Almond Clusters - Take Order Only |                             |                             |
| \$25 22-Pack Movie Theater Extra Butter Microwave Popcorn                  |                             |                             | \$20 Jumbo Cashews   |                             |                             |
| \$25 Chocolate Drizzled Caramel Popcorn - Take Order Only                  |                             |                             | \$38 Dark Chocolatey Covered Peanut Clusters - Take Order Only |                             |                             |
| \$15 14-Pack Extra Butter Roasted Summer Corn                              |                             |                             | \$15 Milk Chocolatey Covered Peanut Clusters - Take Order Only |                             |                             |
| \$15 White Cheddar Cheese Tin  |                             |                             | \$24 Whit's Party Mix - Take Order Only                        |                             |                             |
| \$15 12-Pack Sweet & Salty Kettle Corn Microwave Popcorn - Take Order Only |                             |                             | \$23 Honey Cinnamon Almonds - Take Order Only                  |                             |                             |
| \$12 Purple Popping Corn Jar - Take Order Only                             |                             |                             | \$15 Peanut Brittle  |                             |                             |
| \$10 Caramel Corn Bag  |                             |                             | \$15 Country Dill Pickle Virginia Peanuts - Take Order Only    |                             |                             |
|  |                             |                             | \$20 Salt & Ground Pepper Virginia Peanuts                     |                             |                             |

## District

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*Unit Type*

Unit Number

I agree that I am authorized on behalf of my unit to transfer the product listed above. I understand that once forwarded to the Hawk Mountain Council, this product will be deducted from my unit invoice, releasing my unit from payment and forfeiting the applicable commission from sales.

---

Print Name \_\_\_\_\_

Signature

Date \_\_\_\_\_

## District

Unit Type

Unit Number

I agree that I am authorized on behalf of the my unit to receive the product listed above. I understand that once forwarded to the Hawk Mountain Council, this product will be added to the unit invoice, making our unit responsible for applicable payment.

---

*Print Name*

Signature

Date





## 2020 Hawk Mountain Council Product Sale Guidebook

### Pick-Up Information

- Schedule a pick-up time with your District Kernel or District Executive.
- Bring enough vehicles to carry your Unit's entire order in one trip.
- Bring order documents and double check your order before it is loaded into the vehicle(s).
- If there are issues with your order, please make the team aware of them before you leave the warehouse.
- Product may be picked up early, if you volunteer to assist with sorting of the product.
- This is a functioning warehouse and not a place for children Cub Scout age or younger.

### Vehicle Capacity Guidelines

- |                     |          |
|---------------------|----------|
| • Mid-Size Car      | 15 cases |
| • Jeep              | 25 cases |
| • Mini-Van          | 50 cases |
| • Suburban/Explorer | 60 cases |
| • Pick-Up Truck     | 80 cases |



## 2020 Hawk Mountain Council Product Sale Guidebook

### Product Returns

- If any popcorn packaging or containers arrived damaged, please immediately contact Ann Brugger 484-651-7938 or [ann.brugger@scouting.org](mailto:ann.brugger@scouting.org) for product replacement.
- Returns of up to 50% of the original Show & Sell order will be accepted at the Beaver Family Service Center (Council Office) on October 13 & 14, 2020 OR at Hawk Mountain Scout Reservation on October 13 from 6-8 PM.
- Do not return product that will be needed by your Unit for the Take Order sale.
- **Full** or **partial** cases may be returned. Cases may be opened (do not tape shut). No items with price stickers may be returned.
- Please inventory all product before you arrive to return.
- Please ask questions and ask for help if you need it. We are here to help you and your unit have a successful sale!

