

# 2021 Hawk Mountain Council Product Sale Guidebook



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# 2021 Hawk Mountain Council Product Sale Guidebook

## Table of Contents

Page 3 - Scout Executive Letter

Page 4 - Council Key Dates

Page 5 - 2021 Highlights

Page 6 - Unit Kernel Checklist

Page 7 - Key Contacts

Page 8 - Benefits of Participating in the Product Sale

Page 9 - 2021 Commission Structure

Page 10 - 2021 Product Pricing & Availability - Popcorn

Page 11 - 2021 Product Pricing & Availability - Nuts

Page 12 - Notes about Nuts

Page 13 - Prizes!

Page 14 - Show & Sell Orders / Inventory Transfers

Page 15 - 2021 Product Sale Inventory Transfer Form

Page 16 - Pick-Up Information

Page 17 - Product Returns

Page 18 - Notes





# 2021 Hawk Mountain Council Product Sale Guidebook

## Scout Executive Message

**Hello Fall Product Sale Champion,**

Thank you for joining us for the 2021 Fall Product Sale.

We are excited for this year's sale! I am pleased to announce our partnership with a new popcorn vendor, Pecatonica River. Their product is excellent and the promotional items for units will definitely help you market the sale. Our partnership with Whitley's continues, too. Their nut products have become a popular favorite locally.

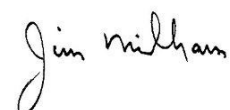
There will be continued challenges with the 2021 Product Sale. Like last year, we will need to be creative, patient, flexible, and determined. Units that sold last year were very successful and we expect that to be the case in 2021.

As always, we are here to work with you and your Scouts. We know this fundraiser is crucial to unit program delivery for the remainder of 2021 and early 2022. 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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## 2021 Hawk Mountain Council Product Sale Guidebook

### Council Key Dates - Sale Calendar

<b>Product Sale Kick-Off - Via Zoom Conference</b>	<b>July 14 or 20, 2021</b>
<b>Show &amp; Sell Orders Due</b>	<b>by August 3, 2021</b>
<b>Marketing Materials Pick Up - HMC Office</b>	<b>August 11-12, 2021</b>
<b>Show &amp; Sell Distribution</b>	<b>August 25, 2021</b>
<b>Show &amp; Sell Returns - HMC Office</b>	<b>October 13-14, 2021</b>
<b>Take Order, Prizes, Special Incentives, &amp; 1st Payment Due</b>	<b>by October 19, 2021</b>
<b>Take Order Distribution - Reading</b>	<b>November 11, 2021</b>
<b>Take Order Distribution - Pottsville</b>	<b>November 12, 2021</b>
<b>Payment Due</b>	<b>November 30, 2021</b>



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## 2021 Highlights

- Popping with excitement to sell Pecatonica River popcorn!
- Still Going Nuts! Delicious Whitley's Nuts will continue to be a part of the sale.
- A Tank Council Shoulder Patch for every Scout who sells a military donation (popcorn or nuts).



- The military set center patches will be available for sale this year for \$5 each.
- Movie experience for top sellers.
- Facebook group for Unit Kernels:  
Hawk Mountain Council, BSA Product Sale.



A Scouting Tradition for over 35 years...

PECATONICA RIVER POPCORN®



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## Unit Kernel Checklist

- ◇ Learn about the products, key dates, and incentives.
- ◇ Stay informed via the Facebook page, emails, and 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 and nut order for Show & Sell online at:  
[prpopcorn.com](http://prpopcorn.com). Our Council Key is 528HMC.
- ◇ Links for ordering may also be found on the Council website at [hmc-bsa.org](http://hmc-bsa.org).  
Additionally, there is a Pecatonica River Scout Boss Guide for Unit Kernels there.
- ◇ Coordinate pick-up, distribution, and Show & Sell locations.
- ◇ Provide unit information to any interested Scouts that are met at Show & Sells.
- ◇ Request additional Show & Sell product as needed.
- ◇ Return up to 50% of Show & Sell product to the Council Office.
- ◇ Place the Unit popcorn and nut order for Take Order online at:  
[prpopcorn.com](http://prpopcorn.com). Our Council Key is 528HMC.
- ◇ Input the prize order via the link on [prpopcorn.com](http://prpopcorn.com).
- ◇ Keep copies of the Scouts' order forms to use next year.
- ◇ Coordinate product pick-up and distribution for Take Orders.
- ◇ Submit 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!**



# 2021 Hawk Mountain Council Product Sale Guidebook

## Key Contacts

District	Name	Role	Phone	Email
Black Rock	Chris Conville	Kernel	570-778-1536	christopher.conville@icloud.com
Black Rock	Cole Mitchell	DE	610-741-7997	cole.mitchell@scouting.org
Cacoosing	Amy Noble	Kernel	484-334-3353	westlawncubscouts431@gmail.com
Cacoosing	Joshua Potts	District Director	610-816-9572	joshua.potts@scouting.org
Frontier	Mandy Hinkel	Kernel	610-533-8723	frontierpopcornkernel@gmail.com
Frontier	Chas Andrews	DE	610-858-4582	charles.andrews@scouting.org
Council	Ann Brugger	Staff Advisor	484-651-7938	ann.brugger@scouting.org
Council	Jody Peiffer	Logistics Coordinator	484-269-3492	hmcpopcorn@gmail.com



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### 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!**



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## 2021 Commission Structure

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

+ **1%** = attend Product Sale Kick-Off

Each unit will receive additional commission for attending one of the Product Sale Kick-offs on July 14 or July 20.

+ **2%** = pay half of Show & Sell invoice by October 19, 2021.

Units that pay half of their Show & Sell invoice amount by October 19, 2021 will receive an additional commission. Show & Sell invoices will be given out at the Show & Sell distribution.

+ **1%** = pay entire invoice by November 30, 2021.

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

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

For **online** sales of nuts or popcorn, the commission is 31%.



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## 2021 Product Pricing & Availability - Popcorn

Product	# Per Case	Retail Price Per Each	Show & Sell	Take Order
Yellow Popping Corn - 2 lbs.	8	\$10	X	X
Classic Caramel Corn - 8 oz.	8	\$10	X	X
16-Pack Butter - Microwave	8	\$20	X	X
16-Pack Kettle Corn - Microwave	8	\$20	X	X
Cheddar Cheese - 7 oz.	8	\$20	X	X
Jalapeno Cheese - 7 oz.	8	\$20		X
Caramel with Sea Salt Tin - 16 oz.	8	\$25		X
Sea Salt Splash Tin - 16 oz.	8	\$25		X
Classic Trio in Hometown Heroes Tin - 19 oz.	1	\$30	X	X
Cheese Lover's Tin - 20 oz.	1	\$40		X
Chocolate Lover's Tin - 60 oz.	1	\$60		X
Military Donation	—	\$30		X
Military Donation	—	\$50		X



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## PECATONICA RIVER POPCORN®



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## 2021 Product Pricing & Availability – Nuts

Product	# Per Case	Retail Price Per Each	Show & Sell	Take Order
5-Pack Whitley's Grab n Go Tins	6	\$55		X
Dark Chocolatey Covered Peanut Clusters - 24 ounce	12	\$40		X
Honey Cinnamon Almonds - 13 ounce	12	\$25		X
Honey Roasted Virginia Peanuts - 20 ounce	12	\$25		X
Salted Jumbo Cashews - 12 ounce	12	\$25	X	X
Whit's Party Mix - 18 ounce	12	\$25	X	X
Salted Virginia Peanuts - 20 ounce	12	\$20	X	X
Dark Chocolatey Covered Almond Clusters - 10 ounce	12	\$20		X
Salted Virginia Peanuts - 12 ounce	12	\$15	X	X
Honey Roasted Virginia Peanuts - 12 ounce	12	\$15	X	X
Homemade Peanut Brittle - 10 ounce	12	\$15	X	X
Milk Chocolatey Covered Peanut Clusters - 10 ounce	12	\$15		X
Military Donation - Gold	—	\$50		X
Military Donation - Silver	—	\$30		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, except for the 5-pack Grab n Go Tins - those are 6 to a case.
- 🌰 Order by the case for Show & Sell - 6 products available.
- 🌰 Order by the can for Take Order - 12 products available.
- 🌰 The Take Order Nut order form is separate from the Popcorn order form.
- 🌰 Place Unit orders for Show & Sell and Take Order online via [prpopcorn.com](http://prpopcorn.com).
- 🌰 Commission structure is the same for nuts and popcorn.
- 🌰 Commission is calculated based on the total product sold (popcorn + nuts).
- 🌰 Prizes from Council and Keller Marketing are calculated based on the total product sold (popcorn + nuts).
- 🌰 Payments to Council may each be made in one check (popcorn + nuts).

**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 2021, the prizes for individual Scouts will be supplied by Keller Marketing. You may order prizes through a link from the Pecatonica River website: [prpopcorn.com](http://prpopcorn.com) or by going to: [kellerprizeprogram.com](http://kellerprizeprogram.com). Our Council Code is: 528HMC. Prize levels will be based on the total quantity of product sold (popcorn + nuts). All Scouts who sell \$700 or more may choose a bonus prize 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.

**Please note that the military patches are to be ordered through the prize website.**

**\$1,000 Sellers** - All Scouts who sell at least \$1,000 worth of product will be invited to a Top Seller Celebration in 2022 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 2022 season OR a \$75 credit toward summer camp at Hawk Mountain Scout Reservation during the summer of 2022.

**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 2022 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 2023.

**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 2022 at Hawk Mountain Scout Reservation. The week of camp may be rolled over until 2023, too. If the Cub Scout crosses over to a Scouts BSA unit, they will receive a discount (equal to the cost of Cub camp) off their week of camp.

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 19, 2021.



# 2021 Hawk Mountain Council Product Sale Guidebook

## Placing Show & Sell Orders

- You may order up to **75%** of the retail value of your Unit's **2019 sale** or your Unit's **2020 sale**.
- If your Unit did not sell in 2019 or 2020, 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 **75%** of your Unit's 2019 or 2020 total.
- Popcorn and nuts are ordered online via [prpopcorn.com](http://prpopcorn.com).
- You may also link to the order form from the Council website [hmc-bsa.org](http://hmc-bsa.org).
- **Orders are due by August 3, 2021.**

## Inventory Transfers

- For the 2021 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 Pecatonica River 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 5, 2021 cannot be adjusted on unit invoices.

<b>Received By:</b>		
_____ <i>District</i>	_____ <i>Unit Type</i>	_____ <i>Unit Number</i>
<p>I agree that I am authorized on behalf of 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.</p>		
_____ <i>Print Name</i>	_____ <i>Signature</i>	_____ <i>Date</i>



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## Pick-Up Information

- Schedule a pick-up time through the Sign-Up Genius link.
- 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                               | 20 cases      |
| • SUV (Explorer/Blazer)                      | 35 cases      |
| • Mini-Van (no seats)                        | 55 cases      |
| • Suburban (no seats)                        | 70 cases      |
| • Pick-Up Truck Box                          | 25-50 cases   |
| A tarp is recommended to cover the truck box |               |
| • Enclosed Trailer                           | over 70 cases |



## 2021 Hawk Mountain Council Product Sale Guidebook

### Product Returns

- If any product 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 13th from 9 am - 7 pm and October 14th from 9 am - 5 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!







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## Notes