

Welcome



Ben Buckelew

Sr. Development Director

Council Kernel



Tom Curvin

*Partner, Sutherland Asbill & Brennan
Atlanta Area Council, 2012 Council Popcorn Kernel*

Congratulations!

Council Top Seller

Alexander C.

Troop 1776

Foothills District

\$7,638

Top Selling Unit

Pack 21

Hightower Trail District

\$47,504.00

Top Selling District

Milton - \$473,296

2011 Traditional Sale Results

	<u>AAC</u>	2011	2010	Growth
Total Trad. Sales	\$2,656,998 (-4.3%)	\$187,510,122	\$196,016,430	-4.3%
Total RTS	\$1,864,982 (-3.6%)	\$138,121,023	\$143,291,358	-3.6%
Total Containers	140,302 (-4.9%)	10,554,283	11,271,067	-6.4%
Sales per Cont.	\$18.94 (+0.6%)	\$17.82	\$17.39	+2.5%
Return per Cont.	\$13.29 (+1.3%)	\$12.67	\$12.10	+4.7%
Selling Scouts	10,286 (-5.5%)	591,177	629,724	-6.1%
Avg Sales / Scout	\$258.31 (+1.3%)	\$317	\$311	+1.8%
Selling Units	388 (-8.7%)	36,149	37,802	-4.3%
Avg Sales / Unit	\$6,847	\$5,187	\$5,185	0.0%

2011 Online Sale Results

	2011	2010	Growth
Total Online \$	\$6,947,916	\$5,878,558	+18.2%
Total RTS	\$4,863,541	\$4,114,991	+18.2%
\$/Order	\$49.72	\$48.02	+3.5%
Return/ Order	\$34.80	\$33.62	+3.5%
Selling Scouts	60,979	55,821	+9.2%
Average \$/ Scout	\$114	\$105	+1.8%
Selling Units	20,398	20,006	+2.0%
Average \$/ Unit	\$341	\$294	+15.9%
<u>AAC Online Sales</u>	\$179,612	\$147,235	+22%

2012 Popcorn Sale



Mike Ollanove

Trail's End

2012 Trail's End Program



- New Products and Packaging
- New Scout Rewards
- New Mobile App
- Trails-End.com Enhancements



Why Trail's End?

Over 70% return to local Scouting

- **\$1.4 billion** returned to local Scouting in the last 10 years

Superior products and pricing

- Product and packaging **flexibility** to suit your needs
- **0g trans fat** in our entire product line

Use of Canola Oil in microwave popcorn and cheese corn

- Canola oil has 0g trans fat and low saturated fat
- Canola oil replaces bad saturated fats with good unsaturated fats
- Canola oil is sourced from North America and does not contribute to deforestation



Why Trail's End?

Scout and consumer safety is top priority

- **100% COPPA compliant** (Child Online Privacy Protection Act of 1998) for Scout safety
- **100% PCI compliant** (Payment Card Industry) for consumer credit card security

Most advanced infrastructure and support

- Largest and most sophisticated manufacturing and R&D

Unmatched Scout incentives

- \$600 Club, \$1,500 Club and College Scholarship funded by Trail's End

Industry-leading technology

- Mobile App
- Online Selling



NEW Product Options

Trail's End offers a variety of product options to suit your council's needs.

NEW Premium Chocolate Lover's Collection



- White Chocolatey Pretzels
- Milk Chocolatey Pretzels
- White Chocolatey Caramel Crunch
- Chocolatey Caramel Crunch
- Chocolatey Peanut Clusters

\$75



NEW Product Options

Trail's End offers a variety of product options to suit your council's needs.

NEW Chocolate Lover's Collection



- White Chocolatey Pretzels
- Milk Chocolatey Pretzels
- White Chocolatey Caramel Crunch
- Chocolatey Caramel Crunch

\$55



NEW Product Options

Trail's End offers a variety of product options to suit your council's needs.

NEW Sweet & Savory Collection

Comes in gift box

- NEW Sour Cream & Cheese Corn
- NEW Milk Chocolatey Pretzels
- Butter Toffee Caramel Corn

\$40



NEW Product Options

Trail's End offers a variety of product options to suit your council's needs.

NEW Cheese Lover's Collection

Comes in gift box

- **NEW** Sour Cream & Cheese Corn
- Cheddar Cheese Corn
- White Cheddar Cheese Corn

\$30



NEW Product Options

Trail's End offers a variety of product options to suit your council's needs.



NEW Double Caramel Crunch
with a hint of cheese

\$30



NEW Product Options

Trail's End offers a variety of product options to suit your council's needs.



**NEW Stand-Alone
Cheddar Cheese Corn**

\$15



Product Improvements

36% Increase in nuts in Caramel Corn with Almonds and Pecans



Significantly improved flavor in all microwave products:

- Unbelievable Butter Microwave Popcorn
- Butter Light Microwave Popcorn
- Kettle Corn Microwave Popcorn



Popcorn For Our Troops

Over 1.3 million donations since 2007

\$30 Silver Level Donation

\$50 Gold Level Donation



NEW 2012 Scout Reward Levels

Sell \$150

Flashlight



Master Jack Knife



NEW 2012 Scout Reward Levels

Physical prize options now available at lower levels.

Sell \$250

\$10 Gift Card



Binoculars



Multi-function Knife

Sell \$350

\$15 Gift Card



LEGO Creator
Blue Roadster



Nalgene Water Bottle



Sell \$450

\$20 Gift Card



LEGO Creator
Propeller Adventures



6-Piece Camp Kit



2012 Scout Reward Levels

Sell:

\$650

\$850

\$1,100

\$1,300

\$1,800

\$2,300

Gift Card:

\$30

\$40

\$55

\$75

\$110

\$150



OR



NEW \$600 Club Prize

Scouts that sell
\$600 get
the **\$600 Club**
Blast Bow



\$1,500 Club Reward

**Choose from a \$50
Amazon.com
or
Wal-Mart gift card!**



College Scholarship

Sell \$2,500

(face-to-face, online and/or mobile)

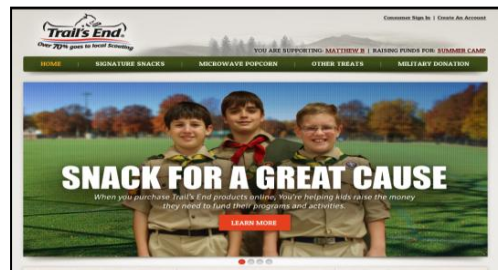
6% of your total sales each year is
invested in your own college
scholarship account.



Online Selling

Scouts can sell to far away friends and family. All online sales are credited to the Scout, and Trail's End ships the product directly to the consumer.

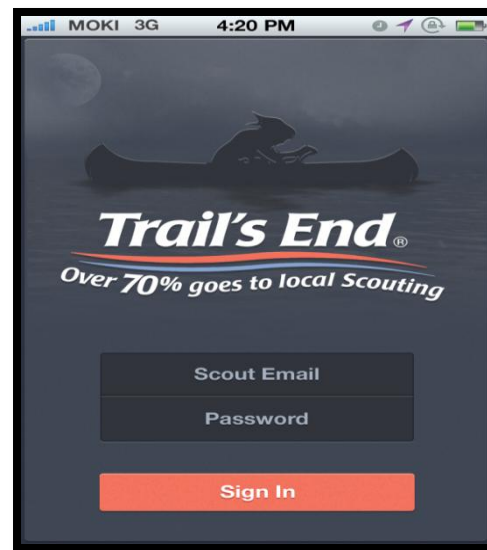
- **Consumers spend more online**
 - The average online order is **\$50**
 - The average return per order is **\$35** vs. \$13 in the traditional sale
- **Eliminates** time-consuming deliveries
- **Drives** incremental revenue
- Scout families and leaders believe online selling is **easy**
- Online and mobile sales **count** toward each Scout's fall sale rewards



NEW Trail's End Mobile App

FREE mobile app allows Scouts and their families to sell anytime, anywhere.

- FREE app designed specifically for Scouts
- Available for iPhone, iPad, and Android
- Allows Scouts to take online orders on their mobile device
 - Consumer pays with a credit card
 - Consumer receives order confirmation via email



NEW Trail's End Mobile App

- National product selection, matching trails-end.com
- Trail's End ships the product directly to the consumer
- Sales are automatically credited to the Scout
 - Mobile and online sales are combined
 - Scouts can view their online and mobile sales within the app and on scouts.trails-end.com



The screenshot shows a mobile app interface titled "View Sales". It displays sales data for two years: 2011 and 2010. For each year, it shows the period "01/01/2011 - today" and "01/01/2010 - 12/31/10" respectively. The data includes "Online & Mobile Sales Total", "Total I Earned for My Unit", and "Total I Earned for My Council", all showing a value of \$25.9. At the bottom, there is a navigation bar with icons for "Take an Order", "View Sales", "Get Reward", and "Shopping Cart".

Year	Period	Online & Mobile Sales Total	Total I Earned for My Unit	Total I Earned for My Council
2011	01/01/2011 - today	\$25.9	\$25.9	\$25.9
2010	01/01/2010 - 12/31/10	\$25.9	\$25.9	\$25.9

Download the mobile app on scouts.trails-end.com!



Trails-End.com Enhancements

2012 enhancements will make selling and managing your sale easier.

- Cleaner look and feel
- Ability for councils to add/update units
- Improved Scout email functionality
- More than one account can be tied to an email address
- Viral capabilities: leader invite functionality to generate Scout interest
- Council, leader and Scout at-a-glance reporting, upon sign in
 - Year-to-date online and mobile sales
 - Number of Scouts selling online
 - Goal-setting feature for Scouts



The Trails-End.com Advantage

1. 70% of every online and mobile sale goes to local Scouting
2. **FREE mobile app** for Scouts
3. **World-class website**
 - Scout lookup
 - Easy self-registration
 - Scout email feature
 - Email Library
 - Training Videos
 - Virtual Sale Planner
4. Trails-End.com and the Trail's End mobile app are both:
 - **100% COPPA compliant** (Child Online Privacy Protection Act of 1998) for Scout safety
 - **100% PCI compliant** (Payment Card Industry) for consumer credit card security
5. **Online ordering system makes sale management easy**
 - Leaders and councils place product and prize orders in one location
 - Comprehensive council, leader and Scout reporting



2012 Program Highlights

- **Several new product options:**
 - Double Caramel Crunch
 - Cheddar Cheese Corn as a stand-alone item
 - New products in the Cheese Lover's Collection and Sweet & Savory Collection
 - Two new Chocolate Lover's Collections
- **Packaging flexibility** – council choice of box, bag or tin
- **Improved flavor** in all three microwave products
- **More nuts** in Caramel Corn with Almonds and Pecans
- New \$600 Club Reward
- New Trail's End Mobile App
- Trails-End.com Enhancements



Role of District Popcorn Committee



Mike Ollanove

Regional Sales Manager, Trail's End

The Committee's Role

- **Manpower**
- **District Goals**
- **Secure units**
- **Distribution**
- **Account settlement**

Strategy to Secure Units

- **Initial Email**
- **Popcorn committee Follow up**
- **Benchmarks**
 - **June 16**
 - **June 30**
 - **July 14**

District Breakout



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Sr. Development Director

- **District Breakouts (8 minutes)**
- **Identify manpower**
- **Assign units for follow up**



Popcorn Registration



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Sr. Development Director

Is Your Unit Selling Popcorn in 2012?

Register your unit now!

www.atlantabsa.org/popcorn

What's Next



Tom Curvin

*Partner, Sutherland Asbill & Brennan
Atlanta Area Council, 2012 Council Popcorn Kernel*

Best Practices

Saturday, June 16th – TBD



Service Area Kickoffs

Service Area	Districts	Date	Time	Location
Southwest Service Area	Tara South Fulton Three Rivers Sweetwater Pickett's Mill	Saturday, August 04, 2012	9:30 AM	West GA. Tech
East Service Area	Soapstone Ridge Hightower Trail Yellow River Chattahoochee Button Gwinnett	Saturday, August 11, 2012	9:30 AM	VSC
Central Service Area	North Atlanta East Atlanta West Atlanta South Atlanta	Wednesday, August 15, 2012	6:30 PM	VSC
North Service Area	Foothills Milton Covered Bridge Cherokee Pickens Mountain Lake	Wednesday, August 15, 2012	6:30 PM	VSC

Calendar

<i>Champions Reception</i>	<i>Thursday, July 26, 2012</i>	<i>7:00 PM</i>	<i>VSC</i>	<i>Top 50 units/top 10 sellers</i>
Service Area Kick Offs	8/6-18/2012	TBD	TBD	All participating units
<i>Show and Sell orders Due</i>	<i>Wednesday, August 29, 2012</i>	<i>5:00 PM</i>	<i>VSC</i>	<i>All participating units</i>
Show and Sell Distribution	Saturday, September 15, 2012	8:00 AM	Warehouses	All participating units
<i>Take orders due</i>	<i>Thursday, October 18, 2012</i>	<i>5:00 PM</i>	<i>VSC</i>	<i>All participating units</i>
Take order distribution	Saturday, November 03, 2012	8:00 AM	Warehouses	All participating units
<i>Payments due</i>	<i>Tuesday, December 04, 2012</i>	<i>5:00 PM</i>	<i>VSC</i>	<i>All participating units</i>
<i>Kernel Appreciation dinner</i>	<i>Tuesday, December 11, 2012</i>	<i>7:00 PM</i>	<i>TBD</i>	<i>District Kernels</i>
<i>Top sellers reception</i>	<i>Saturday, January 19, 2013</i>	<i>2:00 PM</i>	<i>TBD</i>	<i>Top sellers</i>