

LAS VEGAS AREA COUNCIL, BSA

POPCORN SALE GUIDEBOOK



POPCORN



2022 Top Scout Scores

| <u>SCOUT</u> | <u>UNIT</u> | <u>NATIONAL RANK</u> | <u>TOTAL SALES</u> |
|------------------|-------------|----------------------|--------------------|
| 1. William W. | Troop 295 | #5 | \$43,014 |
| 2. Derek Z. | Pack 96 | #6 | \$42,833 |
| 3. Sebastian M. | Pack 295 | #7 | \$42,524 |
| 4. Wyatt N. | Pack 96 | #17 | \$21,610 |
| 5. David J. | Troop 314 | #18 | \$20,853 |
| 6. Hunter D. | Troop 931 | #46 | \$15,432 |
| 7. Alexander B. | Pack 96 | | \$12,273 |
| 8. Sean F. | Troop 295 | | \$11,085 |
| 9. Liam N. | Pack 96 | | \$10,045 |
| 10. Annabelle W. | Pack 295 | | \$10,007 |

2022 Top Unit Scores

| <u>UNIT</u> | <u>DISTRICT</u> | <u>NATIONAL RANK</u> | <u>TOTAL SALES</u> |
|---------------|-----------------|----------------------|--------------------|
| 1. Pack 96 | Metro West | #1 | \$226,417 |
| 2. Pack 295 | Metro South | #3 | \$140,064 |
| 3. Troop 219B | Metro West | #24 | \$77,453 |
| 4. Pack 314 | Metro North | #31 | \$71,520 |
| 5. Pack 930 | Metro South | #40 | \$65,771 |
| 6. Pack 129 | Metro North | | \$42,960 |
| 7. Pack 737 | Metro West | | \$41,823 |
| 8. Troop 360B | Metro South | | \$39,466 |
| 9. Pack 440 | Metro North | | \$34,452 |
| 10. Pack 903 | Metro South | | \$28,112 |

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New in 2023

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2023 Popcorn Key Dates

| | |
|---|---|
| Monday, June 26th | Popcorn Kernel Kickoff |
| Tuesday, June 27th | Trail's End Early Bird Storefront Reservations Open to ALL Units |
| Friday, July 21st | Early Bird Popcorn Orders Due |
| Wednesday, August 2nd | Popcorn University Training |
| Friday, August 11th | Early Bird Popcorn Pickup |
| Monday, August 21st | Trail's End Storefront Reservations Open |
| Friday, September 1st | Show & Sell Popcorn Orders Due |
| Friday, September 8th | Youth Popcorn Kickoff <i>(Free Online Registration, \$10 at the door - This is a FAMILY event DO NOT register as a Unit.)</i> |
| Friday, September 15th | Show & Sell Popcorn Pickup <i>(By Appointment Only)</i> |
| Saturday, October 14th | Mid-Sale Pit Stop |
| Monday, November 13th | Show & Sell Popcorn Returns <i>(By Appointment Only)</i> Banner Orders Payment Due Take Order & Holiday Popcorn Orders Due Paperwork Due |
| Friday, December 1st | Take Orders & Holiday Popcorn Pickup <i>(By Appointment Only)</i> |
| Sunday, December 17th | POPCORN SALE ENDS |
| Thursday, December 21st | Final Popcorn Payments & Holiday Sale Units Paperwork Due |
| Saturday, January 20, 2024 | Top 50 Sellers Club Big Spin Party |
| Sunday, January 28, 2024 | 3000cc Club Party |

2023 Popcorn Sales Commission

| COMMISSION STRUCTURE | DESCRIPTION | % |
|----------------------|--|------------|
| Base | Standard Commission for every unit that sells popcorn. | 25% |
| TE App | 100% of Sales AND Heroes & Helpers donations are logged using the Trail's End App. | 5% |
| Scouts Honor Bonus | Adhere to the Code of Conduct, follow all deadlines, attend kickoff, make all payments and turn in all paperwork on-time and sell more than 80% of total product checked out from council and/or transferred from other units during the sale. | 2% |
| 15K Bonus | Sell a minimum of \$15,000 and sell more than 90% of total product checked out from council and/or transferred to your unit, from other units during the sale. | 2% |
| \$1 More Bonus | Increase your sales over 2022 by \$1. | 2% |
| TOTAL | | 36% |
| Online Sales | <i>Separate from regular sales commission.</i> | 30% |



FUND YOUR YEAR

A simple guide to over \$1000 in just 4 hours!

PERSONALIZE



DOWNLOAD THE APP & START YOUR ADVENTURE TODAY!

visit trails-end.com/app or text APP to 62771 to download

- 🔗 Register an account, and personalize your account. Set a goal, add photos and a short bio on why you're fundraising.

STOREFRONTS



LEARN HOW TO RESERVE WITH OUR STOREFRONT GUIDE!

bit.ly/Storefront-Guide

- 🔗 Sign up and sell for at least 4 hours. The average Scout sells over \$250/hr at Storefronts.

Pro Tip, make the most of your storefront time by working with only one Scout and parent per shift!

MULTIPLE WAYS TO SELL

*Did You Know? Scouts that sell using **BOTH** app and online average **90% MORE** than Scouts that sell only traditionally, and **5X MORE** than those that sell only online!*

- 🔗 **Online Direct:** Sell online & ship directly to customers. The average customer orders over \$65 when they order online!

Pro Tip, share your fundraising page via social media and tag your family and friends.

- 🔗 **Wagon Sales:** Direct sales to family, friends, neighbors (with adult supervision.) The average Scout sells over \$100/hr!

Pro Tip, 2 out of 3 people will buy when asked at their door.



PICK THE PRIZES YOU WANT & SET A GOAL!

trails-end.com/rewards

Trail's End™

2023 LVAC Popcorn Sale Mix



NEW Sea Salt Popcorn
Over \$35 to local Scouts

Take Order/
Holiday
ONLY



Chocolatey Pretzels
Over \$21 to local Scouts
Contains Milk, Soy, and Wheat



Salted Caramel Popcorn
Over \$18 to local Scouts
Contains Milk



NEW S'mores Popcorn
Over \$18 to local Scouts



12pk Unbelievable Butter Microwave
Over \$18 to local Scouts
Contains Milk



White Cheddar Popcorn
Over \$14 to local Scouts
Contains Milk



Sweet & Salty Kettle Corn
Over \$11 to local Scouts



Popping Corn Jar
Over \$11 to local Scouts

Every Hero Deserves a Snack!
All donations go towards supporting our Local Heroes & Helpers!



2023 Product Ordering Info

| PRODUCT | ITEM PRICE | CASE PRICE | ITEMS PER CASE | PACKAGING | PRODUCT AVAILABILITY | | | PRODUCT RETURNS |
|---|------------|------------|----------------|-----------|----------------------|-------------|------------|-----------------|
| | | | | | Early Bird | Show & Sell | Take Order | |
| Salted Caramel Corn <i>14 oz</i> | \$25 | \$300 | 12:1 | Bag | Yes | Yes | Yes | Yes |
| NEW S'mores Popcorn <i>7 oz</i> | \$25 | \$300 | 12:1 | Box | Yes | Yes | Yes | Yes |
| Unbelievable Butter Microwave <i>12 Pack</i> | \$25 | \$150 | 6:1 | Box | Yes | Yes | Yes | Yes |
| White Cheddar Cheese Corn <i>6 oz</i> | \$20 | \$240 | 12:1 | Bag | Yes | Yes | Yes | Yes |
| Sweet & Salty Kettle Corn <i>3.5 oz</i> | \$15 | \$180 | 12:1 | Bag | Yes | Yes | Yes | Yes |
| Popping Corn <i>28 oz</i> | \$15 | \$135 | 9:1 | Jar | Yes | Yes | Yes | Yes |
| NEW Sea Salt Popcorn Box includes 28 individual snack Bags <i>.65 oz ea</i> | \$50 | -- | 1:1 | Box | N/A | N/A | Yes | N/A |
| Chocolatey Pretzels <i>12 oz</i> | \$30 | \$360 | 12:1 | Bag | N/A | N/A | Yes | N/A |
| Gold Heroes & Helpers Donation | \$50 | -- | -- | -- | Yes | Yes | Yes | N/A |
| Silver Heroes & Helpers Donation | \$30 | -- | -- | -- | Yes | Yes | Yes | N/A |
| Heroes & Helpers Donation | \$1+ | -- | -- | -- | Yes | Yes | Yes | N/A |



Early Bird, Show & Sell, & Take Order
RETURNABLE



Take Order ONLY
NON-RETURNABLE



Early Bird, Show & Sell, & Take Order
NON-RETURNABLE

Trail's End™ REWARDS

Scouts earn points towards an Amazon.com e-Gift Card when they record their sales in the Trail's End App. They choose the prize they want!

| POINTS | GIFT CARD |
|--------------|-------------------|
| 17,500 | 10% of total sale |
| 15,000 | \$1,250 |
| 12,000 | \$1,000 |
| 10,000 | \$750 |
| 7,500 | \$550 |
| 6,000 | \$450 |
| 5,000 | \$350 |
| 4,000 | \$250 |
| 3,500 | \$200 |
| 3,000 | \$150 |
| 2,500 | \$100 |
| 2,000 | \$70 |
| 1,750 | \$60 |
| 1,500 | \$50 |
| 1,250 | \$40 |
| 1,000 | \$30 |
| 750 | \$20 |
| 500 | \$10 |



EARN MORE! EASIER!

Scan the QR code to download the APP thru Apple or Google Play to start earning today! Trail's End pays all transaction fees.

Rewards earned in 2023 must be claimed in App by Scouts by June 30, 2024.



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*Based on average Council program. May vary in your Council.

**1.25 PTS PER
\$1 SOLD**

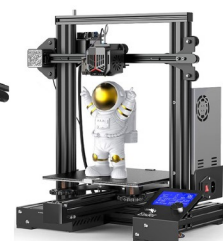
APP CREDIT / DEBIT CARD
& ONLINE DIRECT

**1 PT PER
\$1 SOLD**

CASH

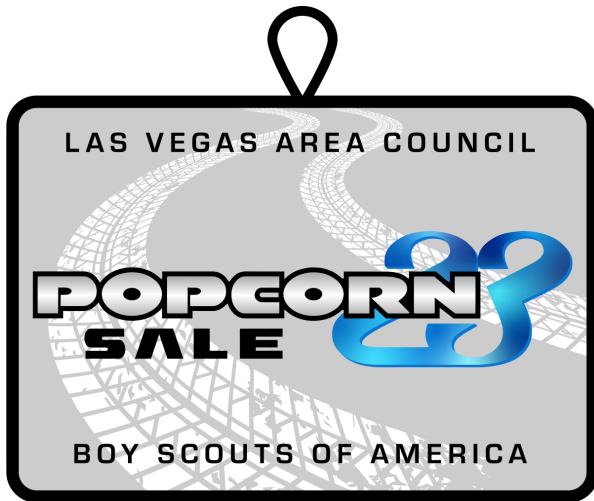


*Did You Know?! 1,750 points (approximately \$1,500 in sales) helps fund most Scouts' Year of Scouting which includes registration fees, handbook, uniform, Pack dues, camp, Scout Life magazine and much more. Plus, Scouts earn a \$60 Amazon.com e-gift card!**



Price & colors may vary. Examples of the types of prizes available on Amazon.

2023 Council Incentives



"2023 Popcorn Participation Patch"



"2023 Heroes & Helpers Patch"

Popcorn Participation Patch

All Scouts who are registered in the Trail's End System **and** sell a minimum of one item of popcorn will receive this year's participation patch.

How Scouts Earn the Heroes & Helpers Patch

Last year over \$159,000 in popcorn was purchased to support our local hometown heroes. Customers choose to donate any amount towards Heroes & Helpers and it is presented to local Heroes in our own communities. Each Scout that collects a minimum of \$223 in Heroes & Helpers donations will receive this year's Patch. For every five Scouts that earn the patch, a leader will also earn a patch.

****All of these donations count towards Unit & Scouts Total Sales, Reward Points, and Unit Commissions.**

Mid-Sale Pit Stop

Join us for a Scout Day at the Races on Saturday, October 14th. Discounted tickets will be available to all scouting families with special recognition for all Scouts who have sold a minimum of \$1,500 before the event. Final details for the event will be available at the Youth Popcorn Kickoff on Friday, September 8th.

3000cc Club

All Scouts who sell a minimum of \$3,000 will be invited to the 3000cc Club Party on Sunday, January 28, 2024 at the Las Vegas Mini Grand Prix. (Additional information will be provided as it becomes available.)

Top 50 Sellers Club BIG SPIN Party

The Top 50 Scouts that sell popcorn in 2023 will be invited along with their immediate family members to the Top Sellers Club BIG SPIN party on Saturday, January 20, 2024. For a chance to qualify for the party, Scouts must sell a minimum of \$3,000 in popcorn. Highlights of the BIG SPIN party include:

- Food
- Spin on the BIG SPIN to earn fabulous prizes. (For every \$3,000 of popcorn sold, each Scout will earn a spin. Example: if a Scout sells over \$6,500 in popcorn, they will have 2 spins on the wheel and win 2 prizes at the party).
- "Top 50" Sellers Club T-shirt.
- Recognition of Top Selling Scouts and Units.

2023 Paperwork Instructions

Top Sellers Club Form

Due to Council - Monday, November 13, 2023 (Units that participate in Holiday Sale - Due December 21, 2023)

Every Scout who sells a minimum of \$3,000 will be eligible for the Top Sellers Club. For Scouts to qualify they need to fill out this form with their sales and contact information. All qualifying scouts will be invited to the 3000cc Club Party at the Las Vegas Mini Grand Prix. The Top 50 Scouts in the Council who will be invited to the Top 50 Sellers Club Big Spin Party. Sales listed on this form are also verified using the Trail's End App data.

If you have scouts that qualify this form is also part of the "Scouts Honor Bonus" where units must place/pick up all product orders, turn in all required paperwork and make all payments on time to be eligible for the 2% bonus commission.

Heroes & Helpers Patch Form

Due to Council - Monday, November 13, 2023 (Units that participate in Holiday Sale - Due December 21, 2023)

Every Scout who collects a minimum of \$223 worth of Heroes & Helpers will receive a Patch. For every 5 scouts that earn the patch a leader in your unit will also qualify to earn the patch. Total Heroes and Helpers donations are verified the Trail's End App data.

If you have scouts that qualify this form is also part of the "Scouts Honor Bonus" where units must place/pick up all product orders, turn in all required paperwork and make all payments on time to be eligible for the 2% bonus commission.

Code of Conduct

(FOR STORE FRONT / BOOTH SALES)

Guidelines for Scouts & Leaders Selling Popcorn

- Ideally, each popcorn booth will have a minimum of 4 people present at all times. That includes two adults (2 deep leadership) and two Scouts.
- All Scouts participating at a popcorn booth, or walking a neighborhood to sell popcorn will wear their Field uniform. It is recommended that at least one adult volunteer of the two deep leadership also be in Field uniform or unit t-shirt.
- The Scout and/or adult volunteer will not participate in the act of panhandling (i.e., directly asking for the donation of money instead of selling popcorn).
- All storefront popcorn booths will be setup in the area designated by the store manager.
- The Scouts will not ambush or crowd customers as they come in and out of the store. The Scouts will stay 8–10 feet away from the door or at a distance as designated by the store manager.
- If by chance two Scout units show up to the same storefront to sell popcorn, the adult volunteers will work out the issue without involving the store manager. No more than one unit per storefront.
- All Scouts and adult volunteers will use clean and kind language. There shall be no profanity, put-downs or verbal taunting, as this is unacceptable.
- All Scouts will behave in a friendly manner. Punching, "play fighting", throwing objects, choking, and any deliberate attempt to cause physical harm is unacceptable.
- The Scouts and adult volunteers will always abide by store rules when selling at a storefront or on business property, in addition to the other bullet points on this document.
- **ALL CASH DONATIONS/TIPS units receive during store front sales will be put towards their Heroes & Helpers donations collected.**

**ALL DONATIONS COLLECTED STILL COUNT TOWARDS UNIT SALES,
INDIVIDUAL SCOUT SALES, POINTS EARNED, AND UNIT COMMISSIONS.**

TRAIL'S END APP

Exclusively for Scouts to sell & manage their fundraiser!



DOWNLOAD THE APP & START YOUR ADVENTURE TODAY!

visit trails-end.com/app or text APP to 62771 to download

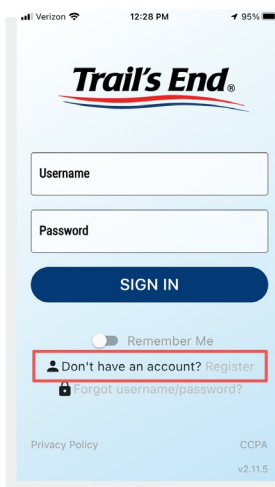
REQUIRED TO SIGN UP:

Council
District
Unit

SIGN IN OR REGISTER AN ACCOUNT

- Use your account from last year! If you need to change your Unit, go to Settings & select "Change Unit."
- Record ALL sales in the App & start selling today!
- Each Scout needs a separate account, even siblings.
- You can use the same email for multiple accounts.
- To switch between accounts in the App, click the name dropdown at the top of the screen.

Pro Tip, Be sure to allow the Trail's End App access to your device's microphone, location and Bluetooth to accept debit/credit. Trail's End pays all fees!



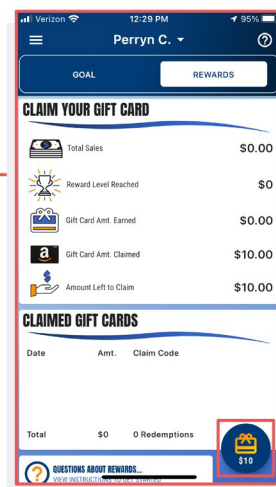
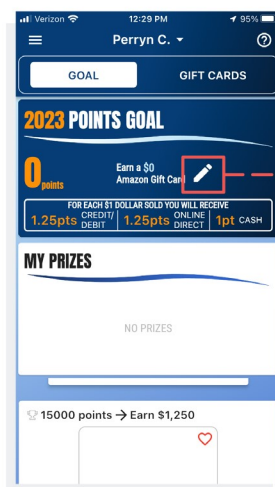
ACCEPTING CREDIT

Everyone can accept debit & credit cards for free because Trail's End pays all fees. Square readers are compatible and can be purchased at Amazon.com or most big box retailers.

- Manual Entry (no reader)** Type in the customer's card information.
- Magstripe Reader (Android)** Swipe reader plugs into headphone jack.
- Lightning Reader (Apple)** Swipe reader plugs into lightning jack.
- Bluetooth Reader** Wirelessly connects to a device via Bluetooth. Accepts EMV chip cards, Apple Pay, Google Pay, Samsung Pay, NFC Contactless and Tap to Pay.



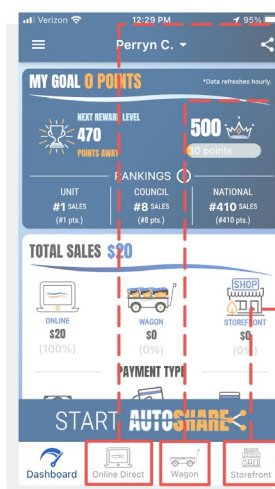
SET A GOAL & START EARNING REWARDS



- To set a goal, scroll and tap to select prizes at different levels or manually enter your goal.
- When your leader submits the Unit's Rewards order, and you have an e-Gift card available, tap the claim button to email your Amazon.com e-Gift Card.
- To track progress, check the App to see how close you are to reaching the next rewards level.

MULTIPLE WAYS TO SELL

Did You Know? Scouts that sell using BOTH in-person and online average 90% MORE than Scouts that sell only in-person, and 5X MORE than those that sell only online!



Online Direct: Sell online & ship directly to customers
Wagon Sales: Direct sales to family, friends and neighbors (with adult supervision.)

Did You Know? 2 out of 3 people will buy when asked at their door.

Storefront Sales: Leverage high foot traffic locations reserved by Unit Leaders

Pro Tip, the average Scout sells nearly \$165 per hour at storefronts. Sign up and sell for about 6 hours to easily sell over \$1,000!

Trail's End™

Ordering & Payment Info

Order Deadlines

Popcorn orders are to be placed by each unit online at <https://sell.trails-end.com/login>.

- Early Bird Popcorn - Due by Friday, July 21, 2023
- Show & Sell Popcorn - Due by Friday, September 1, 2023
- Take Order/Holiday Popcorn - Due by Monday, November 13, 2023

Order by the case for "Show & Sell" sale. All units will have their order reviewed by the Council Popcorn Staff Advisor prior to final approval. Order the exact amount by container.

Payment

The majority of money collected through the app goes towards paying off any outstanding balance.

Final payments are due by Thursday, December 21st.

- Any unit with an outstanding balance due after the sale ends will receive an email regarding payments due on Monday, December 18th.
- Payments are to be made at the Scout Office in the Trading Post.
- Payments can be made over the form using a credit card, or in person using either a credit card or in the form of **one check from the unit for the total amount due.**
- **Bounced checks processed by the council will be charged back to unit accounts as well as any bank fees.**
- **Units keep their commission up front!**
- **Any excess payment of popcorn to the Las Vegas Area Council will be deposited into the units account in the Trading Post. You can request a check through your District Executive.**

Product Pickup, Distribution & Returns

Step 1: **You MUST schedule an appointment for pickup with Amanda at amanda.black@scouting.org.**

We will have your order ready when you come so you can check it out in a convenient manner.

- Early Bird Popcorn - Pickup at Brady Industries on Friday, August 11, 2023
- Show & Sell Popcorn - Pickup at Brady Industries on Friday, September 15, 2023
- Take Order/Holiday Popcorn - Pickup at the Scout Office on Friday, December 1, 2023

Use the following estimates to know how many cars/volunteers you will need when you pick up your order:

Car: 20 cases; **SUV, Mini Van, Pick-up Truck:** 30-40 cases; **Full Size Van:** 50-70 cases.

You must take your ENTIRE ORDER at your appointed pick-up time.

Step 2: Find a location that is large enough to separate orders by patrol, den, or by Scout.

Step 3: Assign each patrol, den, or Scout a popcorn pick-up time.

Step 4: Have a receipt for each patrol, den or Scout to verify the amount of product they received.

Check any damaged cases at the distribution site to ensure the product is not damaged. If the product is damaged, exchange it before you leave or contact Ryan Moon at 702-968-8113 or ryan.mon@scouting.org.

If customers notice something wrong or are not satisfied with the product, please refer them to email help@trails-end.com, and they will arrange for replacement product to be sent directly to the customer.

Product Pickup, Distribution & Returns

Popcorn Returns

Returns are due by **Monday, November 13, 2023 (NO RETURNS AFTER THIS DATE)** at the Scouting Resource Center, please return any unsold products in their original cases to assist in processing. Partial cases will be accepted of returnable products. No damaged or open individual items will be accepted as returns. Please schedule a time for returning your unsold popcorn with Amanda Black at amanda.black@scouting.org. (Reminder emails will be sent prior to return/pick-up dates for units to schedule an appointment.)

****POPCORN ITEMS MUST BE UNOPENED, UNMARKED AND UNDAMAGED TO BE ACCEPTED AS A RETURN ****

DO NOT RE-TAPE BOXES!!!

****EACH INDIVIDUAL ITEM Will Be Inspected****

NEW LOCATION

Popcorn Pick-Up :

Brady Industries

7055 Lindell Rd

Las Vegas, NV 89118

→ We will email out the exact location at Brady Industries for pickup a few days before Early Bird & Show & Sell pickup. ←



Pickup

(Brady Industries)

"EARLY BIRD"

August 11th

By Appointment ONLY

Pickup

(Brady Industries)

"SHOW & SELL"

September 15th

By Appointment ONLY

Returns (if any)

(Scouting Resource Center)

"EARLY BIRD &

SHOW & SELL"

November 13th

By Appointment ONLY

Pickup

(Scouting Resource Center)

"TAKE ORDER &

HOLIDAY"

December 1st

By Appointment ONLY

Unit Popcorn Kernel Job Description

Job Title: Unit Popcorn Kernel

Position Concept: To give leadership and recruit a popcorn team to help with the unit popcorn sale.

Principal responsibilities:

1. Follow 2023 Popcorn Dates and schedule for Unit Leaders.
2. Attend the Popcorn University (Team Training/Orientation) on August 2nd at 6:00 PM at the Scouting Resource Center, 7220 S. Paradise Rd. Las Vegas, NV 89119 (All materials will be distributed).
3. Work with your unit committee to develop a unit sales goal. Decide what sales methods your unit will participate in. (Show & Sell, Take Order, Online)
4. Manage the collection of Scout popcorn and prize orders for your unit. Be on time per "Key Dates" calendar including Top 50 Sellers Club Members.
5. Prepare handouts for Unit Kick-off meeting for leaders, Scouts, and parents. Handouts could include:
 - Timeline showing sales dates, date orders are due, time and place for pick-up.
 - Unit goal and per-scout sales goal.
 - Unit Master Record form to den leaders to record Scout's sales for den/patrol totals. ****Only if not using the app.**
 - Parent's letter, to explain the importance of the sale to parents, Scouts, Unit & Council, the 3000cc Club, the Top 50 Sellers Club Big Spin Party, and the Heroes & Helpers Patch.
 - Order forms, prize flyer, and money envelope.
6. **Hold a unit popcorn kick-off and disperse paperwork to leaders, parents & Scouts. Discuss goals, sales techniques, money collection safety suggestions, and key dates. Build excitement around the sale!**
7. Submit your unit's popcorn orders on time! **Early Bird** by Friday, July 21st / **Show & Sell** by Friday, September 1st / **Take Order & Holiday** by Monday, November 13th.
8. Establish a system for checking out/in popcorn to your Scouts that are selling.
9. Make arrangements to pickup your units popcorn order(s) during your scheduled appointment time at the corresponding location. Make sure to bring enough large vehicles to accommodate your order.
10. Distribute popcorn to Scouts.
11. Check throughout the sale to see how your Scouts are doing. If you have product checked out to individual Scouts that are not selling much, check-in their popcorn and redistribute it to Scouts that are selling more.
12. Collect and tally money/popcorn by unit due date – be prepared to make any outstanding balance payments to the council by Thursday December 17th. Payments should be made in the form of a single check or by credit card.
13. Paperwork to Submit: Top Sellers Club Forms and/or "Heroes & Helpers" Patch Forms to the Council Service Center by 5:00 pm on Monday, November 13th. *(Units who participate in the "Holiday Sale" must turn in all paperwork by Thursday, December 21st.)*

Popcorn Contacts

| Position | Name | Phone | Email |
|-----------------------------|---------------------|--------------|----------------------------------|
| Membership Director - West | Nipont Phengsairoun | 702-968-8133 | nipont.phengsairoun@scouting.org |
| Membership Manager - North | Marcus Mohlman | 702-968-8120 | marcus.mohlman@scouting.org |
| Membership Manager - South | Brandon Holmes | 702-968-8135 | brandon.holmes@scouting.org |
| Membership Specialist - RMD | Heather Donathan | 928-444-2515 | heather.donathan@scouting.org |
| Additional District Support | Patrick Ballinger | 702-968-8115 | patrick.ballinger@scouting.org |

| | | | |
|----------------------------|--------------|--------------|---------------------------|
| Popcorn Sale Administrator | Ryan Moon | 702-968-8113 | ryan.moon@scouting.org |
| Popcorn Sale Assistant | Amanda Black | 702-968-8139 | amanda.black@scouting.org |

Notes

