

# COUNCIL INCENTIVE PLAN

## from Pine Tree Council!



Unit Commission/On Line Commission: 35%



New units selling in 2010 or a unit that gets a non-selling unit to participate in the sale: +2%



\$10 Scout Bucks for each full order sheet submitted to PTC

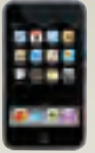


Three drawings during sale. For every full sheet submitted by a scout their name will go into the drawing. If they do not win, their sheets will be entered into the other drawings.

- Cub Scouts will win a Nintendo DSi



- Boy Scouts/Venturers will win an I-Pod Touch



\$100 Scout Bucks or Gift Card for District Top Sellers



\$500 Scout Bucks or Gift Card for Council Top Seller



**207-797-5252**  
**[www.pinetreebsa.org](http://www.pinetreebsa.org)**

PRSR STANDARD  
US POSTAGE  
PAID  
FORT WAYNE, IN  
PERMIT NO. 650

Pine Tree Council, BSA  
131 Johnson Rd.  
Portland, ME 04102



**Send Popcorn to our Troops.**

Check the \$40 Gold Donation Level or the \$25 Silver Donation Level to send popcorn treats to our military and their families.

NAME	STREET ADDRESS (No P.O. Box)	PHONE or E-MAIL	\$40	\$25	\$50	\$40	\$30	\$17	\$17	\$18	\$18	\$18	\$10	\$10	AMOUNT DUE	DLV.	Pd.
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SCOUTS NAME

DEN / PATROL

TOTAL ONLINE SALES  + TOTAL SALES THIS FORM  =

My Rewards Total

TOTAL UNITS

\$40 MILITARY DONATION	\$25 MILITARY DONATION	CHOC. & SAVORY	SWEET & SAVORY	CHEESE LOVERS	18 PACK WHOLESALE BUTTER	18 PACK BUTTER LIGHT	CHOC. CARAMEL CRUNCH	CHOC. CARAMEL ALMONDS	CHOC. CARAMEL BUTTER TOFFEE LIGHT	CARAMEL CORN	POPPING CORN	TOTAL DOLLARS

REWARD CHOSEN:

trails-end.com

To see full nutritional information for all Trail's End products visit trails-end.com

- \$40 Military Donation
- \$25 Military Donation
- Chocolate Lover's
- Sweet & Savory
- Cheese Lover's
- 18 Pack Unbelievable Butter
- 18 Pack Butter Light
- Choc. Caramel Crunch
- Caramel Corn Alm/Cas/Pec
- Butter Toffee Light
- Caramel Corn
- Popping Corn

Delivery Date

Better flavor.  
Better for you.  
Better for Scouts  
in your community.



Made with  
Canola Oil\*\*  
0g trans fat



100 YEARS OF SCOUTING  
*Celebrating the Adventure • Continuing the Journey*

**trails-end**  
.com



**NOW**  
made with  
Canola Oil™

**0g**  
trans fat

**NEW**  
resealable  
packages

# Better flavor.

Over  
**70**  
years to  
SCOUTS



## POPCORN FOR OUR TROOPS

Donate a gift of popcorn to the men and women serving our country.

**\$40** Gold Donation

Over **\$28** to local Scouting

**\$25** Silver Donation

Over **\$17<sup>50</sup>** to local Scouting



## CHEESE LOVER'S COLLECTION

- Cheddar Cheese Corn (two 8oz. packages)
- White Cheddar Cheese Corn 8oz.

- 14% MORE product\*
- Made with Canola Oil
- Made with real cheese
- Comes in gift box

**\$30**

Over **\$21** to local Scouting

**Made**



## CHOCOLATEY CARAMEL CRUNCH™ 26oz.

- New and improved flavor
- No hydrogenated oils
- Low sodium

**\$18**

Over **\$12** to local Scouting



## CARAMEL CORN WITH ALMONDS, CASHEWS AND PECANS 26oz.

- 13% MORE product\*
- 0g saturated fat\*
- Naturally sweetened

**\$18**

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All products, except Microwave Popcorn (which contains milk ingredients only), are produced in a plant that manufactures and handles products with peanuts, tree nuts, wheat, and milk. All





# Better for you.



trails-end.com

## CHOCOLATE LOVER'S COLLECTION

- Chocolatey Triple Delight 22oz.
- Chocolatey Caramel Crunch™ 26oz.
- White Chocolatey Pretzels 22oz.
- Chocolatey Pretzels 22oz.
- 28% MORE product\*
- New and improved flavor
- No hydrogenated oils
- Comes in gift box

**\$50**

Over **\$35** to local Scouting



## SWEET & SAVORY COLLECTION

- Chocolatey Triple Delight 22oz.
- Caramel Corn with Almonds, Cashews and Pecans 26oz.
- Cheddar Cheese Corn 8oz.
- 27% MORE product\*
- New and improved flavor
- No hydrogenated oils
- Comes in gift box

**\$40**

Over **\$28** to local Scouting

## Popcorn with Canola Oil. NEW Butter Burst Flavor.



### UNBELIEVABLE BUTTER™ 18 Pack

#### PER BAG POPPED

- 0g trans fat
- 2g saturated fat
- 260 calories

**\$17**

Over **\$11** to local Scouting



### BUTTER LIGHT 18 Pack

#### PER BAG POPPED

- 0g trans fat
- 1g saturated fat
- 210 calories

**\$17**

Over **\$11** to local Scouting



**American Heart Association**  
Meets American Heart Association food criteria for saturated fat, cholesterol and whole grains for healthy people over age 2.  
heartcheckmark.org



### BUTTER TOFFEE LIGHT 20oz.

- 11% MORE product\*
- 0g saturated fat†
- Naturally sweetened

**\$18**

Over **\$12** to local Scouting



### CARAMEL CORN 11oz.

- 0g saturated fat†
- Naturally sweetened

**\$10**

Over **\$7** to local Scouting



### POPPING CORN 3lbs.

- 100% whole grain
- High fiber

**\$10**

Over **\$7** to local Scouting

products are U.D.

Copyright © 2010 Trail's End Popcorn Company

† per serving  
\* Compared to 2009 Trail's End products.  
\*\* Trail's End Microwave Popcorn and Cheese Corn.



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# SELL ONLINE AND FACE-TO-FACE TO HIT YOUR GOAL FASTER.

Both ways of selling count toward your Scout Rewards.



## GET ONLINE IN OCTOBER

Sell **\$500 online** in  
October and get a **bonus**  
**\$20 Amazon.com**  
Gift Card\*.

## START SELLING ONLINE TODAY!

**STEP 1:** Go to [scouts.trails-end.com](http://scouts.trails-end.com) to sign in or create an account.

**STEP 2:** Choose your email template—and create your own Scout image—to send emails to friends and family. Don't forget to follow up!

**STEP 3:** Go to **Track My Online Sales** to see who has made a purchase.

Learn about our bonus giveaways, too!

Go to [facebook.com/trailsendpopcorn](http://facebook.com/trailsendpopcorn) to find out more.



### WHEN YOU SELL FACE-TO-FACE:

- ALWAYS sell with another Scout or with an adult.
- NEVER enter anyone's home.
- NEVER sell after dark unless you're with an adult.
- DON'T carry large amounts of cash.
- ALWAYS walk on the sidewalk and driveway.
- ALWAYS wear your uniform.
- ALWAYS smile and introduce yourself.
- ALWAYS tell your customers why you are selling popcorn.
- ALWAYS know the different kinds of popcorn you're selling.
- ALWAYS say "Thank you!"
- ALWAYS make a copy of your order form for next year.

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