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SCOUT POPCORN

Can Make Quality Programs Happen

by Howard Osterer

Ottawa has been selected as the host city for this year's Trails End/Scout Popcorn seminar. Scout Popcorn coordinators and key volunteers from across Canada will be popping in at the National Office from April 4-6. A Friday night "Scout Popcorn Kick-off Supper" will be hosted by three divisional representatives. According to well-founded rumours, "Pop" and "Corn" (our Scout Popcorn mascots) may even be planning to attend the workshops.

Scout Popcorn just doesn't happen on its own. Key volunteers and Scouts Canada staff work together to help make your Scout Popcorn programs happen. Thank you to all the Scout Popcorn chairs, distribution chairs, promotion/marketing chairs, training chairs, and group committee representatives who are helping to make this fund-raiser such a great success. Scouts Canada and our youth members really appreciate your hard work and continued support.

"The Ideal Year of Scouting" and Scout Popcorn

April is the time of year when Scout leaders and their groups should be looking at next year's Scouting programs. We've identified four steps to success if groups want to realize their ideal year of Scouting.

Step One: Planning.

What does your group want to do next year? Ask your members what activities interest them. Don't wave

Peanut Butter Popcorn Squares

This popcorn recipe comes from the Maritimes. *Allergy alert!* Avoid it if anyone in your group is allergic to peanuts.

You will need: 250 mL of light corn syrup; 250 mL sugar; 250 mL peanut butter (smooth or crunchy); and two litres of popped popcorn.

Combine corn syrup, sugar and peanut butter in a large sauce pan. Bring to a boil, while stirring constantly. Boil three minutes over low heat. Remove from heat and add popcorn. Toss the mixture with wooden spoons (mixture will be hot). Spray a little Pam™ into a 32 cm x 22.5 cm x 30 cm pan. Cool, and cut the treat into 12 ample sized squares.

— Howard Osterer is Scouts Canada's National Director of Fund-raising.

off any silly suggestions. When you are brainstorming, you have to consider all ideas, no matter how wacky they might appear at first. (On second thought a "crazy" idea might appear brilliant.) These brainstorming sessions can be very creative when you don't limit thinking at the start, but accept all ideas initially as possibilities.

Have you ever wondered why many groups limit their programs to a six- or eight-month time period each year? It doesn't make sense. Why not expand your season and include the great outdoors during late spring and throughout the summer? Find out if there are any provincial jamborees coming up that would interest your group members.

Did you know that the Pacific Coast Jamboree (BC) will be held from July 5-11, 2003? Chinook and Northern Lights Region (Alberta) will be hosting two jamborees this summer from July 13-19, and Newfoundland Council will be hosting a jamboree from August 6-9.

Step Two: List All Activities.

List all activities that really interest your group members, and esti-

mate how much you think each one will cost to experience. The total of all your estimated expenses will represent a major portion of your budget for the upcoming year.

Step Three: Setting a Goal.

Scout groups must ask themselves whether they want to meet their total budget line by selling Scout Popcorn; many groups choose to do this. Now let Scout Popcorn do its magic. Here's a simple formula to help you calculate how much Scout Popcorn you'll have to sell to reach your goal: divide your budget figure by your popcorn profit percentage. When you know this number, you can move to the next stage - a very important one.

Step Four: Communication.

Communications is vital to ensure the success of your active program. Parents and Scouting members must understand the program fully. Our kids are selling Scout Popcorn because they have chosen an awesome list of activities to do next year. By selling Scout Popcorn, membership fees will stay low, and parents won't have to provide extra financial

Corporate Sales and



What do real estate offices, moving companies, lawyers, accountants, and car salespeople have in common?

They all give gifts after closing a deal. Why not introduce companies to Scout Popcorn as a gift for faithful clients?

Offering products to a company for consideration as gifts is called "corporate sales". Most corporate sales that relate to Scouting products are initiated by employees who are involved in some way with Scouting. Some companies/businesses that might consider giving Scout Popcorn to clients include:

- o Car dealerships
- o Insurance salespeople
- o Auto mechanics
- o Stereo stores
- o Consulting firms.

Please.. think about this marketing opportunity. It can help set your Scouts on more adventurous hiking trails. For more information about corporate sales, send an e-mail to: hosterer@scouts.ca.

It's easy to sell huge quantities of Scout Popcorn throughout the year if you get involved in a corporate sales program.

FREE SCOUT POPCORN VIDEO

Have you received your free Scout Popcorn video tape yet?

To get a video, simply e-mail your home address to: hosterer@scouts.ca. We'll send you a free copy of this outstanding, 18-minute resource that will teach you how to plan your Ideal Year of Scouting.

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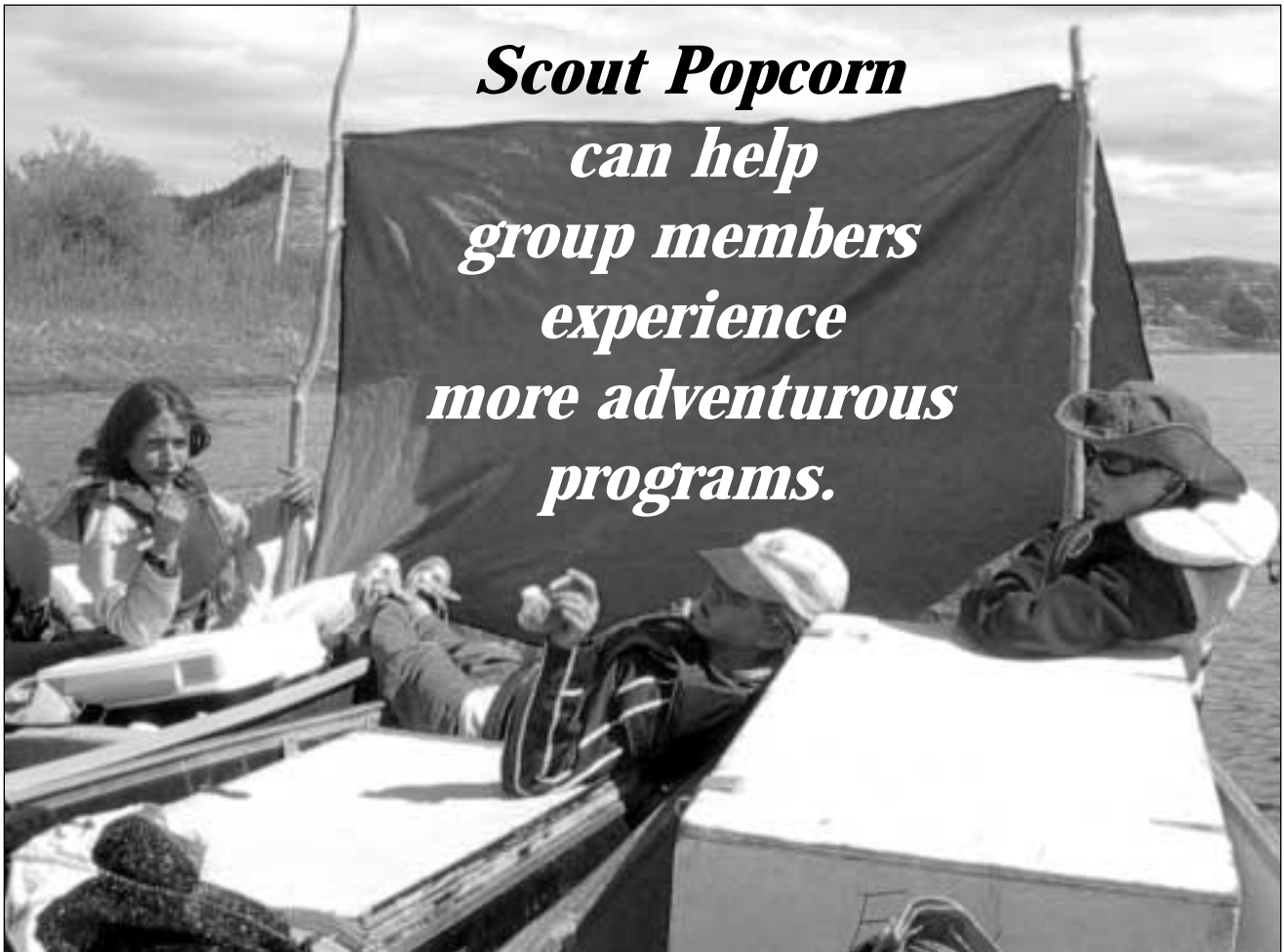


Photo: Rick Brann

***Scout Popcorn
can help
group members
experience
more adventurous
programs.***

SCOUTS VENTURERS ROVERS
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CHOICES



See page 38
of this issue
for more
details!

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support to ensure their kids enjoy their planned outdoor program.

Make It Happen NOW!

When you identify an "Ideal Year of Scouting" you'll provide year-round quality Scouting programs through proper planning, budgeting and goal-setting. Take the time right now to see how Scout Popcorn can make quality programs happen. If you're looking for more information, as well as helpful planning and budgeting tools, surf to: www.trails-end.com.

Spend more time camping and less time fund-raising. Scout Popcorn can help make your Scouting dreams come true. ^

— Howard Osterer is Scouts Canada's National Director of Fund-raising.

Did You Know?

- F Research suggests that four out of five people in the general public will purchase Scout Popcorn *if asked*.
- F Scouts Canada has sold over \$50 million worth of Scout Popcorn since 1990.
- F Scout Popcorn can help pay for youths to attend university. Find out how.
- F Over 200 Canadian Scouting youths qualified for the Popcorn Scholarship Program in 2002.
- F Seven hundred Scouts qualified for the \$1,000 Scout Popcorn sellers prize level in 2002.