

**Welcome** to the fall issue of the E-Seedling, LLC Lemon Drops E-Newsletter. Thank you for joining me in the journey to empower youth through entrepreneurship. This newsletter was created to help you create a positive impact on today's youth by providing useful information that you can use in your programs along with product previews and upcoming events. I would love to hear your feedback and welcome your input on content that you feel would be helpful to you in the valuable work you are doing in developing the leaders and business people of tomorrow. You can email me at [juliewood@eseedling.com](mailto:juliewood@eseedling.com) or fill out the contact form at: <http://eseedling.com/contact-us/>.

Sincerely,

Julie Ann Wood

Chief Cultivator for E-seedling, LLC

### **Teaching Section: Quick Start Videos and help for the Marshmallow Challenge**

I always think one of the hardest things for adding activities is not only figuring them out the first time you use them but remembering how to set them up each time. That is why I started creating videos for setting up and starting the Biz Ops Game. Here is a link to the video: <https://youtu.be/ZremuABghiA>. Since we are all busy dealing with administrative tasks and keeping the students engaged, we don't really have the time to relearn how to do activities each time we run them (and that is why we end up not doing them at all). I will be working on additional videos to help you implement the More Than a Lemonade Stand curriculum so if you subscribe to my You Tube channel, you will be notified as additional videos are created.

In the last newsletter I mentioned the **Marshmallow Challenge** which is a really fun team building activity. I use it after the teams are chosen for the Lemonade Stand activity so they can learn each other's strengths and start team building. But like any activity it takes time to reread the facilitator guide each time you run it. Here is a link to the instruction guide <http://marshmallowchallenge.com/Instructions.html> but so that I could run it without having to take a lot of time to relearn how to set it up and start it I came up with these quick steps so that you can use in your programs in a fast and easy way!

- 1) Create a kit for each team (usually 2 per class) containing:
  - a. 20 sticks of regular spaghetti
  - b. 1 yard of masking tape (I wrap it around a short piece of straw)
  - c. 1 yard of string
  - d. 1 marshmallow (I put this in a Ziploc so it doesn't stick to everything)
  - e. 1 pair of scissors
  - f. Place all in a sealed envelope or bag
- 2) Explain the Rules

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If you found this helpful and would like more information on the book [CLICK HERE](#).

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- a. Goal is to build the tallest free standing structure in 18 minutes (measured from the table surface to the top of the Marshmallow)
  - b. Entire Marshmallow must be on top (no eating, cutting, etc.)
  - c. Use as much or as little of the supplies (cannot use the envelope, bag or scissors as any part of the structure)
  - d. If you are holding or touching the structure at the end your team will be disqualified.
  - e. Any questions?
- 3) Start the activity
- a. Walk around the room and observe, take pictures, videos, etc.
  - b. Count down the time let them know 12 mins left, 10 mins, 6 mins, 3 mins, 1 min, done.
  - c. Measure with tape measure
  - d. Announce winner and give rewards
- 4) Debrief
- a. What did they learn, what would they have done differently, etc.
  - b. How can they apply this learning to their lemonade stand team

### **Camp Section – Are you starting to plan for next year?**

Hope you had a great camp season! I had a great time with some awesome young entrepreneurs – I even had one of my young entrepreneurs follow up and sell me a pan of her delicious brownies (thanks Bella)! In the three camps I taught we raised over \$500 in youth camp scholarships – the kids did an awesome job promoting and selling lemonade for such a great cause! I'm already looking forward to next summer's adventures! That reminds me that it is time to start looking for and developing new materials for next summer. As we know the year goes quickly and I am always on the look out for some new ideas and activities for teaching entrepreneurship (if you have any you would like to share let me know) !

Hope you find time this fall to start planning for next summer ; I have developed a checklist that I use year and after year that might help you stay organized. If you would like a copy just email me at [juliewood@eseedling.com](mailto:juliewood@eseedling.com) and I'll email you a copy. Also, on the resources page of the E-seedling website there are many free resources you can check out for free and I am continuously adding videos to my YouTube channel to help you teach young entrepreneurs.

### **More Than a Lemonade Stand™ – is available at your favorite online bookstore at [eseedling.com](http://eseedling.com)**

More Than a Lemonade Stand – the complete guide to planning, implementing and running a successful youth entrepreneur camp is now available on your favorite bookstore website or purchase in a bookstore, email your receipt to [juliewood@eseedling.com](mailto:juliewood@eseedling.com) and I will email you a free e-student workbook that you can use with the More Than A Lemonade Stand curriculum!

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### **New Bundles to help you teach entrepreneurship**

To help you teach kids entrepreneurship in an easy to implement fashion – I have created some new product bundles. You should have received information on the Back to School Business Bundle with a special promo price through September 30<sup>th</sup>. It is a great price that includes the Biz Ops Game, More Than a Lemonade Stand, the e-student workbook and the Lemonade Stand facilitator guide. Remember the price is only good through September 30<sup>th</sup>

### **Help me get to 100 reviews!!**

Anyone who has purchased and read the More Than a Lemonade Stand book (or even part of it) – I would love to have you post a review on Amazon, Barnes & Noble, and/or Goodreads.com – the more reviews on the sites, the higher the search ranking. I would be truly grateful for you taking a few minutes and reviewing the book. As always, if you have any suggestions for improvement please email me at [juliewood@eseedling.com](mailto:juliewood@eseedling.com)