

More Than A Lemonade Stand™

*The Complete Guide for Planning,
Implementing & Running a Successful
Youth Entrepreneur Camp*



Julie Ann Wood

More Than a Lemonade Stand will be released in bookstores on July 7, 2015

Dear Reader:

Think back to when you were a child. Remember the time when you decided to raise a little extra spending money by opening up your own lemonade stand? Maybe your mom or dad helped raise funds for you by loaning you the grocery store money to buy the lemons, sugar, and cups. Or maybe you just syphoned off the cartons of lemonade your parents brought home from the store. Regardless of how you made it happen, this was probably the beginning of your entrepreneurial career. A lemonade stand could be anything. It could be selling baseball cards, video games, mowing the neighbor's lawn, babysitting, or, as you grow, beginning a new business or company. But the important thing to note is that a lemonade stand is grounded in the desire to build youth entrepreneurship at a young age to better prepare our children for exciting opportunities in life. The sooner we educate and train the new generation in fundamental business practices, the better positioned they will be to succeed in the hyper-competitive business world.

Just as technology is used as a tool to accomplish more in less time, youth entrepreneurship can be used as the tool to develop youth in less time. More Than a Lemonade Stand™ focuses on a proven youth entrepreneurship curriculum to help kids utilize their unique talents and skills to start a business, creating by-products of increased confidence and self-esteem. Through the experiential learning activities included in the curriculum, they will learn basic business terms, learn how a business runs, develop their own business idea and participate in a large team lemonade stand competition to raise funds for a scholarship fund. These activities are so fun and engaging that kids don't even realize that they are learning until they attend the awards ceremony and see the results they've achieved.

More Than a Lemonade Stand™ is a complete step-by-step guide to planning, implementing and running a successful youth entrepreneur camp. This book provides a thorough explanation of the activities that I complete each year for the youth entrepreneur camp that I direct at the University of Wisconsin – Madison Small Business Development Center. This guide is for anyone from seasoned trainers/teachers to parents, science centers, museums, youth centers, small business development centers, community education programs, or other organizations that would like to implement a youth entrepreneur camp or incorporate youth entrepreneur curriculum into their current programs.

The book is set up as a checklist so that you can use it as a resource year after year as you start planning and implementing an activity or program. It can also be used to train your staff and as a communication tool so that everyone understands the what, why, and how to. Even though More Than a Lemonade Stand™ is set up in a camp format, the book is designed so that you can pull the activities out and use them in any program that focuses on youth entrepreneurship. The activities are geared for kids in grades 5-8, but with minor modification I have used them for as young as 3rd and 4th grade and as high as 11th grade.

The activities are synergistic in that they build and reinforce each other to help increase the kids' entrepreneurial skills, confidence, and self-image. This is done by focusing on developing the kids' unique passions and interests, with the goal of turning them into viable

business ideas that they are equipped to run when they leave the camp. The Biz Ops Game™ and the Lemonade Stand Team competition not only add to the fun and engagement of the activities, but they also increase their entrepreneurial skills and self-image as they utilize their strengths to contribute to the team and make it a successful business.

I have yet to find a complete book that includes both the planning and implementing of a youth entrepreneur curriculum, which also gives the reader the option to plug in and use with existing programs, or as one complete curriculum. There are hundreds, if not thousands, of business startup books written specifically for adults who are starting or running a business that are viable options for teachers to research and use to create their own youth entrepreneur curriculum. There are also several business startup books that are written for kids and there are even a few books that are written for parents that are designed to teach business to their kids. There are a few curriculums available for teachers to use in their classrooms, but those are mostly semester long classes that are geared toward high school aged kids or younger kids. The middle school aged kids are for some reason missed; these are transition years for kids and since they are too young to get a job as an employee, it is a great age to start a business. More Than A Lemonade Stand™ is the only book that offers a complete curriculum designed for all age groups.

Another way that More Than A Lemonade Stand™ is different is that it is a completely experiential learning curriculum. Just as entrepreneurship is all about experiential learning, so are the hands-on learning activities in this book. This book is not just about entrepreneurship—it is also about utilizing entrepreneurship as a tool to develop youth into more confident, more creative, and more responsible individuals that make the world a better place. If you make a commitment to utilize the curriculum presented in this book, I promise you will begin to make a positive difference in the development of youth in your area.

This entrepreneurship program will help kids make the connection between math, reading, teamwork, communication, and the real life experience of running a business. The entrepreneurial mindset taught in this program helps kids realize and utilize their gifts and talents to solve today's problems so that they can help make our lives better.

Teaching entrepreneurship as a viable career option will help the US economy. The US Bureau of Labor Statistics stated that unemployment for youth ages 16-24 rose to 19.7 million in July of 2013; only 50.7% of that age group was employed in July 2013 at the peak of summer employment. Teaching kids about entrepreneurship empowers them to create their own job when they are unable to find one. The Small Business Administration (SBA) reports that small businesses make up over half of the private workforce in the US, yet many of the skills needed to create successful entrepreneurs are not taught in schools. Exposing kids to entrepreneurship at a young age increases the chances that they see this as a possible profession.

Implementing the Lemonade Stand activities will show kids how they can give back and make a difference. I believe strongly in giving back and that is why this program is set up to raise funds for the camp scholarship fund. The friendly Lemonade Stand competition helps the kids understand that not everyone can afford an activity and there are ways that they can take

action and help. Implementing the Lemonade Stand activities will show kids how they can give back and make a difference. I believe strongly in giving back and that is why the team Lemonade Stand competition is set up to raise funds for youth entrepreneur camp scholarships. The friendly Lemonade Stand competition helps the kids understand that not everyone can afford an activity and there are ways that they can take action and help. Also, 10% of sales of any More Than a Lemonade Stand™ product from my website will go to support a cure for childhood cancer (in honor of my brother Jeff whose entrepreneurial flame was extinguished far too early).

I look forward to the weeklong camp that I run each summer, as it is the most fulfilling and rewarding experience I have each year. It is amazing to see kids come in Monday morning who are quiet, lack self-confidence, and who are not excelling in the traditional school classroom transform through the week and leave on Friday afternoon feeling confident and ready to go run their business. The benefits the students receive from the camp are so incredible that I feel compelled to share the blueprints of how to build your own successful youth camp. This book is for anyone who wants to try using entrepreneurship as a tool, and I guarantee that implementing the More Than a Lemonade Stand™ curriculum will provide a rewarding experience!

Sincerely,

Julie Ann Wood
Author, More Than a Lemonade Stand™

About the Author: Julie Ann Wood



I have always been a teacher at heart! Have you heard the saying, look back at what you played when you were a little kid (we actually tell this to kids at camp) and it will lead to your true passion and purpose? Well, when I was a kid, I played school and I was always the teacher. Now, my brothers may tell you that it was because I was the bossy big sister, but I will tell you it's because I loved to teach. Now that I look back, I realize that I have always

loved teaching. I have a true belief that anyone can do anything they put their mind to (thanks Mom). If someone doesn't get it, I take it on as a challenge and break it down and help them learn. This has guided me my whole life; I've been a camp counselor, a religious education teacher, an aerobics teacher, a dance teacher, a scout leader, a choreographer, and a corporate trainer. When I went to college, teaching still continued to guide me as I obtained a B.S. in Elementary Education (grades 1-8) from the University of Wisconsin-Madison. Unfortunately, the job market didn't agree with my choice and I just didn't see subbing in a classroom as a viable financial choice, so I decided to go back to school.

I obtained a degree in Accounting and Data Processing (that's what they called computer science way back when) from a local business college (Madison Business College). This led me in a completely different path of computerized accounting systems where for the next 15 years, I helped companies take their manual business systems and convert them into the computerized world. Even though I was working with accounting systems, I was training business staff on how to use the systems, both in the classroom and one-on-one.

When I was 27 years old, I was fortunate enough to have a client (who became an angel investor) talk myself and a co-worker into starting a new company called Checks + Balances, which was a low cost alternative for small to medium-sized businesses to obtain accounting system implementation and support (much less than the CPA firm cost). In the three years that I started and ran Checks + Balances, I learned more than in any other period in my life. I learned how hard entrepreneurship was and how rewarding it was all at the same time! Then Check + Balances was sold to a larger consulting firm where I went to work for the next five years. I worked with larger companies, training their staff, upgrading their systems, writing custom reports, working many hours and traveling regionally 2 days a week. When I was expecting my 2nd child, I decided that it was too much, so I took another opportunity and became the Director of Operations at a Management Consulting Firm based in Madison.

I had a flexible schedule and was fortunate enough to volunteer in my son's classroom one day a week; it was then I realized how much I missed working with kids. So when the company was sold, I looked into going back to school to update my teaching certification. During this time, I started working at the University of Wisconsin-Madison Small Business Development Center (SBDC) as the coordinator of the statewide Wisconsin Business Answerline, which answered questions for people starting or growing a business in Wisconsin. I completed a M.S. in Curriculum & Instruction (educational communications and technology) from the University of Wisconsin –Madison only to find out that schools don't want to hire someone with a Master's because teaching is unionized and they have to pay more for teachers with advanced degrees. So I continued to work at the SBDC and moved into managing educational programs and overseeing the entire event-planning department. I also created courses, became a Franklin Covey facilitator, completed my online teaching certification through University of Wisconsin –Extension, and taught business courses. Additionally, I helped with the Youth Entrepreneur Camp that we had for middle-school aged kids. We hired a consultant to come teach so my role was just assisting with the camp, but I loved sharing my entrepreneurial and teaching expertise and most of all working with the kids.

Then finally came the chance of a lifetime! The SBDC funding was cut and therefore the director said that we would have to cancel the camp (since it was not part of the SBDC's core mission). I was devastated; but entrepreneurship is about taking problems and making opportunities so I proposed to rewrite the curriculum so that we could teach it using our existing staff. He said yes, and that is exactly what I did in 2008. During the first few years I made changes based on feedback and what was learned, but for the past 4 years, the same planning process and curriculum has been used (which is the basis for this book). The camp has been such a huge success—we have kids from all over the country come to the camp and there is always a wait list. I get calls from all around the United States asking about how to put

together a youth entrepreneur camp, so what better way to start than to write a book teaching others how to do it? Looking back through all of my experiences with teaching, working with businesses, and being an entrepreneur, I have adopted the philosophy that actions speak louder than words. It is my firsthand experiences working with children and in the business world that qualify me to write this book.

I hope you find the More Than a Lemonade Stand book a useful tool that you can pull out and use over and over as you implement youth entrepreneurship activities into your classroom and programs. For more information on youth entrepreneurship books and products including the Biz Ops Game™, please visit: www.eseedling.com