

Lemonade Day teaches youth business skills

By EMILY MOSER | Posted: Wednesday, May 4, 2011 12:58 pm

Children across the country got to experience how it feels to run their own business last Sunday as part of Lemonade Day.

On Lemonade Day, children are encouraged to design and operate a lemonade stand in hopes they learn the entrepreneurial skills necessary to be successful in the future.

Out of the several stands set up in Katy, one group chose La Centerra for their business. Kace Durbin, a member of the La Centerra group, said the event was not only enjoyable, but also a rewarding learning experience.

"It's about learning how a business runs, how to run a successful business by borrowing money and paying it back, raise money for charities, and get to have fun while doing it so to keep it interesting," Durbin said.

Durbin's group is made up of seventh-grade boys from Rodger & Ellen Beck Junior High. The group is also part of the Katy chapter of the Alpha Charity League, an organization for young teens and mothers to participate together in. One of the mothers, Dana Hasting said she is pleased with the organization because she feels it prepares her son for the future.

"It's a six-year program to teach them leadership qualities and team building so by the time they go to college they already learn how to do things like Lemonade Day, run a business and volunteer for charities," Hasting said.

Lemonade Day was founded in 2007 by Prepared 4 Life, a non-profit organization based out of Houston. The group's main objective is to build confidence and self-esteem in children to empower them to take ownership of their lives and become healthy, contributing members of society – the business leaders, social advocates, volunteers and forward-thinking citizens of tomorrow. Since they launched the event, it has expanded to include 14 cities with over 66,000 children participating.

Hasting felt what the group did was everything the founders of Lemonade Day dreamed of for the event. She said the boys made all of the decisions for the stand, the design, products and management, together as a group. They really put a lot of thought into every aspect of their business.

"The mom's are trying to stay out of it and we're trying to let them develop their leadership responsibilities," she said.

During the day, the group at La Centerra set out to benefit several different charities. First of all, they asked for people to come by and drop off canned items for the Katy Christian Ministries. The group also set to raise \$300 from their lemonade stand for two different charities, Camp Pump It Up and Camp For All. By the end of the day, the group raised over \$1,000.

The group said they chose Camp Pump It Up, a Texas Children's Hospital program benefiting heart patients, to support one of their friends in another Alpha Charity League group who had heart surgery just a couple of weeks ago.

Hasting said she was touched by the group's efforts and pleased at what each of the boys have accomplished through the event. She said they plan on participating in Lemonade Day again next year and already have plans for improvement.

"They all voted on to help a kid who goes to whole other junior high," she said. "They're all really compassionate and really work well together."