

The Works turning lemonade stands into lessons in business

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Lemonade stands will be scattered around Licking County on Saturday, May 15, to teach young girls about running a business.

The Works in downtown Newark is hosting its first Licking County Lemonade Day from noon to 4 p.m. as part of its children's financial literacy program.

About 100 girls from Daisy, Brownie and Girl Scout troops have been planning their stands for the past few weeks.

Natalie Malishenko, co-leader of Granville Daisy Troop 1236, said her girls, ages 6 and 7, have created a name and logo and have selected which brand of lemonade they will serve.

"We did a PowerPoint presentation and talked about what a business was just to teach the girls the basics of business," she said. "We talked about products versus services and for-profit businesses versus nonprofits."

She said the girls took turns drawing business positions, such as president and head of marketing, from a hat.

"The girls were really excited about having a business," Malishenko said.

Troop 1236 plans to set up its stand at Raccoon Valley Park in Granville, having determined business should be good there because of frequent sporting events.

"We put meeting minutes together, and we are going to meet back one more time just to make sure we have everything ready," she said. "They are just really excited to be a part of this. It was just really nice to let our Daisy Girl Scout group do this. They were really up to the challenge."

Lisa Sharpe, director of STEM (science, technology, engineering and math) education at The Works, said Lemonade Day grew out of a need for more financial literacy programs at The Works, an organization that promotes history, technology and artistic accomplishments.

The Works is an affiliate of the Smithsonian Institution and a member of the Association of Science-Technology Centers.

"This is the type of idea where we could teach kids a little bit about what it takes to be an entrepreneur," she said. "We are going to do it simply through a lemonade stand."

She and her staff wrote a curriculum for the program that teaches participants the different things they have to think about when running a business.

Sharpe said the Girl Scout troops next week would submit to her their business plans, which include the location of their stands.

During the May 15 events, volunteers will go around to each of the stands - about 18 - to test and judge their products.

At the end of the day, the girls will turn in their balance sheets and all proceeds will go to a charity of the girls' choice.

Sharpe said she hopes the Lemonade Day could expand in Licking County.

"Down the road, we are looking at partnering with others and getting into the schools," she said.

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