

Nothing sour about LEMONADE DAY



Photos by Wright Braudt

Above: Second-grader Julia Domas decided to use her lemonade money to help her kindergarten teacher Kathi Cliff (left) pay for cancer treatment.

Right: Scotty Schlimmann (center) ran his lemonade stand outside Aldi's with the help of his mother, while Yacobi Boyd (left) takes advantage of an opportunity to stay cool Sunday afternoon.



A sweet taste of business experience

By Tim Krohn
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The first two sales of the day for Abby and Megan Cherney and Lauren Bryant would be the envy of any entrepreneur.

The first customer bought two 50-cent glasses of lemonade and told them to keep the change. She paid with a \$10 bill.

The second, a passing college student, was already carrying a large glass of pop and didn't want any lemonade, but gave them a dollar.

The girls, ages 10 and 12, were among

hundreds of kids in and around Mankato who took part in Greater Mankato Lemonade Day on Sunday, an event aimed at giving kids some business experience.

The Cherneys and Bryant were set up at the corner of Warren and Stadium in the Domino's Pizza lot and offering pizza slices with their lemonade.

"We're donating 20 percent to Kids Against Hunger," said Abby. "We hung up posters all around our neighborhoods."

Lauren was adding to the marketing effort in a time-tested lemonade stand

Please see LEMONADE, Page A6

LEMONADE: More than 200 stands

Continued from Page A1

tradition — “Hey, do you want some lemonade,” she’d yell to pedestrians across the intersection or people stopped in their vehicles at the stoplight.

Mom, Angie Cherney, said they learned one lesson about their potential customers. “We found out people walking by aren’t the best candidates. They don’t have money with them.”

While some kids set up neighborhood stands, many took advantage of the “location, location, location” concept.

Six-year-old Jake McDougall had much of the Lake Crystal market sewn up with his stand next to the entrance doors of Kevin’s Market and next to the busy Dairy Queen.

“We’re selling a lot,” he said, holding up a Tupperware box of money. The business, he decided, would be a good one when he grows up.

He and his younger brother, Will, were, however, eating up some of the profits as they occasionally dipped into the jar of maraschino cherries.

The Lang and Roise families set up a large shop near the foot of Veterans Memorial Bridge in

Mankato, with signs at nearby busy intersections directing customers their way.

The booth was manned by Abi and Nate Lange, 9 and 5, and the Roise kids — Josh, 9, Hanna, 7, and Libby, 3.

Parents Jeff and Roxi Lang and Geoff and Rebecca Roise expanded on the event by selling food, books and other items, with some of the proceeds going to the Washington Park Neighborhood Association.

Abi was comfortable with the business side of the lemonade stand, gathering the kids around as two plastic electronic cash registers were brought out.

“OK, we have to split the money the same between the two of them. A five in both and you count out the change and we’ll split it in half,” she told her co-workers.

The group took care of deciding the proper price-point for their lemonade with a straightforward sign that read: “Cheap lemonade 50 cents. Fresh Squeezed Lemonade \$3.”

Lemonade Day, part of a national initiative, aims to give kids some experience as entrepreneurs.

Participants raised investment money from relatives and friends, built and deco-

rated their stands, advertised and paid for supplies. Kids use the revenues raised to pay back investors, donate a portion to charity if they wish and keep the rest in profit.

“We had a great response,” said organizer Jill Klinger, new enterprise & emerging business director for Greater Mankato Growth.

“We have over 200 stands and over 500 kids participating.”

Klinger said the GMG board will determine if they will sponsor the event next year, or if another group, such as Junior Achievement, may pick up the reins.

“We’ve had great feedback about it from the families and kids.”

Awards were given for best stand and best tasting lemonade. Honors will also go to those who are the top sellers. The winners will be honored during the Songs on the Lawn event June 16.

Best Stand Contest

1st: Evan & Hope Cannata; 2nd: Whitney Jackson; 3rd: Madisyn & Megan Hiniker.

Best Tasting Contest

1st: Madisyn & Megan Hiniker; 2nd: Jonathan and Jackson Verschelde; 3rd: Julia Domas.