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March 06, 2019



Senate Bill 103 Hearing
The Lemonade Stand Bill
House Business Affairs and Labor Committee
Remarks by Dennis Houston



Good



afternoon Representatives:

On behalf of the Parker Area Chamber of Commerce, our Board of Directors, our 600 businesses and the 20,000 employees they represent in the south metro region, I ask for your support of SB103 – the lemonade stand bill. Let's work together to make it easier for kids to start their own business in Colorado.

Your first job

Do you remember that first job that you had as a kid? Perhaps it was a newspaper route, mowing lawns for the neighbors, or it may even have been a lemonade stand. That spark in a kid's eye when they "open their own business" is unlike anything else in the world. My first business was creating a "bean crew" to weed beans in the soybean fields near Dunlap, Iowa where I was born and raised. I even have the "farmer's handshake" of nine fingers to prove it. In high school, I worked at Moore Brother's Grocery Store for four years. The life skills that I learned from those experiences are invaluable and guide me to this day.

Lemonade stands on neighborhood street corners are as American as baseball, hot dogs and apple pie. They plant the seed of entrepreneurship to create the future business leaders of Colorado.

SB103 brings us all together

We all know that in today's crazy political environment at all levels of government that we have big issues that divide us. The "lemonade stand bill" is one great thing that unites us and brings us together in support of our youth. Lemonade stands are not red or blue, they are not republican or democrat – they are not only yellow, they are quite simply - American.

Lemonade Day

As a chamber of commerce, you can certainly understand why encouraging youth to get that sparkle in their eye about entrepreneurship is important to us. What you may not know is how important lemonade is to the Parker Area Chamber of Commerce.

You see, the Parker Area Chamber of Commerce will be hosting a National Lemonade Day in the south metro region later this summer. Lemonade Day, is a national youth entrepreneurship program that teaches leadership and business skills through lemonade stands. The Lemonade Day program encourages kids of Kindergarten through fifth grade age to spend some, save some and share some of their profits with a cause that matters to them.

Lemonade Day is building a solid foundation by teaching young kids valuable leadership and business skills that will serve them for life. With guidance from an adult mentor, kids who participate in Lemonade Day learn important skills such as planning, product development, marketing and promotion, customer service, financial management, and social responsibility when they launch their lemonade business and host their own lemonade stand. I am proud of the fact that Lemonade Day has engaged more than 1 million kids in the positive Lemonade Day experience over the past 10 years throughout the country.

Now the Parker Area Chamber of Commerce is bringing this experience right here to neighborhoods throughout northern Douglas County in the south metro. We will have hundreds of youth operating lemonade stands open for business on the same day.

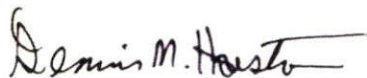
- Our kids will partner with local banks to get a \$25.00 small business loan to buy their materials and build a lemonade stand.
- Kids will collaborate with a small business owner to locate their lemonade stands in high traffic areas. You know the golden rule of a retail business – location, location, location.
- The chamber is partnering with local lumber yards and hardware stores to offer Lemonade Stand Workshops to teach kids how to build their successful lemonade stands.
- We hope to partner with local police officials to keep everything kid-safe on that day.
- Successful young entrepreneurs will be recognized for the best lemonade stand design, the best lemonade recipe, the most creative marketing and the highest sales of lemonade.

“Our goals for the future is that we want kids to be inspired to become micro business developers and, as they mature, to start and sustain viable businesses that create jobs and support the economy,” commented Steven Gordon, Lemonade Day National President

I invite you to join me and other Lemonade Day youth champions in sharing our mission of empowering kids to start new ventures, to assume risks and to ultimately reap the rewards that come in the form of financial independence and character development.

Let’s work together to encourage young entrepreneurs, the American spirit and free enterprise. With your help, we can take this lemon and make lemonade out of it. Please stand with me today by my lemonade stand to support Senate Bill 103. Thank you.

Sincerely,



Dennis Houston



Parker Area
Chamber of Commerce

GOVERNMENT AFFAIRS COUNCIL

