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In 2009, First National Bank Texas and First Heroes National Bank introduced Lemonade Day to the Fort Cavazos Area, including Fort Cavazos, Killeen, Copperas Cove, Harker Heights, Kempner, Belton, Temple, and Salado. Lemonade Day teaches the youth of the community how to start, own, and operate their own business—a lemonade stand.

Lemonade Day Fort Cavazos Area is more than a single weekend in May for youth entrepreneurs to setup their lemonade stands. The program includes a series of events designed to teach all aspects of business. These events include the PX Registration Kickoff, H-E-B Kickoff, Lemonade University, Design-a-Stand, Logo Contest, Build-a-Stand, Little Squeezers, Best of the Zest, Best Tasting Lemonade Contest, and Lemonpalooza.

Since its humble beginnings, Lemonade Day Fort Cavazos Area has seen remarkable growth, with over 32,000 young participants eagerly joining the program. Beyond just selling lemonade, these budding entrepreneurs have learned invaluable lessons in business management—understanding the importance of how to spend some, save some, and share some of their profits.

The cumulative impact of these efforts speaks volumes. The total gross revenue generated by the Lemonade Day Fort Cavazos Area youth entrepreneurs exceeds \$181,000 over the past fifteen years. The Lemonade Day participants have also been committed to philanthropy, contributing over \$50,000 to various charities—a testament to their understanding of the importance of sharing their success and supporting causes that matter to them.

On June 5, 2024, Lemonade Day Fort Cavazos Area celebrated its 15-year anniversary with a Gala at Central Texas College. The event welcomed over 100 attendees, including Lemonade Day sponsors, partners, youth entrepreneurs, mentors, and community leaders. The Gala celebrated the program's success and 2024 Lemonade Day Fort Cavazos Area award recipients.

One of the honorees was Kyrei Hartsfield, the recipient of the 2024 Youth Entrepreneur of the Year Award. Kyrei Hartsfield joined Lemonade Day to save money for summer camp and to give back to a special organization that saved Kyrei's life—the Stroke Clinic at Colorado Children's Hospital. As a baby, Kyrei had brain surgery and the clinic was a great support for her family during the surgery, therapy, and recovery. Her life-changing experience inspired the name of her lemonade stand, Stroke Survivor Lemonade & Co.

In 2023, Kyrei entered a pitch competition through Lemonade Day National. Youth entrepreneurs share their Lemonade Day experiences by creating a video that captures their journey, creativity, and entrepreneurial spirit for a chance to win personal feedback from the legendary Daymond John from Shark Tank. Kyrei's story won 2nd place in the contest, earning her a special custom video message from Daymond John. Compared to last year, Kyrei's growth has been remarkable. She credits the Lemonade Day program for boosting her confidence through interacting with customers, handling transactions, and expanding her business. During this Lemonade Day season, Kyrei competed in multiple contests, winning second place





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in the first Best of the Zest pitch contest. To prepare for Lemonade Day weekend, Kyrei produced over 500 bottles of lemonade. She had a profit goal of \$1,000 and exceeded that goal by making \$2,375. Kyrei saved \$2,000 of her earnings and donated \$300 to the Colorado Children's Hospital Stroke Center. For 2025's Lemonade Day season, Kyrei plans to sponsor a lemonade stand for a first-year entrepreneur and mentor them to achieve success.

For many youth entrepreneurs, Lemonade Day serves as a launching pad for bigger dreams and goals, proving that even the smallest ventures can spark a lifetime of success and purpose. The program often inspires participants to think beyond their lemonade stands, envisioning careers as business owners, innovators, and community leaders. In September 2023, Duane Shaw, a participant in Lemonade Day Fort Cavazos Area, was named Lemonade Day National Youth Entrepreneur of the Year. Duane's business, Lemon Squeezos, is a mobile lemonade stand offering freshly-squeezed lemonade in a variety of unique flavors. Beyond his entrepreneurial success, Duane has contributed to his community, raising \$300 for Variety Peaceable Kingdom Retreat for Children, a nonprofit supporting children with special needs. Following his success with Lemonade Day, Duane has grown Lemon Squeezos, expanding to sell bottled lemonade in multiple stores across Central Texas.

By giving children the confidence to see their ideas come to life and succeed, Lemonade Day plants the seeds of ambition and determination that grow with them into adulthood. Former Lemonade Day participant Jaida Holley wrote her first book, *10 Short Stories and Poems from the Mind of a 10-Year-Old*, in 2014. Lemonade Day instilled in Jaida the importance of planning and following steps to achieve her goals. Jaida earned her Bachelor of Arts from the University of Texas at Dallas and now works as a Freelance Editor for Camouflaged Sisters. Another former participant Emilee Sinner shares "Thanks to Lemonade Day, I learned how to manage my money effectively, banking transactions, goal setting, budgeting, customer service, planning, creativity, and more. I was able to open a checking and savings account. Without Lemonade Day, I wouldn't have learned these skills until I reached adulthood." Emilee received her Bachelor of Science degree in Mathematics and her Master of Business Administration in Marketing from Texas A&M University – Central Texas. She now serves as a Social Media Manager for Smart City Digital in Austin, Texas. Lemonade Day provided Emilee with the foundation and confidence to pursue her dreams.

As Lemonade Day Fort Cavazos Area commemorates this milestone, it also looks forward with optimism. The program continues to evolve, offering new generations of youth the opportunity to learn and grow through hands-on business experience. It remains a beacon of hope and empowerment, inspiring young minds to dream big and realize their potential as future leaders and innovators.



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