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In October 2025, Lemonade Day Fort Hood Area launched its newest youth entrepreneurship initiative, Oscar's Market, presented by First National Bank Texas. Oscar's Market is a hands-on marketplace where youth aged 10-18 took their business ideas beyond lemonade, selling a variety of products and services. The event invited young entrepreneurs to dream big, think creatively, and run real businesses in a farmer's-market- style event that celebrated innovation, community, and financial literacy.



Oscar's Market, new to Lemonade Day, was founded in 2020 by Copperas Cove, TX visionary Michelle Rocha, who named the program in honor of her father. The name "Oscar's Market" also serves as an acronym for Operation Student and Community Advocate Readiness, a title Michelle created in honor of her father's legacy while embodying the mission of the event. In 2025, First National Bank Texas' Lemonade Day team helped redevelop and expand the program by building upon the foundational lessons of Lemonade Day – teaching youth essential life and financial skills to help them grow as future leaders.

The Lemonade Day Oscar's Market program aimed to teach children how to spend, save, and share some of their profits. Prior to their opening day of business, youth entrepreneurs attended classes learning all aspects of how to successfully run their businesses. However, the lessons children learned



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went beyond those skills, with many gaining self-confidence and becoming more comfortable with public speaking.

Throughout the day, participants not only sold their products but also pitched their businesses to a panel of judges, gaining valuable experience and feedback. The event also celebrated outstanding achievements among participants through a special awards presentation recognizing creativity and presentation skills.



The top three winners of the inaugural Oscar's Market were:

- **First Place** – Kyrei's Colors by Kyrei Hartsfield (Kyrei impressed the judges with a creative booth featuring custom coloring books and bags. Kyrei also gave back a portion of her earnings to CASA, a program that trains community volunteers to advocate for the best interests of children in the foster care system. Her creativity, presentation skills, and entrepreneurial vision earned her the top honor of the day.
- **Second Place** – Trentman's Lemonade by Trenton Buckram (Trenton's engaging booth and high-quality lemonade and cookies showcased his dedication to customer service and business excellence. Trenton also gave back a portion of his earnings to The Peanut Butter Bowl, an annual charity competition where Copperas Cove ISD in Texas and community partners collect jars of peanut butter to fight local hunger. His passion for entrepreneurship made him a standout participant.
- **Third Place** – Galaxy Lemonade by Nadiya Byrd (Nadiya's imaginative space-themed lemonade, stickers, and handmade jewelry, combined with her friendly customer engagement, brought a fresh and creative twist to the market. Nadiya's goal was to save enough of her earnings to go to NASA Space Camp.

First National Bank Texas President & CEO, Bobby Hoxworth, says, "Through the expansion of Lemonade Day Fort Hood Area to now include the new Oscar's Market program, First National Bank Texas is proud to grow our investment in our community's youth, equipping them with financial literacy



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skills and the confidence to envision and pursue their entrepreneurial dreams. The Oscar's Market program takes the next step in teaching youth entrepreneurship fundamentals and fostering creativity, innovation, and philanthropy. With this exciting addition, we are continuing to advance our mission of building strong financial futures for our communities by empowering the next generation of entrepreneurs and leaders."

Thanks to the unwavering support of First National Bank Texas, Lemonade Day's Oscar's Market program has paved the way for a new generation of confident and financially savvy youth entrepreneurs, proving that with the right support, every child's idea can become an opportunity for success.

Oscar's Market Video Link



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