

Madam Chairman, and members of the committee:

Thank you for the opportunity to address the committee today on H.B. No. 674

My name is Steven Gordon. I am the National President of Lemonade Day (501(c)(3)) based in Houston, TX and I am testifying in support of this bill that prohibits a license, permit, or fee, for the occasional sale of lemonade or other nonalcoholic beverages by an individual under the age of 18 years from a stand.

Lemonade Day operates in Ohio through with the University of Ohio and for over 9 years in Northeast Ohio with the Young Entrepreneur Institute.

- Lemonade Day leaders have solid evidence that early childhood experiences ignite entrepreneurial sparks and inspire young people to start real businesses in the future. One of many examples is a study reported in the Educational Psychology Journal, Frontiers in Education, which indicated that early youth engagement in an entrepreneurial experience such as hosting a lemonade stand has proven to lead to future entrepreneurial ventures.
- Also, In the words of Jim Clifton, chairman of the venerable Gallup organization, “Lemonade Day’s only purpose today is to grow a monster entrepreneurial spirit in every child because they will then build the way out of massive economic destruction caused by Covid—The kids in our programs have to literally rebuild America—Our kids have to save this country—and the world”
- Entrepreneurs Michael and Lisa Holthouse launched Lemonade Day in 2007 as a non-profit 501(c)(3) dedicated to teaching every child across North America business and financial skills that are key ingredients of entrepreneurship. Kids of kindergarten through fifth grade ages are empowered to start and run their very own business — a lemonade stand — and experience earning real money, then spending some, saving some and sharing some of their profits based on their own goals. Kids who choose to participate in Lemonade Day register for free and have access to printed and digital tools that teach them business planning, product development, marketing and sales, customers service, financial management, and social responsibility – skill sets that will serve them for life by preparing them to be financially sound adults.

With the cooperation of Gallup, Lemonade Day published a Youth Impact report that compared kids involved with our program to the Gallup Hope Index and Gallup Student Poll. 64% of Lemonade Day kids said they will invent something that will change the world as compared to 29% of those who have not completed the Lemonade Day program. 31% of Lemonade Day kids are running their own business today, compared to only 4% of kids who have not done Lemonade Day by the time they complete high school. Said another way, **Lemonade Day kids**

are nearly 8 times as likely to say that they are running their own business compared to American youth who do not have the same opportunity.

- The development of entrepreneurial talent is important to sustaining a competitive advantage in a global economy that is being driven by innovation. Small businesses in America are responsible for job creation and economic growth. According to the U.S. Small Business Administration, small businesses represent 99.9 percent of all U.S. businesses. Small businesses created 1.9 million jobs in 2015 with some of the smallest firms - those with 20 employees or less - adding over half of the positions with a 1.1 million increase.

Lemonade Day leaders have always known that lemonade stands are powerful tools for teaching kids' business and character-building lessons that will serve them for life. We believe you and other Texas legislators do as well.

Making it easier for kids to host lemonade stands paves the way for every child in Ohio to be exposed to the opportunity to pursue the American dream of starting a business. We are calling upon you and other leaders of our state, our cities and counties to support kids in their entrepreneurial journey by waiving permits.

Thank you again for the opportunity to express my support of this bill today.