



Small, Very Small, Business Week Nears

By Leslie McMillan

Although Tyson was *almost six*, he still seemed a bit small for his age. No problem. In preparing his efficiently rustic lemonade stand for the local Lemonade Day, he made the wise entrepreneurial decision to hire two skilled, reliable employees also known as Dad and Mom. Rather than diversifying his menu with cookies or other complementary items, Tyson opted for excellence in the basics.

Previously unaware of the yearly event, we were driving along in our van when we spotted the little stand that he and his staff had situated outside a trendy cafe by previous agreement with the owners. The stand had been sturdily constructed a month earlier with assistance from the pros at the nearby Home Depot kids workshop.

Tyson had serious competition from several other lemonade stands in the same few downtown blocks, but his business was brisk enough on a leisurely Sunday afternoon in a small city. Although his price was higher than others we had seen, he

secured our patronage by pouring generous sample portions for each of us. They were delicious.

We bought three large cups with domed lids and straws at \$2.00 apiece—a sweet lemonade and tea combo, and two strawberry drinks with fresh fruit and whipped cream. Classic lemonade was also available. Tyson earnestly selected the ingredients from the portable cooler, blended and served the beverages, took the money, and returned the change. Sorry, no checks, no plastic.

Dad and Mom chatted with customers and assisted as needed, without hovering. Tyson knew what he was doing. Encouraged by the national organizers, he had even budgeted his anticipated profits into three categories: some for himself to spend, some for a charitable cause, and some for saving or reinvesting. www.lemonadeday.org

Tyson's story is being repeated throughout America. Lemonade Day for young entrepreneurs of all ages occurs on various local dates—some during this year's National Small Business Week, April 29 to May 5, 2018. The week is sponsored by the United States Small Business Administration and others. Dream big, start small.



Little Tyson started small, but his carefully planned step-by-step preparation over many weeks was evidence of a dream much bigger than his three hours of selling lemonade on a city sidewalk. He was surely inspired by the hundreds of thousands

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NORTHEAST EVENTS FOR YOUR BUSINESS

2018

How to Manage your Cash Flow?
Thursday, April 19, 2018, 8:30 am–10:00 am
The Belle Center, 104 Maryland Street, Buffalo, NY
Main Sponsor(s): Small Business Administration, Hispanic Heritage Council, M&T Bank
Contact: Kelly LoTempio, 716-551-3249, kelly.lotempio@sba.gov
Fee: Free; registration required

US Small Business Administration, Hispanic Heritage Council, and M&T Bank have partnered together and have placed a priority on helping new and existing entrepreneurs with access to capital. Whether your company is just starting or maybe your business wants to grow, you will benefit from attending this FREE workshop. Topics to be discussed, along with small business loan information: Introduction and Importance of the Operating Cycle and Cash Flow; Merchant Services—Things to Consider when Accepting Debit/Credit Cards; Treasury Management—Fraud Protection, Cyber Security, ACH Services, and Payment Services; Commercial Insurance—How to Effectively Protect Your Business.

Boots to Business
Friday–Saturday, April 20–21, 2018, 8:30 am–4:30 pm
Camp Johnson, Regional Training Institute, Colchester, VT
Main Sponsor(s): Small Business Administration
Contact: Chris Herriman, 802-828-4422 X 206, Chris.Herriman@sba.gov
Fee: Free; registration required

Sign up for Boots to Business, a free two-day course about entrepreneurship for transitioning service members and their spouses. Learn the steps, stages, and activities related to launching and growing a business as a post-military career. The course is primarily for transitioning service members, but veterans and their spouses and adult dependents may attend granted space is available. Boots to Business is a component of the Department of Defense Transition Assistance Program and is sponsored by the US Small Business Administration (SBA). The SBA was created in 1953 as an independent agency of the federal government to aid, counsel, assist, and protect the interests of small business concerns, to preserve free competitive enterprise, and to maintain and strengthen the overall economy of our nation.

The Right Foot
Wednesday, April 25, 2018, 9:30 am–12:00 pm
Weaver Library, 41 Grove Avenue, East Providence, RI
Main Sponsor(s): Rhode Island Small Business Development Center, City of East Providence, East Providence Chamber of Commerce
Contact: Susan Snyder, 401-874-7232, ssnyder@uri.edu
Fee: Free; registration required

Test your dream in this intensive workshop designed to assess the feasibility of your business idea and provide you with the tools and tips needed to plan for entrepreneurship. Both traditional and progressive tools like the Business Model Canvas will be utilized to help you target your customers, define your value proposition, and estimate the resources and cash needed to be successful. Our advisers are available to customize these lessons to your business at no cost.

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