



Small, Very Small, Business Week Begins

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 National 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 local 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 from last year will be repeated throughout America in 2016. National Lemonade Day for young entrepreneurs of all ages is an unofficial prelude to National Small Business Week, May 1 to 7, 2016. The annual week is sponsored by the United States Small Business Administration and others. Its theme is *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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• Escalator / Elevator	• Precast Concrete	• Utilities
• Fencing	• Railings	• Welding

For more information please contact
Dale Errico at 973-413-1832 or DaleE@rccmail.net
Catherine Best at 973-413-1911 or CatherineB@rccmail.net
Railroad Construction Company, Inc. is an EEO/AA Employer

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For assistance in obtaining bonds, lines of credit, and/or insurance for this project, please visit our website or contact KWMdivcontracting@kwmjv.com for more information.

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TZC is willing to assist all DBE subcontractors and suppliers in obtaining access to bonds, lines of credit, and insurance. Please email your request for assistance to DBETeam@TZC-LLC.com.

Main Project Office: 555 White Plains Road, Suite 400 • Tarrytown, NY 10591

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