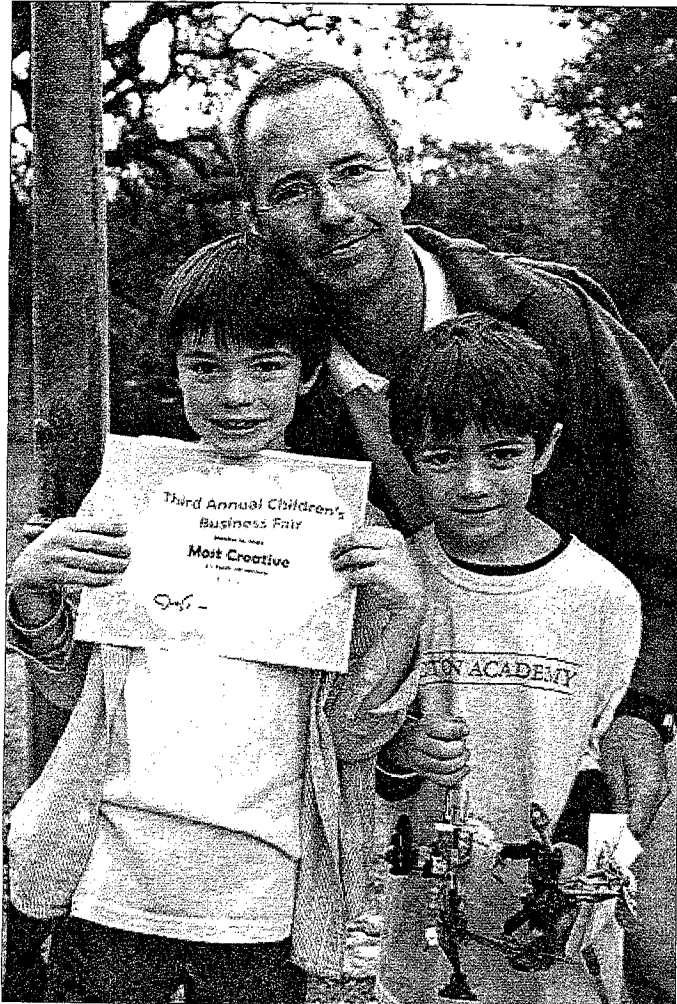


# Boot Camp before Children's Business Fair



Charlie Sandefer celebrated his Most Creative award at the Children's Business Fair last year with his little brother, Sam, and his dad, Jeff, who founded the event and hosts it on his front lawn at the Pease Mansion.

By Paige Alam

Dozens of children have opened up shop on the grounds of the Pease Mansion for the Children's Business Fair for the past three years. But before they do, the business-minded kids will get a chance to learn some helpful tips at a boot camp hosted by the founder of the Acron School of Business and Academy, entrepreneur Jeff Sandefer, who will also sponsor the Children's Business Fair again this October.

The Boot Camp gives kids a chance to brainstorm and hear from Sandefer, who also tested his entrepreneurial skills as a child and went on to become an extremely successful businessman who founded several companies, including his own energy investment firm. He now finds joy in instilling business lessons in adults and children. He invites children to sell their wares during the fair on his own sprawling yard in front of the Pease Mansion, which he and his wife, Laura, renovated.



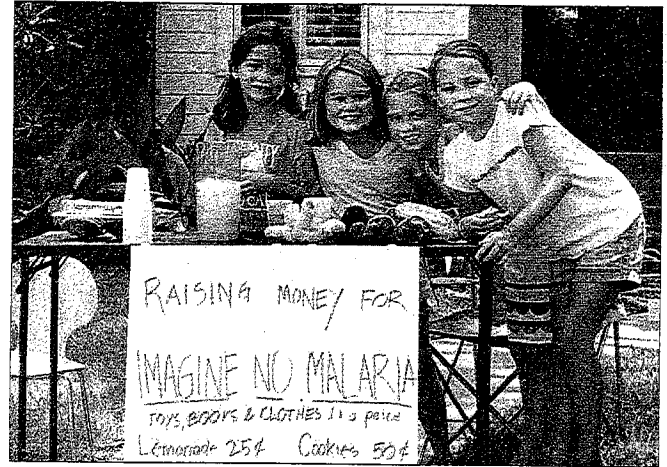
Taite Sandefer sold cookies at her father's Children's Business Fair last year. An avid dog lover, she has also found success selling dog treats at the fair in years past.

Last year, kids from 28 schools, including the Acton Academy, signed up for the fair and this year, there is hope there will be even more. "We want to get the word out and increase the number of kids and applicants participating in the fair," said Jenny

Davis, who works at Acton. "And we really want to encourage entrepreneurship in kids and showcase some of their achievements and what they've learned."

There were 42 booths last year with businesses by children ranging in age

# Old-fashioned lemonade stands



Riley Cruzcosa, Anna Nasi, Maddie McCutchin and Sara Latham worked their "Imagine No Malaria" lemonade stand this summer. Kids all over West Austin set up old fashioned lemonade stands for business, fun and charity this summer.

By Paige Alam

Whether for fun, profit or philanthropy, West Austin kids were out in force selling or giving away lemonade this summer.

During the final weeks of summer, sister and brother Sarah and Andy DeGrasse worked together for several hours preparing for their stand at the corner of Gaston and Harris. "The hardest part was coming up with how much it would cost," said Sarah, a soon-to-be second grader, who finally settled on 25 cents per cup of lemonade and 50 cents for the bag of homemade chocolate chip cookies.

New to the neighborhood, Juliet, Meredith and Eloise Clay, who range in age from 2 to 6, stood out in the hot summer sun in

**"The hardest part was coming up with how much it would cost."**

- SARA LATHAM

August for hours selling lemonade and hoping to meet new friends. Their sign read, "First cup is 'nice to meet you', second cup is 25 cents." Not only did the young girls, with their mother Martha's help, sell out of their product, but they also were successful in meeting most of their new neighbors.

When Riley Cruzcosa, Anna Nasi, Maddie McCutchin and Sara Latham put together their lemonade stand in July, their goal was to raise money for char-

ity. Inspired by the Vacation Bible School they were attending at Tarrytown Methodist, the young girls sold \$30 worth of lemonade, cookies, old toys and books, plus tips for "Imagine No Malaria". The non-profit will help provide mosquito nets for people in Africa and protect them from the deadly disease of malaria.

Whatever the cause, lemonade stands are a reminder to all of us of carefree summer days with our children. There are lessons to be learned, people to meet, and philanthropies to celebrate. Most of all, there are simple joys to relish. As Sarah DeGrasse noted, "The best part is you get to eat and drink some of what you made and you make some money!"



Piper and Ava Cornett sold their "A & P Floats" during the 2009 Children's Business Fair on the grounds of the Pease Mansion. A boot camp in August will help children come up with ideas and skills for the fair in October.

from 5 to 14 and hundreds of supporters came to check out and buy their products. Children competed in either 5-8, 9-11 or 12-14 age groups for Most Original, Best Presentation and Highest Potential. Charlie, Sandefer's oldest son, who is 8, won his age group for Most Original with an "Advice from Dr. C" booth. Kids also sold lemonade, knit caps, dog walking services, baked

goods, homemade comic books and art.

The Children's Business Fair Boot Camp gives children who want to participate in the fair a leg up on ideas, test marketing, pricing and salesmanship. There will be games, speeches from other entrepreneurs and planning

sessions for the kids' products. At his boot camp last year, Sandefer detailed three kid entrepreneurs and their wildly successful businesses. "Can children come up with real business ideas?" Sandefer posed during an interview last year. He then added emphatically, "Yes, they can."

