

Family Activities

- Look at ads on tv or in a newspaper. What items do you want? Why do you want them?
- Visit a bank with your family. What do banks do to help us with our money?
- Make a sign to advertise for a lemonade stand you might want to start. What information is to be included? Will your sign look more like Jessie's or Evan's?
- Sequence the steps for producing lemonade.
- What do you do with your money? Make a T-chart of spending and saving actions.

“saver” actions “spender” actions



Check out fun lemonade stand games, activities and resources at: www.economicsarkansas.org .



What is *The Lemonade War*?

Jessie Treski and her brother Evan have a pretty good relationship...usually. But when Evan finds out that Jessie will be skipping third grade and will share his fourth-grade classroom, he gets pretty angry. Jessie responds and their argument swells until they make a wager with high odds, all riding on who can sell the most lemonade in the last five days before school starts.

Jessie is awesome at figuring out her potential profit from a pitcher of lemonade, but she isn't really good at reading people's body language or interpreting what they say. Evan is much better at understanding people, and he uses this to his advantage. But Evan has a hard time planning the business side of things, and so he loses money because of poor financial planning. In the midst of Evan's anger and Jessie's bewilderment, they both have forgotten what a good team they make together.



What is Arkansas Reads One Book?

This is a program designed to create a shared reading experience throughout a district at the elementary level.

Every student in the district receives a book with a family resource guide. The goal in Arkansas is to create a culture of family financial literacy.



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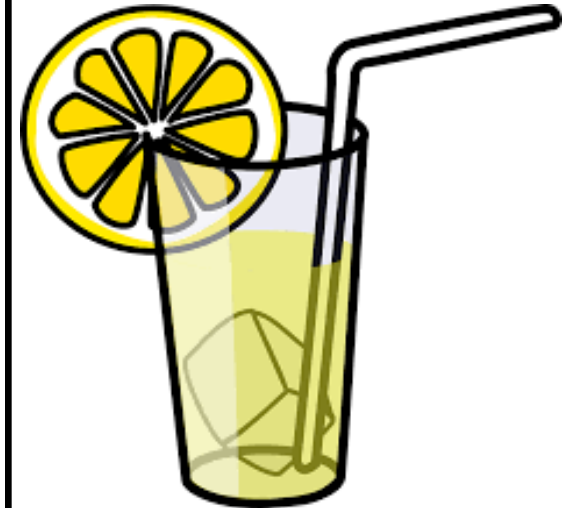
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The Case for Financial Literacy

- According to a report from The Federal Reserve, nearly half of Americans can't cover a \$400 emergency expense without borrowing the money or selling something.
- 46% of Americans have less than \$10,000 saved for retirement according to Employment Benefits Research Institute.
- According to CardHub, the average household credit card debt is now at its highest level since 2008.

The Lemonade War



K-1 Family Guide

Chapter by Chapter

Chapter 1: Slump

- Even though Jessie and Evan are brother and sister, they seem very different. Do you think they are more alike or different? Why?
- Jessie suggested several options of things they could do together, but they all involved money. Based on what you read, how would you describe Jessie and Evan when it comes to money? Is money important to you? Why or why not?

Chapter 2: Breakup

- What was Evan upset about? How did Jessie feel about it?
- What resources are needed to produce lemonade?
- If you were a customer at a lemonade stand, and the table was really dirty, would you buy a cup?

Chapter 3: Joint Venture

- Do you think more people would buy lemonade if it is cold outside or hot outside? Can you think of reasons why customers would want or not want to buy lemonade?
- A lemonade stand is a marketplace. A market is anywhere there is an exchange between buyers and sellers. Identify the buyers and the sellers in this chapter.

Chapter 4: Partnership

- Jessie and Megan become partners in this chapter. What were skills Jessie had that were important for their business? What were skills Megan had that were important for their business?

- If you could choose to sell lemonade or buy a Slurpee, which would you choose? Why?
- What does Jessie say or do that lets you know she is a saver? What does Megan say or do that lets you know she is a spender?

Chapter 5: Competition

- Discuss some ways you compete at school, in sports or other ways.
- How do businesses compete to get customers? (fast food restaurants, stores, etc.)
- Identify competitors in your community. (Examples include: fast food restaurants, movie theaters, toy stores, grocery stores)
- Jessie tells Evan she is going to share part of her money with the animal shelter. Have you ever shared your money before? Why or why not?

Chapter 6: Underselling

- If you wanted to go out to eat at a restaurant, where would you choose to go? Would you pick the restaurant because you received an extra treat or toy with your meal?
- Do you like to look at ads in the paper or on tv? Do they cause you to want certain things?
- Price is the amount you pay for a good or service. What was the price for lemonade at Jessie's stand and at Evan's stand?
- Would you choose to buy lemonade from Jessie and Megan's stand and get your face painted, or would you choose to buy from Evan and Scott where the price is less expensive? Why?

Chapter 7: Location, Location, Location

- How would you decide where to set your lemonade stand up in your neighborhood?
- Name some businesses you pass by with your family as you go to school, church, or sporting events. When you pass by, are there things that make you want to stop and shop in that store? If so, share examples.
- Have you ever worked to earn your own money?
- Do you think Officer Ken was being fair or unfair when he shut down Evan's business? Why?

Chapter 8: Going Global

- The girls need to get 10-15 employees to set up their own lemonade stands. Would you be willing to work for Jessie and Megan? What would be the benefits and costs?
- How would you convince your friends to start a lemonade stand with you?

Chapter 9: Negotiation

- Have you ever tried to negotiate something with family or friends? How did it turn out?
- Why did Evan want to end the lemonade war? Why did Jessie not?

Chapter 10: Malicious Mischief

- How did Jessie sabotage Evan's lemonade stand business?
- Both Evan and Jessie have made decisions they now regret. Share a time when you have made a choice that you wish you could change.

Chapter 11: A Total Loss

- How did Jessie's choice affect Evan's lemonade stand business?
- What did the mother of the little girl make Evan do with the bug-filled lemonade? How would you feel?
- Was Evan being wasteful or smart when he threw out the lemonade?
- Do two wrongs make a right?

Chapter 12: Waiting Period

Chapter 13: Crisis Management

- Where do you put your money? Is it safe there? Where would be the safest place to keep your money? Why?
- Did Jessie have fun at the beach? Did Evan have fun with his friends?

Chapter 14: Reconciliation

- What did you learn about money from reading this book?
- What did you learn about business from reading this book?
- Would you like to operate a lemonade stand? Why or why not?

The Rotary Club is sponsoring a contest at the end of the book. Rotary asks 4 questions. Answer these questions based on examples of Jessie's and Evan's actions.

1. Is it the TRUTH?
2. Is it FAIR to all concerned?
3. Will it build GOODWILL and BETTER FRIENDSHIPS?
4. Will it be BENEFICIAL to all concerned?