

# Investing in the Next Generation of Entrepreneurs

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Fort Hood-Central Texas



*Participants of the 2019 Fort Hood area Lemonade Day pose next to their lemonade stand.  
Photo submitted.*

Military kids living on base at Fort Hood, Texas, are learning how to start, own and operate their own business through a program called Lemonade Day.

The lesson-based program teaches the basics of entrepreneurship, and the curriculum culminates with the youth operating their own stand in a community-wide Lemonade Day event. The program instills the principle of “spend a little, save a little, give a little,” and participants learn business skills, responsibility, financial literacy, goal-setting and teamwork.

“Adaptability and creativity are qualities our military kid participants have because of the way they have grown up,” said Amanda Sequeira, the city director for Lemonade Day Fort Hood Area. “Those traits align with the principles Lemonade Day teaches.”

As Fort Hood area sponsors recognized how life-changing the experience was for their military children, they sought to collaborate with Lemonade Day to launch the program in

more defense communities across the nation. WinnCompanies and Lendlease have since launched the program at three other military bases and may expand to additional sites.

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