

## FUN FAMILY ACTIVITIES

Create an ad for a lemonade stand. Use the strategies that Evan and Jessie used: value added, underselling, and goodwill.

Brainstorm a list of places you might keep your money. Consider the costs and benefits and determine the best place for you to keep it safe.

Visit a bank or bank website to learn about services a bank provides.

This book includes personal conflicts. Think about a time when you had a conflict. Discuss as a family and consider different outcomes that could have resulted.

Evan and Jessie win their local Rotary Club's annual Labor Day contest by creating a display that details their entrepreneurial endeavors with lemonade. Research Rotary International to learn more about them.

For more information visit:  
<http://vcee.org/elementary-school/virginia-reads-one-book/>



## The Lemonade War



**Book Synopsis:** Siblings, Evan and Jessie Treski, usually have a pretty good relationship. However, Evan gets upset when he finds out that Jessie will be skipping third grade and joining him in his fourth-grade classroom. During an argument they make a high stakes wager all riding on who can sell the most lemonade before school starts. Each has their own skills. Jessie is a math whiz, and can easily compute the cost of production and the potential profit from a pitcher of lemonade, but she has a difficult time communicating with others. Evan is much better at understanding people, but has a hard time planning the business side of things. Thus he often loses money because of poor financial planning. After a competition filled with successes and missteps, they learn that Evan's entrepreneurial nature and Jessie's analytical skills are both needed to create a winning partnership.

## The Lemonade War 2-3 Family Guide



This Financial Family Guide is provided by:

**VIRGINIA**  
COUNCIL ON  
ECONOMIC  
EDUCATION

 **Read to Them**<sup>®</sup>

With special appreciation to Economics  
Arkansas for much of the content.

**Chapter by Chapter  
Family Discussion Questions**

**Chapter 1: Slump**

Jessie and Evan are brother and sister. How are they alike? How are they different?

Jessie suggested several 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?

**Chapter 2: Breakup**

What did the letter from school say? How were Jessie's and Evan's reactions different?

What do you think Scott means when he says *bankrolling us?* (p. 22)

Besides startup money, what resources are necessary to open a lemonade stand business?

**Chapter 3: Joint Venture**

On pages 28 and 29, Evan commented it was hot. He also realized foot traffic was important. What factors impact a successful lemonade stand business?

What are Evan's and Scott's savings goals?

Compare and contrast Evan's and Jessie's signs.

Which would attract you to his/her stands? Why?

**Chapter 4: Partnership**

Who is a better partner: Scott or Megan? Why?

Jessie was very good with math. Evan was very good with communicating with customers. What special skills do you have that are important in having a successful lemonade stand?

**Chapter by Chapter  
Family Discussion Questions**

**Chapter 5: Competition**

What special skills, such as making change, are important to operating a lemonade stand?

Who benefits from competition: the producer, the consumer, or both? How do you know?

Evan called Jessie the biggest miser on this planet. What are the benefits and costs of saving?

**Chapter 6: Underselling**

Jessie introduces a new business term to Megan: value added. How would you explain this to a friend?

Scott and Evan used another strategy to attract consumers. What was it? Was it successful?

Why do businesses advertise?

**Chapter 7: Location, Location, Location**

Why do you think Evan checked out the prices of lemonade at the Big Dipper?

Officer Ken identified a cost of operating a business: having a permit. Do you think that's a fair law? Why or why not?

**Chapter 8: Going Global**

Entrepreneurs are people who take risks in starting a business. On page 106, Jessie had a new idea, but they would have to risk everything. What are some benefits, costs and risks of being a business owner?

**Chapter 9: Negotiation**

Have you ever tried to negotiate something with family or friends? How did it turn out?

**Chapter by Chapter  
Family Discussion Questions**

**Chapter 10: Malicious Mischief**

Evan plans to sell 256 cups of lemonade by using a wagon to go from place to place. Do you think this is a good idea? Why?

Ethical behavior is defined as being fair and respecting the rights of others. What unethical behavior did Jessie exhibit in this chapter?

**Chapter 11: A Total Loss**

Evan exhibited unethical behavior in this chapter. What was it and how could this impact Jessie's ability to make more money?

**Chapter 12: Waiting Period** Discuss a time you couldn't immediately buy something you wanted and had to save money to buy it. What did that feel like? Where you glad you waited?

**Chapter 13: Crisis Management**

How would things have been different if Jessie had put her money in the bank?

Why did Jessie not have fun at the beach and Evan not have fun playing with his friends?

**Chapter 14: Reconciliation**

Who "won" the lemonade war?

What did you learn about money from reading this book?

The Rotary Club sponsored a contest at the end of the book. Use the Rotary 4 Way Test to answer the questions below based on Jessie's and Evan's behaviors and choices. Cite examples from the book.

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