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## Kish Bank's Lil' Squirts Lemonade Stand Program Gives Little Entrepreneurs a Big Start on Small Business Skills



**ABOVE:** Lewistown resident Samantha Lilley, age 10, in the lemonade stand she launched with the help of Kish Bank's Lil' Squirts program.

State College, PA (June 20, 2012)—Samantha Lilley may be only 10 years old, but she already runs her own business.

"I started my lemonade stand to earn some money to put into my savings account," Samantha said. "I made \$62.00, but I ended up learning even more than I thought I would—like about how important it is to take your time and really care about what you're doing."

To help kids like Samantha in the local community learn about the world of business ownership, Kish Bank launched the Lil' Squirts program this year. While supplies last, children ages 12 and under (or through 6<sup>th</sup> grade), accompanied by a parent or

guardian, can visit any Kish Bank branch and receive a Kish Bank Lil' Squirts starter kit.

The starter kit contains supplies, including cups and a sign children may customize, as well as helpful tips for children and parents on how to succeed in the lemonade business.

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“Sam learned about the Lil’ Squirts program when a Kish Bank associate visited her classroom and talked about ways to save money,” noted Christine Lilley, Samantha’s mother. “I was very impressed with everything Sam learned, and thought the stand would be a great idea. And Sam just loved the experience. She opened her stand at 10:00 a.m., and she was having so much fun that she didn’t close until 7:00 that evening.”

“We want to help children get started down the path toward learning business skills that build a foundation for lifetime success,” Bill Hayes, Kish Bank President and CEO, said. “Of course, it is important that they have some fun along the way. We’re also suggesting that children may want to consider contributing a portion of their proceeds to a charity to underscore the importance of community involvement.”

You might be surprised to learn just how big the business of kids’ lemonade stands really is. In 2010, for example, children participating in a lemonade stand program in the Houston area booked a staggering \$4.1 million in sales—in just one day of operation, according to AOL Small Business.

That’s some serious money. But with a little help from a parent, the skills a child can begin to learn from the lemonade-stand experience are serious as well—planning ahead, budgeting, pricing, customer service, product development and testing, and marketing, to name just a few.

For questions about Kish Bank’s Lil’ Squirts program, please call Stephanie Strickler at 814-641-9677 ext. 8645.

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### ***About Kish Bancorp***

*Kish Bancorp, Inc. is a diversified financial services corporation headquartered in Belleville, Pennsylvania. Kish Bank, a subsidiary of Kish Bancorp, Inc., operates thirteen offices in Centre, Huntingdon and Mifflin Counties. Business lines include: Kish Bank, Kish Insurance, Kish Financial Solutions, and Kish Travel. For additional information, please visit Kish Bancorp, Inc. online at [www.kishbank.com](http://www.kishbank.com).*