

POINTERS FOR PARENTS

The First Summer Job For Kids: Setting Up A Drink Stand

(NAPSA)—An enjoyable way parents can help their children learn about managing money is with a drink stand. For these future business leaders (and their parents), Kool-Aid offers the following tips to make this summer's selling profitable, fun and safe.

- Charge a reasonable price—part of the charm of a drink stand is being able to get a cold refreshing drink for 25 cents or less.

- Make sure you have plenty of change available—a roll of quarters should do.

- Advertise the stand by creating homemade signs and placing them around the neighborhood.

- A drink stand can be as simple as a card table, a chair or two and a brightly painted sign or as elaborate as a homemade stand made with the help of parents.

- Mix up the fun. Because Kool-Aid comes in a presweetened canister, kids can mix up as much or as little as they need to meet their customers' demands. Plus, when mixed from the pre-sweetened canister, the drink has one-third less sugar than leading regular sodas.

- Kids can partner with friends and practice management skills by delegating. Assign friends to act as production managers, customer service managers, and promotions managers.

- Offering a discount on refills keeps customers coming back.

- Check the weather forecast.



Supplying a cool drink on a hot day can be a great way for youngsters to get their feet wet in business.

If it's going to be the hottest day of the year, make plenty of cool drinks for the thirsty crowds and don't forget the ice! After all, the colder the drink, the better.

- Place the drink stand in the shade; it will be more enjoyable for both the seller and the customers.

- Always offer a smile and say "thank you" when handing customers their drinks.

- One last tip: It doesn't hurt to quietly guarantee business for the stand by calling a few friends and neighbors and encouraging them to stop by for a cool drink. After all, in the business world, it's often "whom you know" that counts.

When not managing the stand, kids can have fun online at www.koolaid.com.