

LemonadeStories

Inspiring Entrepreneurs and the Mothers Who Made Them



“With a mother like his, no wonder Richard Branson became an entrepreneurial dynamo... [*Lemonade Stories*] raises critical questions... are entrepreneurs born? Or are they taught to turn good ideas into great companies...” — *Jim Hopkins, USA Today*

teachingguide

by Ernie Parizeau, Paul Hartnett, Adrian Alleyne,
Andrea Thies, Lori Koppelman and Meredith Beaton-Starr

A companion teaching guide to accompany the film, *Lemonade Stories*. This guide, which focuses on igniting entrepreneurial spirit, contains discussion points, exercises and activities, as well as a primer on how to start a business. This guide (and the film) is appropriate for corporate, business school, collegiate, high school, middle school, and parenting classes. For more information, please log onto www.lemonadestories.com.

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Introduction

Lemonade Stories: Inspiring Entrepreneurs and the Mothers who Made Them, by award-winning film maker Mary Mazzio, is a 48-minute film which explores the powerful impact mothers have had on igniting entrepreneurial spirit and innovative thinking. Virgin founder, Richard Branson and his sense of risk-taking, for example, emerged from the life and example of his mother, Eve, a pilot and World War II veteran. Billy Starr began the Pan-Mass Challenge, motivated by his mother's untimely death from cancer. He has since raised more than \$100 million for cancer research. Arthur Blank's vision for The Home Depot was inspired by the example of his mother, a widow with no business experience, who took over and ran a family business with enormous success.

The film features, in order of appearance:

Arthur Blank (co-founder of The Home Depot) and his mother, **Molly Blank** (who took over the family business when Arthur's father died at the age of 15. She grew the business into a multi-million dollar operation);

Russell Simmons (co-founder of Def Jam); his brother **Reverend Run** ("Run" of the pioneering hip-hop group, Run-DMC); and his brother **Danny Simmons** (co-founder, Def Jam Poetry);

Kay Koplovitz (USA Network) and her mother, **Jane Smith** (a 90 year old who loves Brett Favre and is known to yell at her favorite players during play-off season);

Tom Scott (Nantucket Nectars), his mother **Jane**, his grandmother **Dorothy** (featured in Nantucket's radio spots); his wife, **Emily Scott** (co-founder of J.Crew);

Kelly Reinhart (TPak International), an 11 year old entrepreneur who invented a thigh pack, selling hundreds of thousands of units.

Billy Starr (Pan-Mass Challenge), who founded the world's largest bike-a-thon, raising over \$100,000,000 for cancer research in memory of his mother; and

Richard Branson (founder of Virgin) and his mother, **Eve Branson** (herself an entrepreneur, who also served in WWII).

The film raises many issues which are discussed in detail in this teaching guide. However, one of the most interesting themes which emerges from the film is that of risk-taking. Many of the mothers featured in *Lemonade Stories* were raised at a time when women were not expected to work. Yet all of these women were risk-takers and encouraged their children to take risks to achieve their dreams. In fact, both Richard Branson and Russell Simmons claim they would have gone out of business but for last minute loans from their mothers, who stepped up when no one else did. The theme of risk-taking is particularly relevant today as children do not often have the time or opportunity to create lemonade stands, to shovel driveways or mow lawns for pocket money, or to tinker for hours in the garage with a piece of gadgetry. Compounding that loss of opportunity is the proliferation of video games, computer access, television media – all of which take away precious hours for creative thinking, innovation, and simple day-dreaming. The goal of this film is to inspire viewers to take risks and think outside of the box. For parents,

teachers, and coaches, hopefully the film will depict ways that becoming an adventurer, creative thinker, or entrepreneur can be nurtured and taught.

According to Brian M. Barefoot, the president of Babson College, the entrepreneurial spirit dwells within everyone. He says, “*Lemonade Stories* wonderfully depicts how that spirit can be nurtured and developed within the family. Just as we are honored to assist our students in shaping their entrepreneurial abilities, so too are we honored to be a part of *Lemonade Stories*.”

In fact, the idea of the film was conceived at Babson College. People who visit Babson’s campus often remark on the palpable sense of excitement about what it means to start a business. It is this passion about entrepreneurship which has become so ingrained throughout Babson that it has become part of the college’s DNA. That passion has helped to keep Babson consistently ranked number one in entrepreneurship by *US News & World Report* since 1994. It is also that passion which led Babson College to examine what could be done to show a wider audience what makes entrepreneurs and entrepreneurship so special. The college began to talk about entrepreneurship beyond the rags to riches cliché so often associated with the subject. In analyzing how the message of entrepreneurship and of adventure might be imparted, it became clear that many important lessons learned by successful entrepreneurs – such as treating employees with dignity, believing in oneself, remaining grounded, and having the courage to take risks and fail – were so often imparted by their mothers. And thus, *Lemonade Stories* took flight.

This teaching guide is designed to expand the impact of *Lemonade Stories* and can be used in educational, civic, and corporate organizations. The guide, appropriate for a wide range of audiences, is broken down into specific sections for Corporate/ Business School/College; High School; Middle School, Parents, as well as a detailed resource section written by Paul Hartnett of the law firm of Brown, Rudnick, Berlack, and Israels, for those who wish to start their own businesses. The guide also describes the background of the film and contains a detailed time-coded synopsis as well as specific teaching sections with interactive exercises. We encourage professors, teachers, coaches, and parents to email us with other suggestions and ideas for curriculum uses at lemonadestories@aol.com.

The Making of Lemonade Stories

Lemonade Stories aired nationwide on CNNfn to much attention and acclaim, including a full cover page article in *USA Today* complete with pictures and streaming video on www.usatoday.com. *The Christian Science Monitor* and *Forbes.com* both ran cover stories on the film, which were syndicated around the world, including the *ABC News.com* home business page. Reviews include: “The film raises critical questions that experts are debating more than event: Are entrepreneurs born?” – *USA Today*; “fascinating... a lovely film” – *National Public Radio*; “humorous... the film brings out what can never be shown on a spreadsheet...the living example of how to pick up and start over when a plan fails...” – *The Christian Science Monitor*; “electric” – *The Boston Herald*; “riveting” – *RollingDonut.com*;

“the Branson piece is the best 10 minutes we’ve ever seen on television” – New England Cable News. For more information on the film and the entrepreneurs in the film, please log onto www.lemonadestories.com.

THE FILMMAKER: Mary Mazzio, an award-winning director, is Founder and CEO of 50 Eggs, Inc., an independent film production company dedicated to creating innovative programming with the goal of inspiring viewers to have a voice, to act, and to get in the game. Mary wrote, directed and produced the highly-acclaimed films, *Lemonade Stories*, *Apple Pie* and *A Hero for Daisy*.

Apple Pie, a 90-minute film featuring the impact that mothers have had on successful athletes, called “warm and illuminating... told with deftness and emotion... priceless” – *The New York Times*; “fantastic” – *NPR*; “excellent” – *CNN*; “heartwarming” – *Los Angeles Times*, was also a recommended pick in both *Entertainment Weekly* and *TVGuide*. *Apple Pie*, which aired over a dozen times on ESPN during the spring of 2002 and again in 2004, features NBA MVP Shaquille O’Neal and his mother, Lucille Harrison; NFL Pro-Bowl quarterback, Drew Bledsoe and his mother Barbara; NBA star Grant Hill and his mother, Janet; soccer star Mia Hamm and her mother, Stephanie; blind climber Erik Weihenmayer (who recently summited Mount Everest) who lost his mother when he was 16; baseball star Kenny Lofton (San Francisco Giants – who was raised by his blind grandmother, Rosie Lou); Indy Car Driver Sarah Fisher and her mother, Reba; Olympic wrestler Rulon Gardner, among others. (For more reviews and information on this film, please log onto www.applepiemovie.com)

A Hero for Daisy preceded *Apple Pie* and chronicled two-time Olympian and Title IX pioneer, Chris Ernst. In 1976, Chris galvanized her rowing team at Yale University to storm the athletic director’s office to protest substandard conditions for the women. Nineteen women stripped, exposing the phrase “Title IX” emblazoned in blue marker. The demonstration was covered by all of the major international news outlets the following day, and the Yale phones started ringing. The women found themselves with new locker rooms two weeks later. The nation, by virtue of this action, became acquainted with Title IX.

A Hero for Daisy, hailed as a “landmark” film by *The New York Times*, “inspirational” by *TVGuide*, “fantastic” by *Sports Illustrated*, and “remarkable” – *NPR*, aired nationwide on ESPN Classics, Oxygen, WTSN (Canada), and WGBH TV- Boston. Invited to screen at the Smithsonian, *A Hero for Daisy* was awarded a Gracie as well as a Women’s Sports Foundation Journalism Award, and is in thousands of classrooms across the nation. (For more information, please log onto www.aherfordaisy.com).

Mazzio, a former Olympic rower (1992 Rowing) and member of several US rowing teams, is a graduate of Mount Holyoke College and Georgetown Law School. A recipient of several awards including the 2001 Women’s Sports Foundation Journalism Award, a Gracie Award, the Myra Sadker Award, a Henry Luce Foundation Fellowship (to Korea); the Mary Lyon Award (from Mount Holyoke College), and a Rotary Foundation Graduate Fellowship (to France), Mary, formerly a partner with the law firm of Brown, Rudnick, Freed, and Gesmer in Boston, MA, has served on a number of Boards of Directors including Shackleton Schools (which serve high school students