



Lubbock Lemonade Day Announces Newly Formed Board of Directors

LUBBOCK, TX – Lubbock Lemonade Day proudly announces their stellar cast of Board of Directors ready to empower area youth to become the business and community leaders of tomorrow.

Lead by City Champion aka “Promoter in Chief” Ron Betenbough, Lubbock Lemonade Day was originally chartered by Charlie Hamilton, President of Lubbock Land Company with help from his wife Kate as well as Glenda Mathis, Executive Director of the YWCA and Cathy Landtroop, Principal of Landtroop Strategies.

New Board members include Shelby Crews, George McMahan, Carlos Morales and Tracy Page.

Shelby Crews, Community Relations Manager for United Supermarkets served on the Lemonade Day Advisory Committee before being recruited for the Board. “Watching these kids plan their lemonade stands is like watching them run their own little United stores,” said Crews. “My own kids participated last year and the life lessons they learned will help shape who they become as grown ups. United has a rich history of empowering area youth to reach their full potential, and this partnership continues that tradition.”

George McMahan, President of the West Texas Home Builders Association and developer of esteemed neighborhoods Bacon Crest and Primrose Pointe, taught students at Honey Elementary the Lemonade Day lesson of “location, location, location” last year before joining the Board. “As an entrepreneur myself, helping teach kids how to start their own business is a natural fit for me,” noted McMahan, “and I’m honored to serve on the Board of this amazing organization. It’s a great way to give back to a community that has been so good to me and my businesses.”

Carlos Morales, Executive Vice President of Caprock Home Health Services and Chairman of the Board of the Lubbock Chamber of Commerce also saw the potential of Lemonade Day, jumping on as a sponsor of the 2013 event. “There are so many great projects in town, but none that teach youth how to become the business leaders of tomorrow,” said Morales. “As Chamber President in a region built on the back of small business, I see these kids as the future Chamber leaders of tomorrow and I want to help them succeed.”

Tracy Page, General Sales Manager of Alderson Auto Group drank the lemonade last year while teaching kids to “rev up their sales.” “Watching these kids ‘get it’ when we talked about selling themselves in addition to their product was really exciting. Then to see families come together for their kid’s stands was an added bonus,” noted Page. “Serving on the Board was a no-brainer for me because I could see the immediate impact this has on Lubbock’s future. Alderson is proud to support area youth and their families through Lemonade Day.”

The story of 2013 Lubbock Lemonade Day is featured in this newly released video:

<http://www.youtube.com/watch?v=qHDIK44-Kic>

Lubbock Lemonade Day will be May 3, 2014, and the goal is to register over 3,000 youth, many of whom work together to start at least 600 new businesses across Lubbock - on a single day. Learn more at <http://lubbock.lemonadeday.org/> and like us on Facebook at: <http://www.facebook.com/LubbockLemonadeDay>.