

Dear Parents,

Thank you for believing in your children and helping them to begin this endeavor! We believe that each child has a gift and can change the world in a profound way. We hope we can help your child continue to learn that they can do hard things.

Please see the information for details outlining your role as parents in regard to the Children's Business Fair.

**Guidelines for Parents and Guardians:**

- Parents of younger children may sit in their booths, but the children are to be responsible for the setup, sales and interacting with customers. *Parents may help with carrying in, but booth arrangement should be left to the children.*
- This event is designed to give children a taste of selling a product. Please let them have that experience.
- Any parent seen selling to the customer or promoting the child's product will result in the child's disqualification from the fair.
- Parents may upload flyers and videos on social media which the young entrepreneur has already created. This allowance is made because most children are too young to have a social media account. Parents can be the "delivery service" for whatever marketing materials they have created.
- Parents may be involved in parts of the product creation that they deem unsafe for their child to complete such as running certain power tools.

**Five Principles to Keep in Mind "Five Smooth Stones"**

- Wonder
  - There are so many opportunities. Allow your child the gift of wonder. Ask open-ended questions. A good way to start is "I wonder what would happen if..." or "Have you thought about..."
- Industriousness
  - Allow your child the gift of seeing the fruit of hard work.
- Responsibility
  - Treat your child as the sole owner. Let the child make the plans and decisions as much as possible.
- Encouragement
  - Provide encouraging communication.
- Enthusiasm
  - Be your child's cheerleader for the Children's Business Fair.

### Five cautions

- Parents tend to make children's events too stressful. What is needed from parents are clear boundaries and backstage organization. Then, let the children flourish.
- Parents can make children's events too complicated. This is not Shark Tank. You do not need business plans with five-year projections.
- Parents tend to get ahead of their children in passion. There is great value in your child not getting everything done in time. This will help them learn. Make sure they create a product or service they are excited about. Remember the parental adage that "there is blessing in a skinned knee":
- Parents tend to get ahead of children in competitiveness. Your role is not to be a business school professor or venture capitalist.
- Parents tend to rob children of the joy of hard work. Do not do the work for the children. If the product or service looks messy, that's ok. In fact, that is great! Encourage your children to make a good product or service, but never take the role of a business board, manager or owner. Do not rob the work environment of joy by prodding or criticizing. Your child is Chairman, CEO and owner. :)

Since parents are often in charge of the family calendar, here are some dates to remember:

1. Application Deadline - **January 12**
  - a. When applications are received, participants will be given a fill in the blank business plan.
2. BUSINESS PLANS ARE DUE **FEBRUARY 7**
3. Local Entrepreneur feedback meeting - **February 21**
4. Launch Party - **March 2**
5. Business Fair open for sales **March 9**, 10am-1:30pm. Awards 1:30-2pm

Thanks in advance for all your support. Please feel free to contact me any time you have questions. Thanks!

Elizabeth Argo  
Youth Services Coordinator  
Maryville Public Library  
660-582-5281  
youthcoordinator@maryvillepubliclibrary.org