

By Sara Matson

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She went from fearing bees to helping them.

1 HOW DID YOU GET INTERESTED IN BEES?

When I was 4½, I got stung by two bees in one week! I became scared of them. But my parents encouraged me to learn about bees instead of fearing them.



2 WHAT DID YOU LEARN?

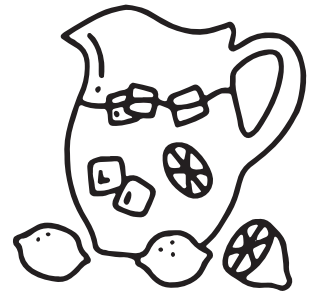
I became fascinated by bees and all they do for us. Not only do bees pollinate our crops, but they also help pretty flowers grow. And they make delicious honey! But they were dying at alarming rates. I wanted to help them.



3 WHY MAKE LEMONADE?

Around that time, I found my great-granny Helen's flaxseed lemonade recipe. I planned to try it and sell the lemonade to buy a doll I wanted. Then my family heard about a children's business fair. I thought, *What if I enter it and use the recipe to help honeybees?* I gave the recipe a twist by adding honey and mint.

What started as a lemonade stand in my front yard and at youth entrepreneurial events 12 years ago has grown into a national brand. And our mission is still to help bees!



4 HOW DO YOU HELP BEES?

I like to say "Buy a Bottle, Save a Bee" because a portion of my sales goes to help bees. To do more for our fuzzy friends, my family and I started the Healthy Hive Foundation, a nonprofit dedicated to increasing bee awareness.

5 WHAT DO YOU SAY TO KIDS WHO WANT TO START THEIR OWN BUSINESSES?

Continue to dream big and keep on *bee*-lieving!

You can make a difference in the world while also making a profit. I talk about this in my book and at speaking events. I share my story with the hope that I can help the next generation of changemakers.



Photos courtesy of Me & the Bees.