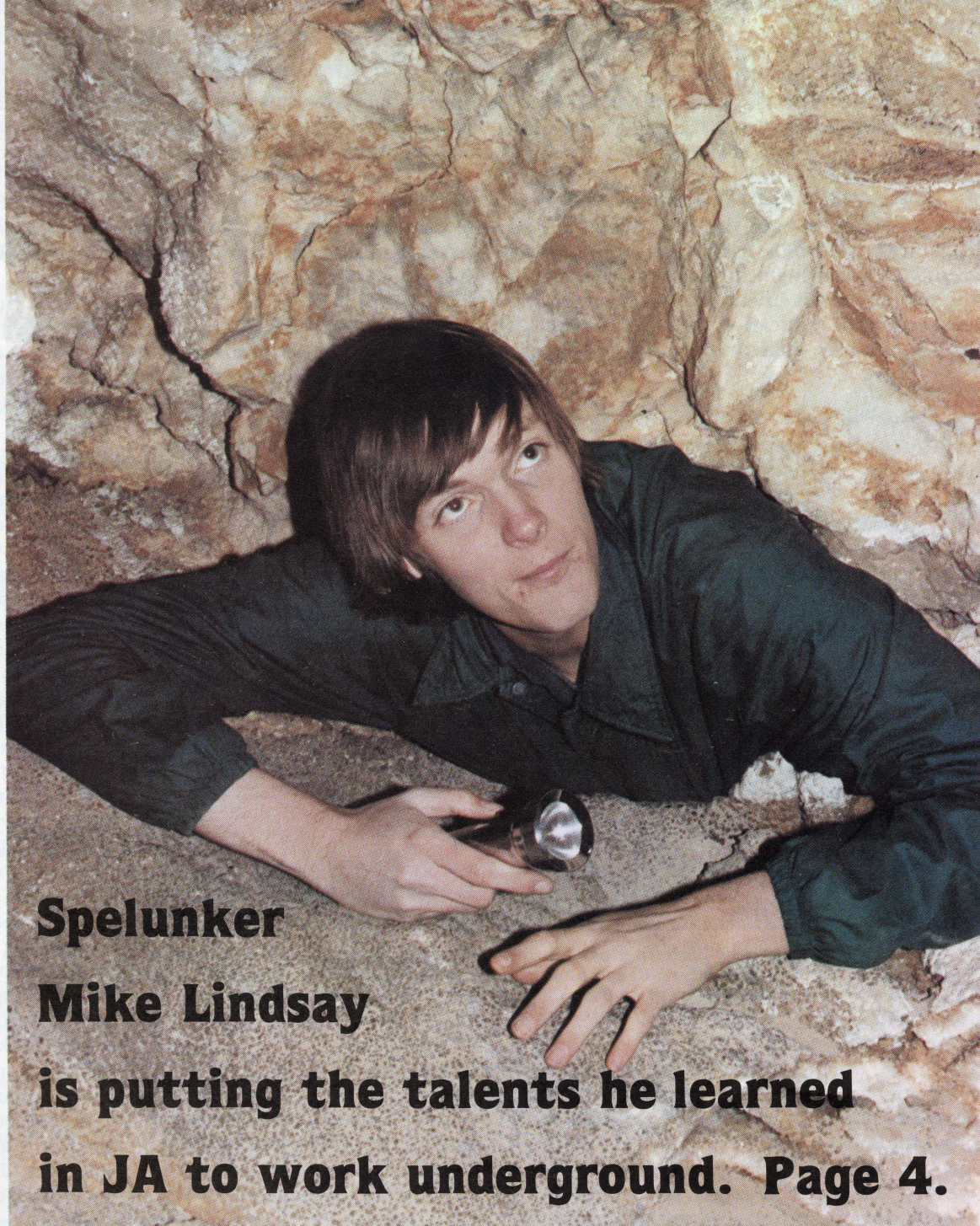


# ACHIEVER

The Junior Achievement National Magazine

FEBRUARY 1982

75 CENTS



**Spelunker**

**Mike Lindsay**

**is putting the talents he learned  
in JA to work underground. Page 4.**



A  
little pride  
will go a long,  
long way.

Organization  
Management  
Production  
Marketing

**BusinessBasics**

**PROJECT  
BUSINESS**

**am**  
APPLIED MANAGEMENT



## President Richard Maxwell Retires

Richard Maxwell, President and Chief Executive Officer of Junior Achievement Inc. for 12 years, is retiring on June 30, 1982.

During his presidency JA experienced the greatest growth in its 63-year history. When Dick Maxwell joined Junior Achievement in 1970, the organization had a membership of approximately 146,000. Under his leadership the combined membership of all current Junior Achievement programs will be in excess of 450,000 young people by the end of the 1981-82 school year.

When asked what he thought has been his most important contribution to Junior Achievement, Mr. Maxwell answered, "Creating the multiple program concept and changing Junior Achievement into an organization that provides economic education for students of all ages would have to be my most important accomplishment."

Today Junior Achievement programs begin with *Business Basics* for elementary school, go on to *Project Business* for junior high, and then to JA for high schools. After graduation there is *Applied Management* for college students.

In addition to an outstanding record of growth for Junior Achievement, Maxwell has made a major contribution in the area of fund raising. He was instrumental in obtaining many special grants to develop and initiate new Junior Achievement programs. Chief among these was the \$750,000 grant from the Kellogg Foundation of Battle Creek, Michigan to establish *Project Business*. Maxwell's efforts helped obtain major grants from Exxon Corporation, Lily Endowment, Inc., and Reader's Digest, among others.

Program growth and fund raising have not been the only areas where Dick Maxwell excels. He has also been very effective in developing one of the strongest na-

tional Board of Directors in Junior Achievement's history. Numbered among its members are many of the top leaders in American business.

Under Maxwell's leadership Junior Achievement has also become well-known for establishing the National Business Leadership Conference and the National Business Hall of Fame (see *ACHIEVER*, September 1981). In the Business Hall of Fame are 69 men and women who have been honored for extraordinary contributions to our free enterprise economy. Maxwell believes that publicly recognizing these exceptional people will expand our understanding and our appreciation of the free enterprise system.

The Junior Achievement headquarters building in Stamford, Connecticut was purchased under Mr. Maxwell's direction. It is the first building ever owned by the national organization. Bought before interest rates and property values inflated, this building is now valued at \$800,000. and has proven to be an extremely astute investment.

The largest advertising and public relations campaigns Junior Achievement has had to date were established under Maxwell's leadership. Created and produced by Wells, Rich, Greene, World Wide, the Junior Achievement volunteer advertising agency, "The Pride Campaign" has generated \$13 million of public service advertising on network stations and in major magazines.

How does JA's future look without

him at the helm? Mr. Maxwell replied, "Through the years we've developed an outstanding management team to advance Junior Achievement's important work during the years to come. I am pleased that the National Board of Directors unanimously elected Karl Flemke to be JA's next president. Karl is a very effective and creative leader."



**JA President Richard Maxwell (left) talks with Executive Vice President Karl Flemke who will become President and Chief Executive Officer of Junior Achievement on July 1, 1982. Flemke, who began his career in JA in 1958, is the first JA career professional to be elected President of JA.**



# ACHIEVER™

February 1982

Volume IV Number 3

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**EDITORIAL CREED:** To inspire a commitment from the young people of this nation to preserve American Free Enterprise, the foundation of all our individual freedoms.

## MAGAZINE STAFF

**Glenn V. Gardinier, Public Relations Director**  
**Valerie K. Sisca, Editor**  
**Marcia Livingston, Associate Editor**  
**Gilbert Folleher, Chief, Editorial Review Board**

Editorial, Advertising & Circulation Offices are located at 550 Summer Street, Stamford, CT 06901. Phone (203) 359-2970.

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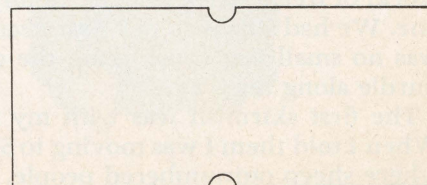
**Are You Moving**  
 Please let us know  
 four weeks before your move.

Name \_\_\_\_\_  
 New Address \_\_\_\_\_  
 City \_\_\_\_\_  
 State \_\_\_\_\_ Zip \_\_\_\_\_

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**Achiever Computer Service**  
**550 Summer Street**  
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Attach address label here.





Mike Lindsay, who is a member of the National Speleological Society, the largest caving organization in the U.S., makes a vertical ascent from about 50 feet underground.



# HOW TO SURVIVE IN BUSINESS AND STILL GO UNDER

by Michael T. Lindsay\*

*\*Michael Lindsay is a 1979 graduate of the Colorado Springs, Colorado Junior Achievement program. Last year, he put his JA knowledge to work in a practical way as he entered the tourism industry in South Dakota. Today he writes about the problems encountered in the first year of his new enterprise.*

**“W**ell, men, we made it. It was against all the odds and they said we couldn't do it, but we survived. Sure, the battle was tough at times, but...”

Sound like an inspirational speech after a hard-fought victory on the late, late show? Close. It's actually an inspirational speech after a hard-fought victory in the world of free enterprise. The victory was an important one. We had survived our first year in business, which was no small feat considering the obstacles we had to hurdle along the way.

The first skirmish was with my friends and family. When I told them I was moving to South Dakota, a state where sheep outnumbered people, they thought I was crazy. When I told them I was going there to open a cave business it removed all doubt. They suffered from two very large misconceptions.

First of all, Rapid City, South Dakota is located in one of the nation's prettiest and most visited vacation spots,

the Black Hills. Second, caves are more than just holes in the ground. They are places rich in history and full of adventure. Historians review the few thousand years of “recorded history,” but by viewing caves we can see millions of years of history in an interesting and entertaining environment.

South Dakota caverns are famous the world over for the large variety and uniqueness of the formations they hold, and perhaps no other cave serves as a better example of this than Diamond Crystal Cave — which is where I found myself, with three other guys, on a cold winter day in January 1981.

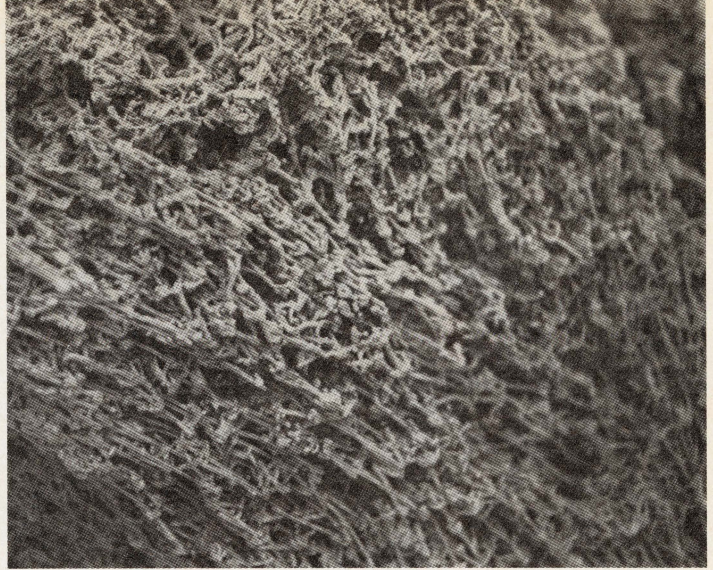
## NEW KIDS IN TOWN

There we were, the new kids in town, about to start our first year in a tourist-oriented business, an industry, by the way, that had just suffered two of its worst years ever. The problem facing us was clear. We had to increase attendance and store sales dramatically over





The caves extend for several miles, a good portion of which still remains unexplored.



Wind and rain have worked together for eons to create this magnificent lacey rock formation known as boxwork.

those of past years, and try to keep from driving ourselves and each other crazy.

The first question facing us was, "How can we improve our product?" We already had the prettiest and most complete cavern tour in the Black Hills. The answer, then, was to offer more than just a cave. On examining the twenty-five acres of land that came with the cave, we decided these were perfect grounds for diverse activities. Thus, Diamond Crystal Cave became Diamond Crystal Cave Natural Park. During those next few months we expanded our attraction to include the Black Hills Petrified Gardens, a rock and mineral exhibit, interpretive nature trails and picnic grounds.

#### TOURS FOR ALL AGES

As if this weren't enough to keep the four of us busier than a turtle buck at a regional conference, we also had the task of letting the public know how much fun they would be missing if they didn't stop and see us. We began by designing and printing new brochures. To supplement this we also printed posters and discount coupons and published a small newspaper for wide distribution to acquaint everyone with our park.

Advertising in tourism publications was important

also. Writing small ads is one of the most difficult tasks because you are faced with the problem of saying as much as you can in as few words as possible. One good rule of advertising is to avoid cliches like the plague!

Some of the most-used ad copy included: "Diamond Crystal Cave: A Multi-Faceted Nature Park," "As Impressive Above Ground As Below," and "Providing Quality Tours For People Of All Ages." These phrases emphasized the diversity and wide appeal of the entire park.

Another form of publicity was billboards. Here we had one of many encounters with government's effect on business. We found out that it was much more than just a taxing situation. The current regulations concerning outdoor advertising restrict new businesses from putting up signs while allowing established companies to retain all their billboards.

#### DOUBLE ATTENDANCE

Despite this we did manage to erect a few signs, and on March 27, 1981 we opened our doors for business and awaited confirmation from the public of something we already knew: Diamond Crystal Cave Natural Park is a highlight of any vacation to the Black Hills. And con-



In the Diamond Crystal Cave souvenir shop, Mike gives a quality-control check to the merchandise. Silent partner, George The Indian, keeps constant vigil from his lofty spot on the souvenir shop wall. Carved from cedar, George wears a real buffalo hide headdress and sells for \$390.





**Mike Lindsay**

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**There's no shame in making mistakes, only in not learning from them.**

---

firmation we got. In one year we had more than doubled the business. Part of this was due to word of mouth — people telling other people how much they enjoyed the tour. This is something that will play an even greater role in the years ahead.

Sure, we made some mistakes. If we had a chance to do it over again we would correct them and make other ones. There's no shame in making mistakes, only in not learning from them.

So, what lies ahead for us in our second year? Are we going to let the tremendous efforts of our first year carry us into the future? Not on your life. Already we have begun new plans for expansion and publicity. We have organized the South Dakota Caves Association to set standards for cave tours throughout the state and to use its voice politically to further the caving and tourism industries. We will continue to change as the times change because there is no reason to cling to the status quo after the quo loses its status.

**Rare dripstone birdbaths are one of the major attractions on the Petrified Gardens tour.**







Indianapolis Grad Achiever Carol Ann Orem was crowned Queen for the 1979 Indianapolis "500" Festival.



A portion of the Elizabeth Arden display in New York's Macy's. Photo courtesy Elizabeth Arden.

# JA Makes A Visible Difference

*Here is Part I in a two-part series tracing the careers of two Grad Achievers who are now working for major cosmetics producers. Some notes about the use of make-up and fragrances through the ages by both men and women add a touch of history.*

**T**oday's cosmetics industry is one of the largest in the world. In the United States alone, more than 2,000 companies dispense skin care and beauty products, fragrances and health care products for men and women. The multi-billion dollar business spends more than \$50 billion just on advertising each year.

When we go into a store, whether it is a discount chain or an exclusive beauty salon, we are dazzled with an array of beauty and health products that entice us with beautiful packaging and promises of glowing skin, sparkling hair, and fragrances for men and women that will make us irresistible. In fact, whatever we feel we need to make us more attractive, can be bought in a pretty little container or a macho package for anywhere

from \$5 for a bottle of after-shave lotion to \$50 for a jar of skin cream.

Two Graduate Achievers working in the cosmetics field are Carol Ann Orem, an industrial engineer with Eli Lilly & Company, servicing its subsidiary, Elizabeth Arden, Inc., and Jean Hoehn, a marketing vice president with Chanel, Inc., Cosmetics Division.

Carol, a 1980 graduate of Purdue University in W. Lafayette, Indiana, was active in the Indianapolis JA program for two years and president of her JA company her second year. She started with Lilly during the summer of 1979 when she applied for and was accepted into an internship in the Elizabeth Arden subsidiary.

Enthusiastic about the experience she gained during that summer between her junior and senior years, she passes on some advice to those now preparing for careers.

"If you hear about an internship program offered by a corporation in the field of your choice, go for it," she advises. "I found out about Lilly through my college guidance office.



"Actually, an internship is much like a JA company where you learn about the many operations that make any business successful. It is designed to help you find the career you're going to be happiest in.

"After that summer with Elizabeth Arden, I know I had a much better feeling about how I wanted to use my industrial engineering degree."

Although today Carol is working with computers in the New York administrative offices of Elizabeth Arden, during the summer of '79 she worked in the lab in the product evaluation and claims substantiation department. "It was fascinating," she recalls. "I had no idea how carefully a product is tested to make sure it fulfills its promises. Not only does the customer have to be pleased, but the claims have to be provable. For



The mirror reflects the smiling face of Carol Orem at the Elizabeth Arden lab.

instance, if *Visible Difference*® moisturizing cream claims that it penetrates 20 layers of skin, there has to be scientific proof that this really does happen."

The Food and Drug Administration (FDA) keeps a close watch on ingredients that go into all beauty and health products, and requires labeling so we can see for ourselves exactly what we are putting on our skin. The history of cosmetics shows that this has been true only within the last century. Cosmetics have not always been safe and beneficial as they are today.

#### A HISTORICAL NOTE

During the Elizabethan era, the ideal female beauty was ivory skinned and rosy cheeked, and to achieve this

ideal the ladies of the court, including Queen Elizabeth I, painted their faces with ceruse (white lead) and used fucus (red mercuric sulfide) to brighten their cheeks and lips.

Although the white lead was a known poison that caused permanent coarsening of the skin, loss of hair and sometimes death, vanity triumphed over sanity, and women continued using these cosmetics into the early eighteenth century. Thanks to the research carried out by today's cosmetics industry, combined with the requirements of the FDA, sanity has triumphed in the twentieth century.

#### MODERN BEAUTY

Today, Elizabeth Arden employees have the opportunity (and fun) of being testers when a new product is going on the market or an old one is being reevaluated. From their reactions, the company learns if a package is appealing; if a lipstick is too dry or greasy; if the product wears well — all essential marketing information in the highly competitive cosmetics field.

As much as she enjoyed her summer in the lab, Carol's first interest is in studying and improving work flow, which she is doing now with computer help.

As computers increase in versatility, Elizabeth Arden is finding more uses for them. "Our computers started streamlining the production workers' jobs first," Carol points out. "But now the office workers, who had been working alone, are getting some help."

Her first assignment in New York was to help analyze and streamline the customer services department where new work methods were employed, and a report formerly done manually is now generated through the computer. Her current assignment is in the accounts payable department, where she is working to streamline and computerize the entire accounts payable function.

"For instance," she explains, "If something has to be cross-filed by invoice number, by purchase order number and by vendor name, all that information can be stored by the computer and retrieved in any number of ways."

#### HALL OF FAME

Carol is working for the company that revolutionized the cosmetics industry in the United States, and in 1977 Junior Achievement recognized its founder, Florence Nightingale Graham, better known as Elizabeth Arden Graham, by inducting her into the National Business Hall of Fame.

When Miss Arden arrived in New York in 1910, the use of creams and lotions was widely accepted, but women, still under the Victorian influence, used little or no makeup and dressed in subdued clothes.

When she opened her tiny salon on Fifth Avenue — the first of its kind in the United States — she employed one chemist who hand-mixed jars of face cream on a one-burner stove. However, because of her high standards, vision and intuitive sense of color, her establishment rapidly became the hub of beauty fashion in America, and expanded to the worldwide company it is today.

To be continued . . . Watch for Part II featuring Chanel, Inc.'s Jean Hoehn in the April *ACHIEVER*.



## CROSTIC PUZZLE

- |  |     |     |     |     |     |     |     |     |     |
|--|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| A. Playing at Ford's Theatre, April 15, 1865 (3 wds) | 41  | 199 | 201 | 115 | 147 | 44  | 206 | 158 | 51  |
|  |     | 180 | 144 | 126 | 93  | 161 | 50  | 207 | 155 |
| B. Sportsperson                                      | 100 | 1   | 61  | 162 | 5   | 34  | 18  |     |     |
| C. Of cherry tree fame                               | 159 | 172 | 190 | 48  | 151 | 26  | 87  | 24  |     |
|  |     |     |     |     |     |     | 62  | 203 |     |
| D. Characterized by harsh sound                      | 177 | 60  | 9   | 141 | 4   | 127 | 185 | 101 |     |
| E. Based on events of the past                       | 2   | 85  | 198 | 157 | 45  | 164 | 188 | 122 |     |
|  |     |     |     |     |     |     | 196 | 80  |     |
| F. Valentine's Day gifts (3 wds)                     | 6   | 29  | 139 | 183 | 57  | 88  | 197 | 153 | 75  |
|  |     |     |     | 121 | 31  | 70  | 202 | 169 | 137 |
| G. Banned  | 65  | 8   | 21  | 35  | 184 |     |     |     |     |
| H. Strength of spirit                                | 142 | 64  | 11  | 47  | 30  | 171 |     |     |     |
| I. Adages  | 39  | 200 | 76  | 17  | 117 | 92  | 58  | 189 |     |
| J. Dissolved   | 7   | 95  | 118 | 59  | 132 | 110 | 16  | 81  |     |
|  |     |     |     |     |     |     | 143 | 204 |     |
| K. Cleared snow                                      | 176 | 123 | 27  | 89  | 69  | 109 | 138 | 163 |     |

- |  |     |     |     |     |     |          |     |     |     |
|--|-----|-----|-----|-----|-----|----------|-----|-----|-----|
| L. Performed an<br>aerial ballet<br>maneuver | 79  | 3   | 102 | 42  | 90  | 150      |     |     |     |
| M. Coal<br>Daughter                          | 94  | 12  | 116 | 22  | 72  | 173      |     |     |     |
| N. Being                                     | 33  | 54  | 181 | 156 | 193 | 25       |     |     |     |
| O. Feb. greeting<br>card                     | 113 | 175 | 43  | 38  | 125 | 194      | 20  | 179 | 205 |
| P. Sense of                                  | 187 | 53  | 83  | 107 | 77  |          |     |     |     |
| Q. Disparaging<br>phrase or<br>word          | 40  | 63  | 130 | 55  | 167 | E<br>205 | 186 |     |     |
| R. Bend; hunch                               | 105 | 208 | 149 | 192 | 91  |          |     |     |     |
| S. Usual;<br>customary                       | 99  | 120 | 170 | 49  | 145 | 108      | 165 | 19  |     |
| T. Call up                                   | 166 | 97  | 104 | 114 | 191 | 37       | 71  | 32  | 146 |
| U. Works                                     | 140 | 160 | 178 | 103 | 131 |          |     |     |     |
| V. Untruthful                                | 74  | 154 | 174 | 129 | 52  | 14       | 182 | 133 | 86  |
| W. Snobbish                                  | 68  | 82  | 15  | 195 |     | 135      | 124 | 28  |     |
| X. A home on<br>the water                    | 106 | 13  | 119 | 96  | 84  | 148      | 66  | 112 | 134 |
| Y. Beguile;<br>compliment                    | 46  | 73  | 10  | 36  | 128 | 168      | 56  |     |     |
| Z. The Globe                                 | 67  | 111 | 136 | 78  | 98  | 152      | 23  |     |     |

Guess the words defined above and write them over their numbered dashes. Then transfer each letter to the correspondingly numbered

square in the pattern. Black squares indicate word endings. The filled pattern will contain a quotation reading from left to right.

[illegible]



# THE DISPLAY ROOM

More than 8,000 JA companies form each year and the vast majority of these are manufacturing companies. While many companies prefer to go with proven good sellers like automobile jumper cables or coat hangers, others move into new areas making and marketing some imaginative and unusual items. Price tags of \$5 and \$10 are the norm, but occasionally these unusual products have unusual prices. Would you believe \$500 and \$895? Achievers tell how they interest buyers in their company's product.

## Battle Creek Teaches Trade Skills



Introducing young people to skilled trades and technical careers is one of the major goals of JA company *Creative Arts Welders*, sponsored by Kellogg Company in Battle Creek, Michigan. Dellina Nichols wears safety glasses to weld a metal standing figure that sells for \$4.

"After handing over the balancing figure, my sample product, I watch the customer's reaction. If they are not ready to buy after I've explained the workmanship involved, I tell the customer that the company can custom-make any figure they would like in a seated or standing position. This usually perks interest." Ella Marshall

## Pistons Light Up Cleveland



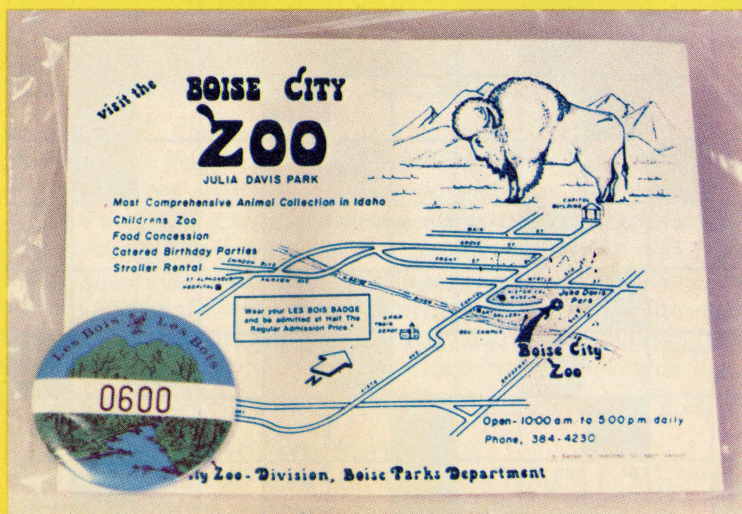
For \$15, you can buy this unique "Puny Lamp," manufactured by *Puny Light* JA company, sponsored by Lubrizol Corporation in Cleveland, Ohio. Made from discarded tractor pistons, the lamp stands 12" high and costs \$7.66 per unit to make.

"It's hard to say just how I sell because I change my approach with different people. If I find out the lady who answers the door is a grandmother, I suggest buying the lamps for her grandchildren. If there are children in the house, I point out what good, sturdy lamps they are for the children's room, or what good study lamps they are. Of course, they're so cute, lots of people just see them and want to buy one right away." Renee Tilly

## Buttons Benefit Boise

Achievers in *Les Bois Enterprises* JA company, sponsored by Ore-Ida Foods in Boise, Idaho, are selling these packets containing a "Les Bois, Les Bois" badge and maps of the City Zoo and Greenbelt. Proceeds from the sales are being given to the city Parks Department to improve and enlarge the zoo and park system, and buyers who wear their badges are entitled to a lifetime half-price admission to the zoo, as well as many other discounts. The badges range in price from #1 at \$500 down to \$5.00 for all badges numbered more than 100.

"I sold the #1 badge to the president of Ore-Ida Foods. I told him the \$500 was a tax-deductible item, and also, that his name would be at the top of the roster of names of donors that is going to be put at the park entrance with his company name beside it, so he'd have terrific advertising for years." Stan Bingham

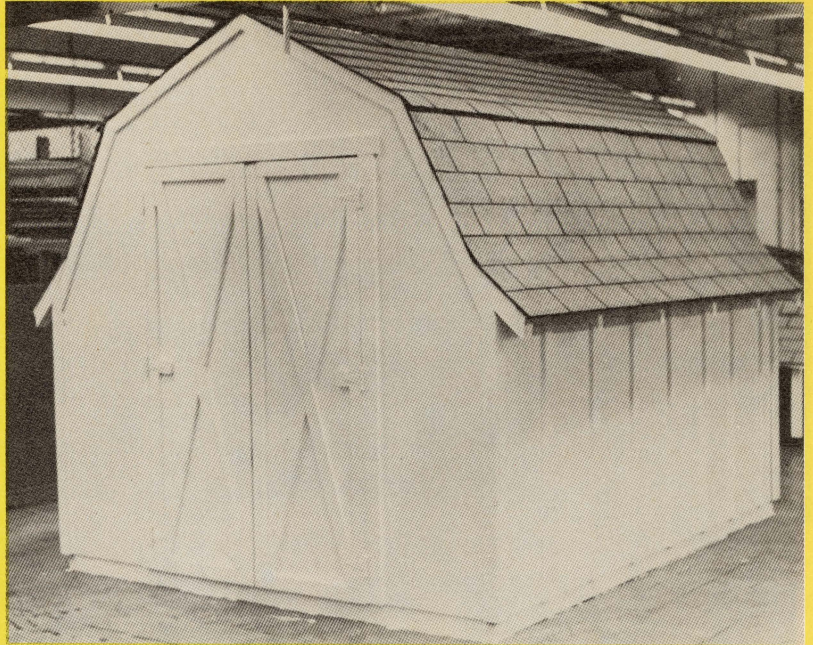




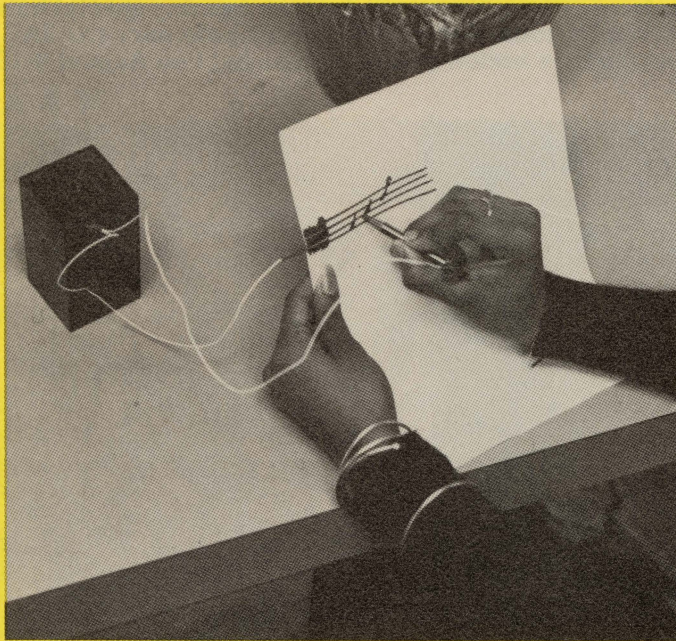
## Barn Builders Make Lofty Product

The *Kiser Carpentry Association* in Dayton, Ohio, sponsored by the West Central Ohio Division of the Associated General Contractors of America, is considered to be a wood-working company with a horticultural bent. Company products include a dog house with shingles and these useful, attractive storage barns, which they sell for \$895. Each year a new company forms, but the products have remained the same for three years now.

"We take a lot of pride in the workmanship of our product, and most of our selling begins when we set up one of these small (8 x 10) barns at a mall. We draw a good-size crowd and when spectators learn that our barn sells for \$200 less than the closest competitor, it's easy to close the sale. From there we often get calls from neighbors of anyone who buys one, so this product just about sells itself." Bridgette Kidd



## Colorado Springs Hits A New Note



This singing pencil was a hot item in Colorado Springs last year. Manufactured by *Elek-tricks* JA company, sponsored by Hewlett-Packard Company, the battery-operated toy channels static electricity through wires that lead from a paper clip to a soft graphite pencil. The paper clip is attached to paper on which heavy graphite lines have been drawn, and as the pencil moves over the lines it produces different musical tones.

"I think demonstrations were the most important part of my sales calls. Once people had seen the pencil work, and I had shown them how to draw a musical scale and a couple of simple games on the paper, they'd get intrigued. Then, I'd tell them it was like an electronic game for only \$7.00, and a perfect gift for the business executive who has everything." Tracy Campbell

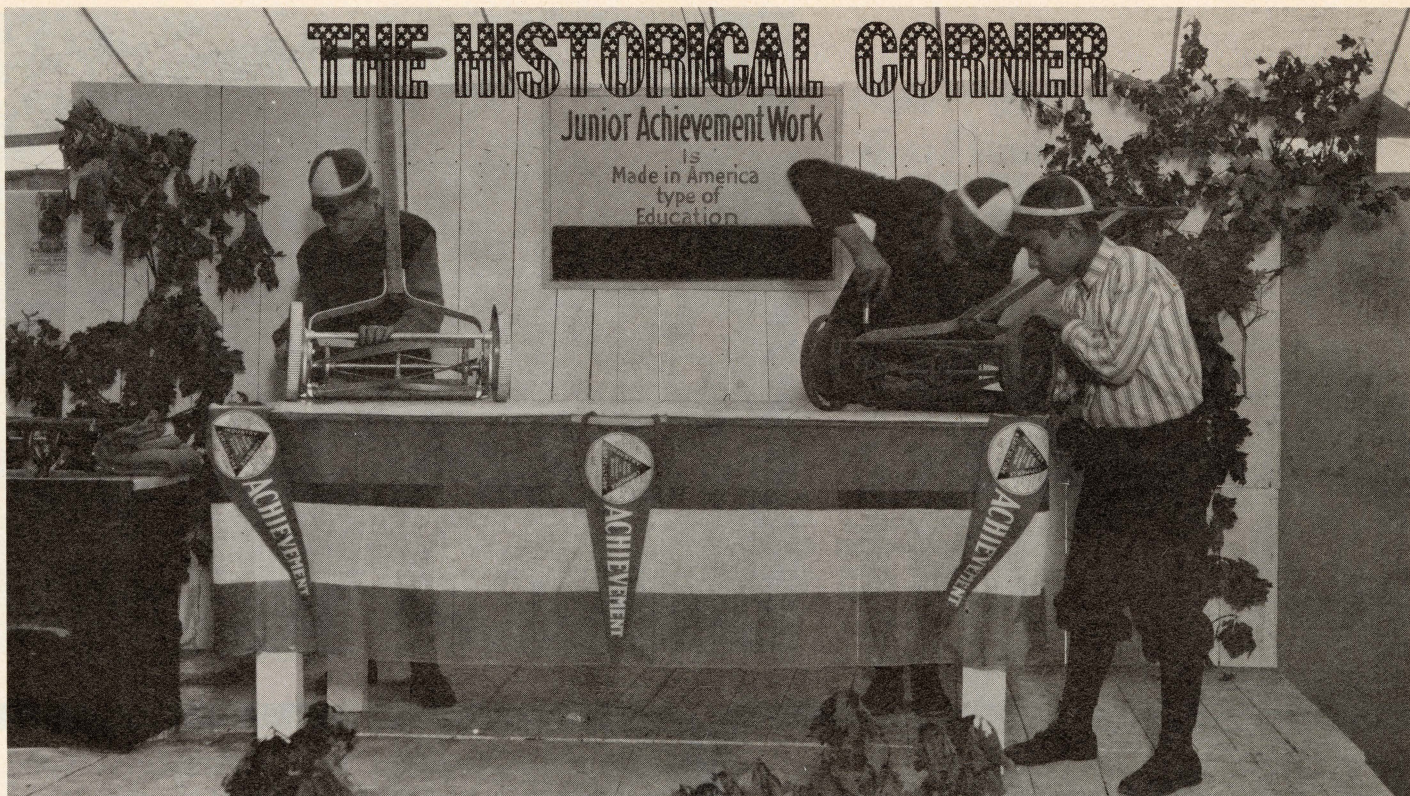
## Dallas Touts Anti-Theft Device



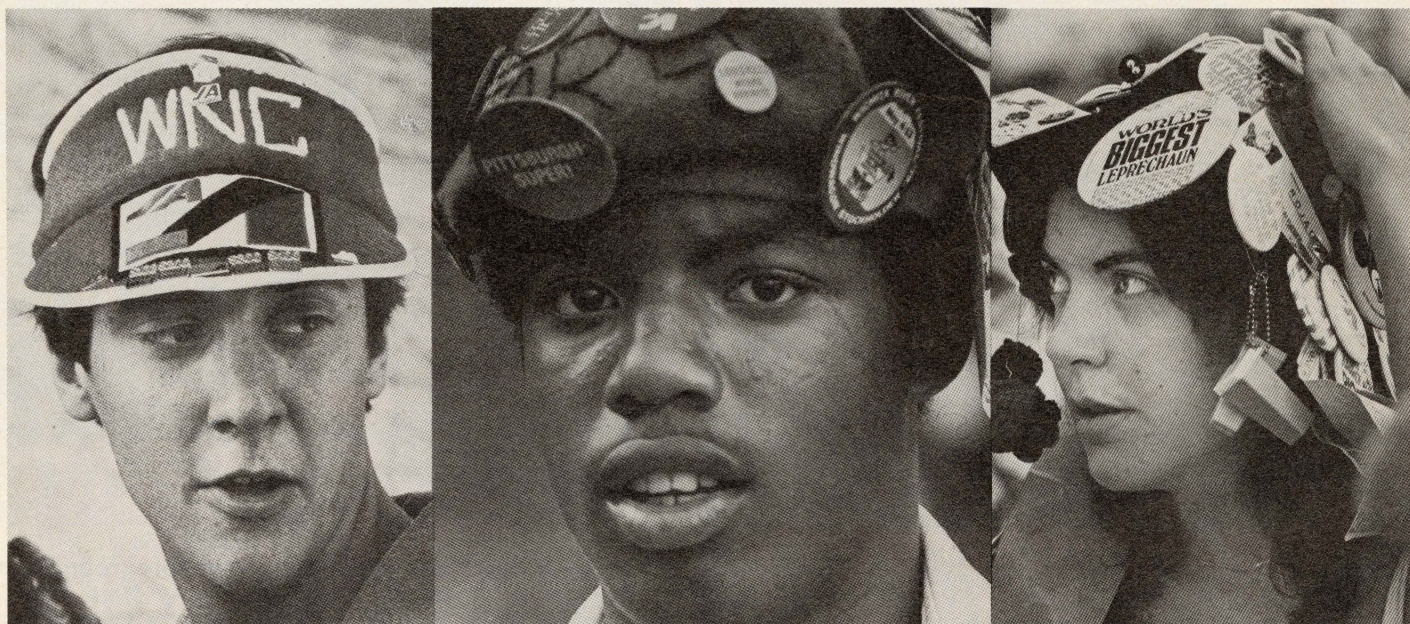
The small black-and-silver box in the foreground is a car burglar alarm made by JA company *New Traditions*, sponsored by IBM Office Products Division in Dallas, Texas. Strict quality control is practiced by Joel Persaud, assisted by Mike Perdue, as they test the circuits. Each unit contains fuses, wires, connectors, switch and box purchased from Radio Shack for \$3.33. After mark-up for rent, wages, etc., the assembled product sells for \$9.50 plus \$.50 tax.

"I tell customers how times are changing in Dallas. People are moving here from everywhere, and many of them are bent on a life of crime. For just \$10.00, they can protect their car, which is a really big investment. For customers I think can afford it, I point out that the alarm is a wonderful gift for the person who has everything." Andy Barton





Did you know that back in the 1920s Achievers used to wear beanies? This "official" JA headgear doesn't exist today (nor do JA repair companies), but delegates to JA conferences can frequently be seen wearing special hats that identify their particular group. Some hat samples from the National Junior Achievers Conference (NAJAC) are pictured. This year's NAJAC, where the top Achievers around the nation gather, will be held on August 8-13 in Bloomington, Indiana.



### CROSTIC PUZZLE SOLUTION

I. Proverbs  
Q. Epithet  
P. Humor  
O. Valentine  
N. Entity  
M. Miners  
L. Leaped  
K. Shoveled  
J. Liquidated  
S. Habitual  
R. Stoop  
T. Telephone  
U. Tolls  
V. Dishonest  
W. High-hat  
X. Houseboat  
Y. Flatter  
Z. Theater

A. Our American  
B. Athlete  
C. Washington  
D. Strident  
E. Historical  
F. Candy and Flowers  
G. Taboo  
H. Mettle

Crostic Puzzle  
Author: Abraham Lincoln, Speech at Independence Hall, Philadelphia (February 22, 1861)  
THE DECLARATION GAVE LIBERTY NOT ALONE TO THE PEOPLE OF THIS COUNTRY, BUT HOPE TO THE WORLD FOR ALL TIME. IT GAVE PROMISE THAT ALL SHOULD HAVE AN EQUAL CHANCE. THIS IS THE SENTIMENT EMBODIED IN IT . . . I WOULD RATHER BE ASSASSINATED ON THIS SPOT THAN SURRENDER IT.



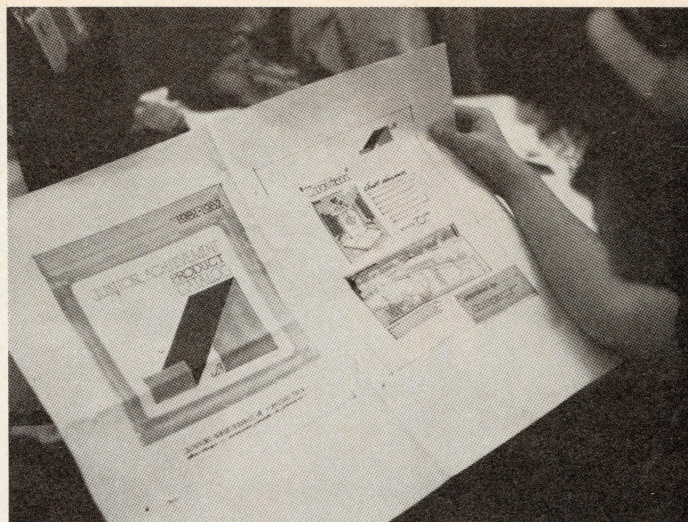
# BUY YOUR



# PRODUCT

# FROM A

# CATALOG



Artwork for the catalog

**This JA product provides any Achiever who buys one with a perfect "yearbook."**

## **"LOOK WHAT \$10 BUYS!!"**

"A full-page presentation in the Mid America Horizons (MAH) Company JA product Catalog, which will include product picture and information, plus photos and story on YOU!!"

That's the way MAH's marketing letter begins, and that's what Achievers in the Western Auto Supply Company sponsored JA company in Kansas City, Missouri are selling this year. Eighty area companies paid \$10 each for a page in the catalog sales book, and with 80 products to keep straight, company members had to set up a whole new line of responsibilities to ensure success.

Operating under the supervision of this year's elected officers are a copy manager and assistants, advertising manager, and managers of catalog order processing, catalog distribution and sales, art, and assistant managers of photography, graphics and layout.

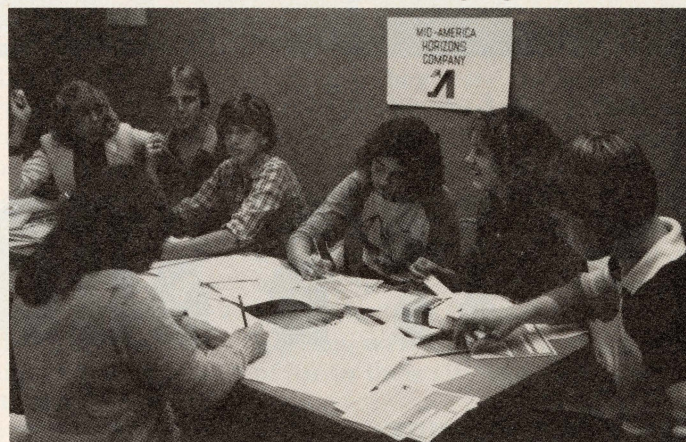
At MAH's request, participating companies submitted product specs and photographs, biographical data on all company members and advisers, and candid snapshots of their company at work.

"It wasn't all that easy, though," says Bob Allison, vice president of sales. "One company returned the information form to us filled in like this: 'Name of Company: Wooden Helicopters. Product: Toy.' That meant a lot of extra telephone work and time to get the information we needed for our book.

In addition to revenue from JA companies, merchants were urged to buy advertising in the form of free or discount coupons to add a dollar value to the catalog and make it a saleable item.

Even though the book promised wide distribution to

MAH members on meeting night



sponsors, and brisk door-to-door sales, they had to overcome some resistance in the beginning, conceded Bob.

"Some companies gave us a hassle about paying the \$10 fee, and another hassle when they found out that we'd get a 10 percent commission from all products ordered through the catalog, but we knew we had a good thing going.

"We'd really sell them on how we were giving them more exposure than they could ever get from door-to-door sales. What we're doing is giving them a terrific sales force, and giving sponsors a chance to buy all sorts of different products instead of just the ones manufactured by their own company."

Once the early resistance to this new idea had been overcome, the book was recognized as a success. And this JA product provides any Achiever who buys one with a perfect "yearbook" complete with pictures of everyone in the 1981-82 Kansas City JA program.





# IT'S SHOW TIME!

**E**ntertainment, one of the most exciting American industries, has Achievers working in the wings as well as on stage. They can create, produce, engineer or act in video or theater productions; and they sell air time and program space ads as well. Here's a peek at some JA entertainment companies.

*Beyond Our Control (BOC)*, granddaddy of successful JA television comedy companies, is still going strong in South Bend, Indiana. For 12 years BOC members have been writing biting funny scripts that blow holes in cherished traditions and ingrained prejudices. With advice and counsel from dedicated advisers like Denny Laughlin, art di-

rector for sponsoring WNDU-TV, Achievers write the scripts, create props and costumes, man the cameras and sound equipment to put together high-caliber weekly entertainment.

Achiever Lynn Crowell, studio production manager, explains that at the beginning of the year, all the company members are given a chance to sign up for the part of production that interests them, and the company divides into these special interest groups.

"Although we switch around some," points out Bill Loring, student TV director, "we all are pretty serious about television and know where we want real training. About

70 to 75 percent of the *BOC* graduates go on to successful careers in some aspect of television production."

## THEATER PRODUCTION

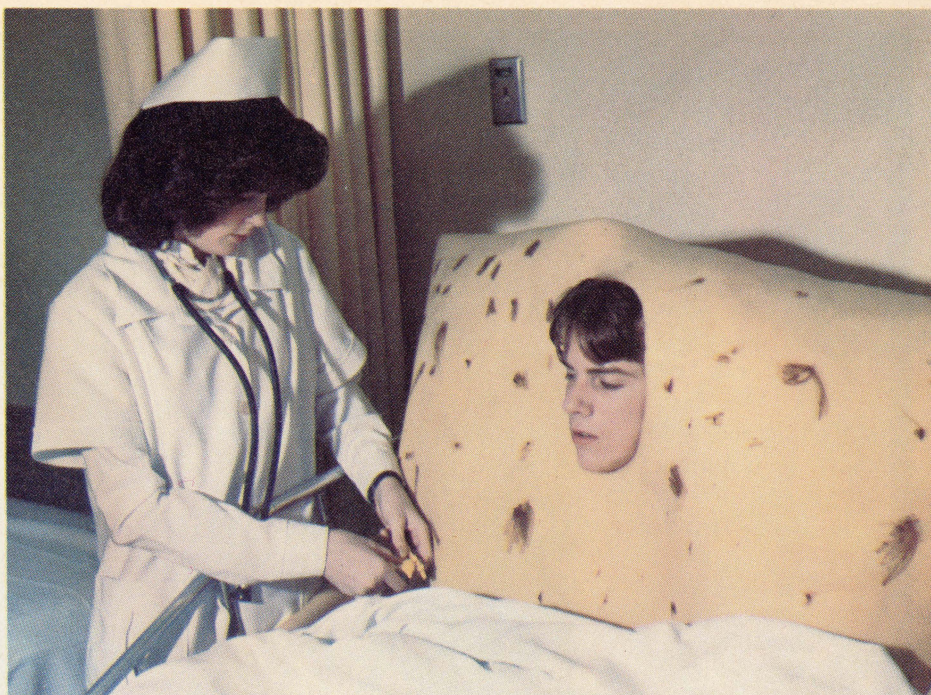
"You think you've got headaches! Try being vice president of production for a talent show." The words of Vice President of Production Eric Coleman vibrated over the telephone.

*Image Builders* JA company in Greenville, South Carolina sold Christmas paper and cards to get early money, "but," Eric explains, "we're planning an art show at the time of the talent show, and the three production managers and I are



The soaps are fair game for *Beyond Our Control*. In a soap opera created by Achievers, Shawn Perry threatens Gail Pethe. Don't miss "Love of Lust."

In a recently-aired *Beyond Our Control* satire, "Snack Like Me," Shawn Perry, on-location production manager for BOC, undergoes a surgical operation which turns him into a frito. An aspiring writer, he voluntarily becomes "Snack" to find out what life is like when you're different. Julie Darnell is the nurse for this unusual patient.



BOC photographs by Mike Laughlin, courtesy WNDU-TV.

in charge of all that at the same time we are finding the judges, finding the auditorium, finding the prizes, printing the tickets and deciding how the auditions will be run."

It's all for a worthy cause, though. *Image Builders* will donate proceeds of their year's efforts to the Lucas Cav/Fine Arts Center in Greenville, and the large company membership of 30 Achievers are working together for a sellout show.

"It really is an unusual group," explains Adviser John Groblewski. "Two of us from sponsoring company Lucas Cav with business backgrounds and two advisers from the Art Center decided during the summer to form this company. Since the product was known in advance, we attracted Achievers who are particularly interested in the theater. In fact, most members are planning theater and art careers."

*Image Builders* has drawn many members from the Fine Arts School, and has talented dancers and musicians, as well as those interested in production, in the company.

Adds President Debbie Carter, "Even though we have all this talent, the advisers are encouraging us not to take part on stage in the show. The idea is for us to learn what the management of a production company goes through."

#### INTERVIEWS

Although the name might change, for the past 13 years Moline, Illi-

nois Achievers have been producing a quality TV interview show that entertains its audiences through interviews and discussions

*Quad City Broadcasting (QCB)* Achievers pre-record their show, doing all the technical work under the supervision of advisers from sponsoring ABC affiliate WQAD-TV. Their magazine format allows plenty of room for variety in the one-half hour show which begins at 12:30 on Saturday, right after American Bandstand.

QCB air time features a high school news segment, movie and record reviews, interviews with local officials, celebrities and students as well as discussions of high school problems and community issues. Some of the problems they have discussed with experts this year are drug abuse, family violence and drinking and driving.

#### TELEVISION COMMERCIALS

There's a special pride that Achievers all over the nation find by serving the community in which they live. This year, Milwaukee, Wisconsin Achievers in the *Take II Productions* JA company sponsored by WILI-TV joined these ranks by taking part in a vital public service campaign.

During the opening weeks of school, Milwaukee saw a steady increase in school bus vandalism and driver harassment. To counteract this, Joseph Caruso, marketing di-

rector of Milwaukee County Transit System, suggested radio commercials exerting peer pressure. So successful were the radio spots, that Caruso asked WILI-TV to join the campaign. They agreed willingly. After all, they had a natural resource right at hand...the Achievers in the JA company they were sponsoring.

*Take II* welcomed the idea and set to work after their regular JA company hours (where they produced half-hour interview shows) to write copy and get to the studio for filming and recording. They received no wages for the extra hours they put in, but had the satisfaction of knowing they were improving the quality of life in their city in a very positive way.

#### SERIES PROOF

When a group of Achievers start planning a television show, there's no telling where their creativity will lead them. In Nashville, Tennessee, that creativity led to the WNGE-TV sponsored JA production of "Charlie's Cherubs," in "The Rock Star Kidnappings" caper.

"It's just like real showbiz," says Adviser Francis Eagle, WNGE's manager of promotions and Grad Achiever from Greensboro, North Carolina. "They had a story conference, sat down and basically worked out the story. Then two of them went home and wrote the script."

The "Charlie's Angels" look alikes set out to solve a series of abductions





**"Charlie's Cherubs" stars, Betsy Einstman, Suzy Saad, Lorie Powers and Michael Jameson, strike their "Charlie's Angels" look-alike pose. Photo by Tom Rogers, courtesy *The Tennessean*.**

of rock music performers in an exciting episode. Justice triumphed, of course, when local rock groups Southern Comfort, Wishful Thinking and Revenge were rescued by the Cherubs.

Even the names bore an uncanny resemblance to those of ABC stars. Betsy Einstman as Saccharina, Lorie Powers as Crisp, Suzy Saad as Killey and Michael Jameson as Bossly worked to crack the kidnappings while Charlie played himself — a desk-top talking box.

Eagle started the *Nashville Youth*

*Productions (NYP)* JA company with a lot of enthusiasm and a little advice from the pros in *Beyond Our Control* in South Bend. "Several students want to get into TV as cameramen, producers, designers or electronics engineers," he notes. "Since the students did all the behind-the-scenes work themselves, there was plenty of training involved."

Adds Achiever Ronnie Randolph, president of NYP, "Before joining JA, I didn't realize all the technical stuff involved — all the different mechanical stuff you never know

about when you just watch TV. I think everyone in the company has learned something we can really use later on."

Entertainment companies offer specialized career training. By participating in one of these companies, Achievers can add another dimension to their learnings about the American economic system. For these members, who have made early career decisions and joined a JA entertainment company, there is the possibility of artistic as well as commercial success.



# The Spirit Continues

by Iders Marsh Jr.



Iders, with wife Sylvia, whom he met at a NAJAC workshop he taught on minority enterprise development. This workshop, which Iders created and which is offered at NAJAC whenever he can get time off from his busy schedule, is geared to giving minority Achievers some exposure to opportunities for starting their own businesses, recognizing the economic power base within minority communities, and discussing the top 100 minority businesses in the U.S.

**M**y junior year in high school was the year when things really started to happen in my life. As a member of NIFCO, a JA company in Buffalo, New York, I had advisers who saw something special in all of us. The *spirit* that NIFCO had—call it enthusiasm, energy, whatever, was one I had never encountered before in my life. Recognizing this excitement, my advisers challenged NIFCO members to perform and, as the year progressed, I learned about the realities of business, the beauty of teamwork, and the frustrations of attempting to sell snowscrapers during a year of Buffalo blizzards when a shovel might have been a better product. Above all else, this was the year that being black and proud started to take on new meaning for me.

As a high school senior I rejoined JA and became president of my JA company. This inspired me then, and still inspires me, because being a black in the office of president is something that just wouldn't have happened to me anywhere else in the world. During the two years that I was a member of JA, I packed more fun

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**... this was the year  
that being black and  
proud started to take  
on new meaning for me.**

---

into maturing, learning, winning and enjoying life than anyone could imagine possible. My victories in the National Sales Contest, being named Mr. Executive of New York State, going to the Region One Junior Achievement Conference (ROJAC) and the National Junior Achievement Conference (NAJAC) and, I repeat, just the experience of being president of a dynamic company, still encourage me now.

Today, as a student at Columbia University's Graduate School of Business, I often feel as though I am exiled from everything but the demands of school. But in my mind I still have important memories which guide me and give me confidence. This confidence comes from knowing that what I did in JA on a very small scale prepared me to meet challenges which occur in society as a whole. In June I'll be graduating and going to work full time with the awareness that my career was really born in JA some nine years ago when dedicated advisers from sponsoring company National Gypsum in Buffalo welcomed me to the world of business.





Speakers Corps members: (seated from left) Mathew Kearns (Ashland, KY), Julie Wetherall (Lansing, MI), Bruce Johnson (Louisville, KY), (standing) Rosemarie Emanuele (Bridgeport, CT), Arthur Hernandez (Stockton, CA), Kathy Ko (San Jose, CA), Chip Hardt (Indianapolis, IN), Dina McFadden (Dubuque, IA), Michael Bishop (Jacksonville, FL), Paula Padgett (Louisville, KY), Daniel Eder (Milwaukee, WI), Karen Hill (Orlando, FL), Carol Maier (Minneapolis, MN), Susan Lemley (Wheeling, WV). Photo "By Albert," Diplomat Photography.

# MAGIC OF THE SPEAKERS CORPS IS NOT JUST AN ILLUSION

**E**ach year JA selects outstanding Achievers and Grad Achievers to its prestigious national Junior Achievement Reader's Digest Speakers Corps. Corps members take their enthusiasm and knowledge about JA directly to the public by giving talks to groups, such as the Chamber of Commerce, Lion Clubs, PTAs as well as other civic and business groups.

A four-day seminar in Washington, D.C., last October, helped the 1981-82 corps members improve their speaking skills while they examined how to relate to specific audiences. In lectures, discussion groups and role-playing situations, they learned how to handle hecklers; how to interest other students in joining Junior Achievement and how to interest business leaders in supporting it.

But it's not "all work and no play" for the corps during the seminar. During free time, they strengthen the bond that grows during work sessions with shared meals, laughter, concerns and talent.

Dan Eder, a University of Michigan freshman on the Ann Arbor campus, added a new dimension with his skilled magic shows. Dan was an Achiever in Milwaukee, Wisconsin where he remembers learning a love of magic from his grandfather. As far back as he can remember, his grandfather performed magical illusions at family gatherings and shared some of the simpler secrets with his small grandson.

"I was about 12 when I first got really interested in magic as a hobby," Dan reminisces. "I advanced to studying and developing my own illusions and, of



**Nothing up her sleeve . . . or in her middle was the predicament of Dan Eder's assistant at his high school magic show where Dan performed a Muscular Dystrophy Benefit Show for three years. Photo by Bernice Kiedrow.**

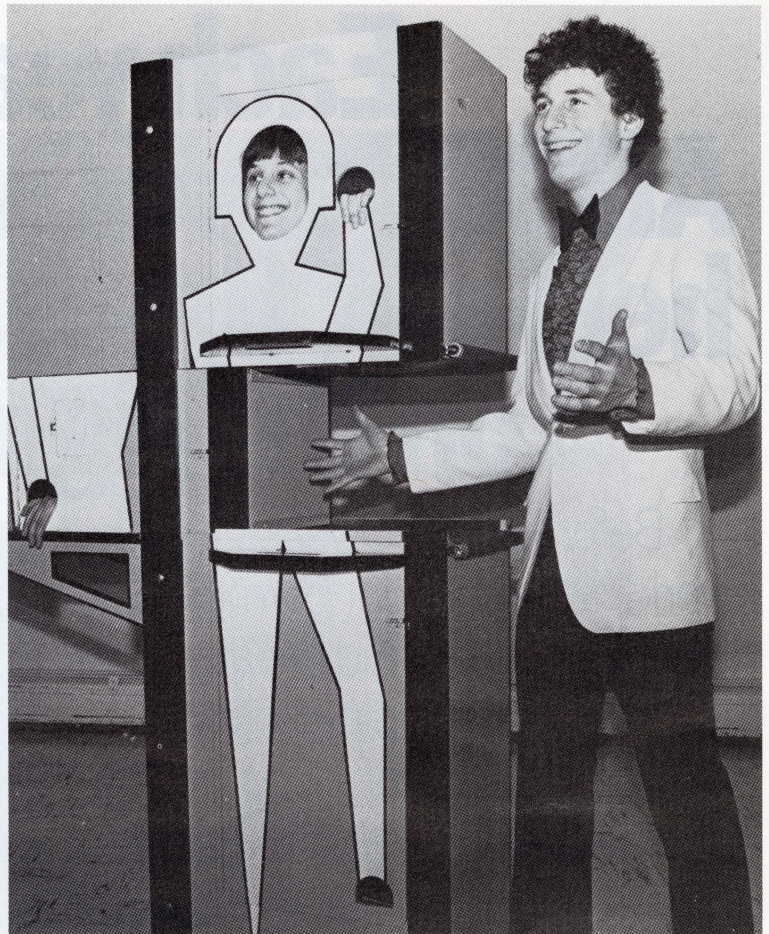
course, practicing on my long-suffering family. I was lucky too, though. I attended Nicolet High School in Milwaukee, which is one of the few, if not the only, high school in the country that has a magic club and buys its own stage illusions."

Although Dan never performed at birthday parties because he was too busy, he took part for three years in the annual high school magic revue, a Muscular Dystrophy Benefit show.

So this year, while they absorbed the magic of spreading the JA message, Reader's Digest Speakers Corps members had the fun of watching illusions with such extraordinary names as: "Eggs-Tra-Ordinary," "Eye Thru The Needle," "Topsy-Turvy Bottles," and many more.

Now the seminar is just a memory, and these JA good-will ambassadors have been busy, joining the thousands before them who have spoken out for JA at luncheons, banquets, conferences and officer-training sessions wherever they are invited. And wherever Dan is invited, you can be sure he has a few extra tricks up his sleeve.

If you would like to have one of these young people speak to a group in your area, contact Ms. Buffie Kaufman, Manager of Program Administration, Junior Achievement, 550 Summer Street, Stamford, Connecticut 06901 Tele: 203-359-2970.



## • • • HUGH O'BRIAN LEADERSHIP SEMINARS • • •

**T**hink you'd enjoy talking with the big names in politics, business, labor, journalism, entertainment and education—everyone from Muhammad Ali to former President Ford?

Every year thousands of teenagers get a chance to do both, through the Hugh O'Brian Youth Foundation. The goal of the project is to turn young people on to our democratic process, to give them a real-life look at how the free-enterprise system works and let them speak to today's leaders.

The Foundation will be conducting 56 two-and-a-half day Leadership Seminars in all 50 states and the District of Columbia. Over 6,500 tenth graders representing as many high schools will be participating at the state level this coming Spring and Summer. Top participants at the state level will be chosen to attend a one-week International Leadership Seminar in August.

To get involved you don't have to sport a great average. You *do* have to be a high school sophomore, and be able to demonstrate evidence of leadership ability through school club involvement or community volunteer work, for example. The

aim of the Youth Foundation is to seek out, recognize and reward leadership potential.

Nomination forms, posters and materials explaining the kind of experience the Leadership Seminars provide to sophomores are sent to all school principals by the NASSP each year. See your school counselor.



**Actor Hugh O'Brian founded the Youth Foundation in 1958 to promote leadership abilities in the country's youth.**



# Each year, the ARCO Jesse Owens Games help put thousands of kids on the right track.

Before Jesse Owens gained world fame and four Olympic Gold Medals, he was a kid like any other kid running on a playground.

Luckily, someone spotted his potential. And today, thousands of other children are lucky because Jesse Owens saw the potential an amateur athletic program could have for them.

Jesse Owens knew that everyone couldn't be a winner. But he felt the spirit of competition and pride of participation could give every young person a head start on life.

At Atlantic Richfield we couldn't agree more. That's why we're proud to have been a sponsor of the ARCO Jesse Owens Games for the past seventeen years. And why we're equally pleased to be a major sponsor of the '84 Olympics.



Atlantic Richfield Company

***MAKING TRACKS FOR '84.***