

2004 Student Entrepreneur of the Year

Congratulations to Seth Flowerman of Morristown, N.J., on being named the 2004 JA Student Entrepreneur of the Year. Through this award, the NASDAQ Educational Foundation seeks to recognize students with entrepreneurial spirit who have successfully applied the knowledge they have gained through JA programs.

As the president of Career Explorations LLC, Seth organizes and runs a residential summer internship program for high school students from around the country. Participants live at The Juilliard School in the heart of New York City, intern for top organizations during the day, and attend group activities such as concerts in Central Park, sporting events, and Broadway musicals in the evenings.

Flowerman, who is currently attending Cornell University, was recognized



Seth (center) is pictured here accepting his \$1,000 check from Brien Biondi, CEO of the Young Entrepreneurs' Organization (left), and Melanie Sabelhaus, deputy administrator, Small Business Administration (right).

for his achievement at JA's "Day on the Hill" event on September 8 in Washington, D.C., during a presentation by Brien Bondi, president of the Young

Entrepreneurs' Organization.

"I am honored to have been selected as the JA Student Entrepreneur of the Year," says Seth. "My experience is just another example of Junior Achievement's commitment to educate students through high-quality programs."

NASDAQ Educational Foundation

Special thanks to the NASDAQ Educational Foundation for their sponsorship of this award, and to the Young Entrepreneurs' Organization and the World Entrepreneurs' Organization for judging this year's award recognition.

Heritage Society Founding Members



John and Sam Dickinson



Michael D. and Pamala A. Towers

John Dickinson began his association with JA in 1954 as program director in Minnesota, and retired 40 years later as the JA of Chicago president. He received two Hook Awards, was inducted into the JA Professional Staff Hall of Fame, and continues to be active in the organization as a JA Pioneer.

"It's pay back time! Junior Achievement gave me my wonderful wife, Sam, as her mother was the executive secretary at the Minneapolis Junior Achievement. Additionally, JA gave me the most interesting, exciting, and meaningful career to pursue. My JA career gave me the respect of my family, friends, peers, and community," says Mr. Dickinson.

Michael Towers is retired executive VP-retail financial services, Washington Mutual. After his retirement in 1995, Michael became Director of Duckhorn Wine Co. Since joining JA of Washington's board in 1992, his impact on the organization has been significant. He has chaired or co-chaired many successful fundraising campaigns for JA of Washington. Michael joined the national board in 2002.

"We believe the best way to repay the help we were given in our early years is by helping the next generation of young people. JA has been a focus for us and this gift will allow us to continue helping long after we are gone," says Mr. Towers.

Membership is open to those who include JA in their estate planning. Founding Members are those who notify Junior Achievement of their plans by June 30, 2005.

For more information on JA's Heritage Society, please contact Debra Stinton Othitis, VP Development - JA Worldwide, at dothitis@ja.org or 719-540-6191.

Funding Received to Focus on After-School Programs

The establishment of Junior Achievement 85 years ago started by teaching youth about business and economics during the after-school timeframe. While much has changed over the years, the need to provide valuable after-school programs has remained essential.

With the receipt of a \$4.9 million federal appropriation in July of 2004, the future of JA in after-school markets is more promising than ever. Partnering with the Office of Juvenile Justice and Delinquency Prevention, JA will address the after-school needs of children in America by executing a three-year strategy to research, develop, implement, and evaluate highly experiential after-school curricula for elementary, middle grades, and high school students. Delivered by JA volunteers, the programs will reduce the number of children who go unsupervised after school, decreasing the risks children may otherwise encounter during that time.

On Board JA Worldwide Board of Directors Profile



John S. Scheid
Chairman,
American Insurance
Group, Global Leader
Insurance Assurance
and Business
Advisory Services
PricewaterhouseCoopers
LLP

our future," says Mr. Scheid.

With the selfless support of Junior Achievement provided by John Scheid, there is no doubt he's helping form that

John Scheid's philosophy behind supporting Junior Achievement is simple. His impact on the organization, however, is far from it.

"I became involved with JA because I feel we must all contribute to the formation of a brighter future... children will become our future leaders and I hope to help provide a solid foundation for

"solid foundation" for tomorrow's future.

As the Global Leader of PricewaterhouseCoopers' (PwC) Insurance Assurance and Business Advisory Services organization, and Chairman of PwC's Americas Insurance Services Group, John Scheid is responsible for all services delivered to the insurance industry. As a member of JA's board, he is chair of the JA Worldwide Audit Committee, and was a member of the "Group of Ten" which developed the guiding principles for the merger of JA Inc. and JA International.

PricewaterhouseCoopers has been a tremendous supporter of JA around the world. Last year alone, PwC provided nearly 1,000 volunteers to JA classrooms, and nearly \$1 million in support of JA Area Offices, Member Nations, and the JA Worldwide Headquarters.

John resides in Milwaukee with his wife Deborah and children Monica, Anne, and Paul.



Visit www.ja.org to register for this prestigious event.

JA Opens New Museum Containing 85 Years of History

Junior Achievement's Worldwide Headquarters recently unveiled a newly-renovated lobby and atrium, the *JA Pioneers Museum of Junior Achievement History*, including a museum display open to the public chronicling Junior Achievement's 85-year history.

During the ribbon-cutting ceremony on October 7, 2004, more than 150 people were in attendance, including The El Pomar Foundation's chairman and CEO, William J. Hybl, president and CEO of the El Pomar Foundation and JA board member, Thayer Tutt Jr., and Colorado State Senator Andy McElhaney. The renovation and addition of the archives were underwritten by The El Pomar Foundation, the Lilly Endowment, and current and former JA associates who donated \$200,000 to the project. Features of the museum display include products dating back to 1919 made by JA students, a



The ribbon-cutting ceremony (from left to right): JA student docent Justin Hunter, JA Pioneer John Dickinson, JA Worldwide President and CEO David S. Chernow, JA Pioneer Jim Hemak, The El Pomar Foundation's chairman and CEO William J. Hybl, JA Pioneer Gil Folleher, JA Pioneer Pam Hicks, and JA student docent Ellie Onstott.

including all the wonderful people from the JA Worldwide Headquarters, the JA Area Offices, the JA Pioneers, JA Alumni, foundations, and friends. You can be proud of preserving JA Worldwide's past, present, and future."

Junior Achievement's 50 Millionth Student

Manchester, N.H., teen David Washington was recently selected as the symbolic "50 millionth Junior Achievement student" since the organization began in 1919, during a ceremony in Washington, D.C. As part of his trip to the nation's capital, David went to Capitol Hill, where he met with members of the New Hampshire Congressional delegation, including U.S. Senator Judd Gregg. David was also honored at an awards dinner and ceremony hosted by JA and emceed by PricewaterhouseCoopers CEO and JA Worldwide Co-Chairman Sam DiPiazza.



David Washington

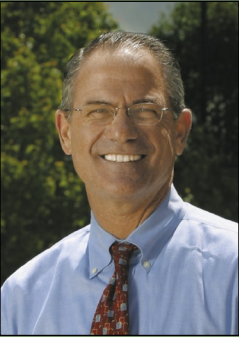
The 16-year-old Washington is president of his own student company, the Hot Spot Canteen, a snack shop run after school out of the Manchester Housing Authority Youth Center. The program helps teens set up a company and learn the basics of business, such as creating financial statements and running board meetings.

"David's entrepreneurial spirit serves as a wonderful example of the enterprising vision many of today's young people possess. We are extremely pleased to have David represent our organization as its 50 millionth student," said David S. Chernow, president and CEO of JA Worldwide.



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From the President’s Desk



David S. Chernow
President and Chief
Executive Officer

As we prepare for a new year, I can say without hesitation that Junior Achievement is experiencing some of the best and most successful times of its 85-year history. Teaching children about the economics of life is what we do. We do this with ever-increasing resources and exposure, better programs, and operational effectiveness. But in the end, it is the people involved with this great organization that make such a huge difference.

Some of the real champions that make this organization great are the tremendous staff of employees around the world, the selfless and inspiring pool of classroom volunteers, the teachers who see JA as vital, the students who participate in each JA lesson with an open mind, and the generous contributors and board members who never stop perpetuating JA Worldwide’s mission.

This issue of *Futures* highlights a number of people that help define Junior Achievement. The recent reconstruction of JA Worldwide Headquarters’ lobby, and our tremendous strides in the Middle East are shining examples of exactly how the people of JA Worldwide are making a difference. JA Worldwide will never forget where we came from and the importance of our past, and we will continue to impact the lives of new and different young people around the world. The people of JA Worldwide have made the influence of our history incalculable, and continue to make our future limitless.

As president and CEO of JA Worldwide, I am proud to be one of the people who has helped make this organization what it is today. I believe that in 2005 and beyond, JA will continue to be relevant, inspiring, and impactful, and our mission will continue to be vital to those who build the future.

Nearly One-Third of Teens Believe “You have to Bend the Rules to Succeed,” According to JA/Deloitte Poll

In a surprising increase from a similar poll conducted last year, nearly one-third of teens surveyed believe you have to “bend the rules to succeed,” according to a new Junior Achievement/Deloitte & Touche USA LLP poll conducted by Harris Interactive. Only 20 percent of teens gave the same answer in last year’s poll. In addition, more than 8 out of 10 (83%) teens turn to their “Friends” for help in making ethical decisions, followed by “Parents” (68%), “Teachers” (27%), “Internet” (24%), and “Clergy” (14%). “Boss,” “Library,” and “School Counselor” were rated in single digits.

More encouraging is the percentage of teens who think people who practice good business ethics are more successful than people who don’t, which jumped to 62 percent in 2004 from 56 percent in 2003.

“JA has a long history of teaching young people about business,” said David S. Chernow, president and CEO of JA Worldwide. “The main reason the free enterprise system remains so successful is that it is built upon a foundation of ethical behavior. It is imperative that we as adults emphasize the importance of ethics to our young people in order to keep our free enterprise system, and our nation, strong.”

The poll of 624 teens between the ages of 13 and 18 was conducted between July 9 and 23, 2004 as part of the *Excellence through Ethics* curriculum, a \$1 million initiative of Junior Achievement and Deloitte to promote business ethics among today’s youth. The poll has margin of error of +/- 3.9 percent.

Job Shadow 2005

Mentors light the way

This year’s Job Shadow initiative will kick off on Wednesday, February 2, 2005.

Job Shadow Day is the start of a year-round effort that gives young people a chance to see various occupations up close by shadowing “career mentors” in the workplace.

Special thanks to title sponsor ING, associate sponsors Nelnet and Valpak, and local implementation sponsor Best Buy Children’s Foundation, for their support of Job Shadow.

Call your local Junior Achievement office or visit www.ja.org to get involved!



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JA Overseas: Expansion in the Middle East

Initiatives in the region help students learn the economics of life

With JA Worldwide moving forward in positive and effective ways all across the globe, there is not a better example of JA’s increasing exposure and impact than that of the strides being made in the Middle East.

The INJAZ Arabia project is a new initiative made possible through the support and partnership of the U.S. State Department’s Middle East Partnership Initiative, the United States Agency for International Development (USAID), ExxonMobil, Citigroup, INJAZ Jordan, Save the Children Federation, and other corporate sponsors. The goal of this initiative is to establish 12 self-sustaining JA/INJAZ organizations in the Middle East during the period of 2003-2006 in Bahrain, Egypt, Lebanon, Oman, Qatar, Morocco, United Arab Emirates, Kuwait, West Bank/Gaza, Algeria, Yemen, and Saudi Arabia.

INJAZ, which in Arabic means “achievement,” is expected to reach more than 100,000 students cumulatively over the three-year period in the Middle East. The program will provide an ever-increasing number of Arab students with a fundamental understanding of business, economics, and the global economic interdependence of nations around the world, as well as the skills necessary to become successful, productive citizens.

The development of JA/INJAZ programs in the Middle East began with a partnership between USAID, Save the Children, and Junior Achievement to establish INJAZ Jordan in 1999. Since that time, INJAZ Jordan has grown to impact close to 30,000 young people a year, and has adapted and translated six Junior Achievement programs into Arabic. These programs are now offered to other JA/INJAZ organizations starting up in the region.

“JA Worldwide is extremely excited about the continued success of program implementation in this part of the world, and sees no end to the inspiring and positive impact our programs have on young people in the Middle East,” says David S. Chernow, president and CEO of JA Worldwide.



(Above) Ahmed Mohsen, 13, may come from an underprivileged district in Egypt, but he intends to one day live a life of privilege thanks to an INJAZ program that taught him the value of hard work and a little bit of saving.

(Right) An atmosphere of friendly interaction between the JA volunteer and JA students, during a lesson on business ethics – JA Jordan

