



## International Dateline October - December 1999

### *Lasting Impressions*

#### **Business Executive now a Big Supporter After Visit with Ukranian Student**



When Roger Jones, an executive from Battle Creek, Michigan, went to Ukraine on a business trip four summers ago, he had no way of knowing he would learn about Junior Achievement - an organization he put his heart and soul behind upon returning to the US.

But that's exactly what happened.

Jones, vice president of public relations with Felpausch Grocery in Battle Creek, spent two weeks in Ukraine in 1995.

During his stay, he began to realize his interpreter -- a young man in his early 20s -- had an impressive knowledge of business and open markets. This surprised Jones, since the

interpreter was from a country where free enterprise was just getting started. When Jones asked him how he knew so much, the young man said he learned it through a Junior Achievement program.

"I immediately recognized the name Junior Achievement, but I really hadn't been involved with it," Jones says. "It opened my vision and I began to think more about JA at that point."

Jones' introduction to JA wasn't over yet. A couple days later, he met a Peace Corps Volunteer who was teaching economics to young people in Ukraine. You guessed it -- with JA textbooks.

"Those two experiences really made me realize how important JA is, not only locally but internationally, too," Jones says. "It has inspired me to support JA and to get the word out about all the good it does."

When Jones returned, he began "walking the talk." He is now one of JA's best supporters. He's currently co-chair of the JA board in Battle Creek and Felpausch contributes many volunteers and much funding.

"We're doing the right thing with JA," says Jones.

An interesting side note to this story: The president of JA in Battle Creek, Linda Wendt, spent time earlier this year helping JA in Jordan get started. One of her main messages to the leaders of JA there was the importance of name recognition. She had a perfect example to share.

## ***Lithuania Holds Europe's First JA Business Hall of Fame Event***

Lithuania hosted the first European JA Business Hall of Fame ceremony on October 19, 1999, at the Villon Hotel in Vilnius. The Hall of Fame honors business people whose activities and personal conduct make a considerable contribution to the development of the national economy and promotion of the public welfare.

"A Business Hall of Fame recipient must be a business leader, a person of excellent reputation and high moral standards, who contributes to the development of the society -- a business person who achieved long-lasting results," said Mr. Petras Narbutas, chairman of Junior Achievement of Lithuania.

The three recipients were chosen from a field of 70 candidates.

The 1999 inductees were: Antanas Trumpa, managing director of AB Rokiskio Su-rio, Valentinas Milaknis, managing director of AB Alna and Julius Niedvaras, chairman of AB Vilniaus Bankas.

All three men recalled the beginning of their careers and shared optimistic views on the prospects of their companies and Lithuania.

The Honorable Keith Smith, U.S. Ambassador to Lithuania and one of the event's speakers, said "JA is a vital part of Lithuania's ultimate success as a full market economy."

In his speech, Hugh Thomas, senior partner at Price Waterhouse Coopers -- the event's primary sponsor -- said his company is a major sponsor because Lithuania needs role models of "successful business men and women who can inspire and motivate others."

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## ***World Record***

### ***A Brief Overview of Junior Achievement Around the World***

## **Central and Eastern Europe Hosts Its First JA Student Conference**

The first-ever JA of Central and Eastern Europe Student Conference was held July 24-26 in Bucharest, Romania. Thirty-eight students from eight countries (Albania, Bulgaria, Hungary, Macedonia, Moldova, Poland, Romania and Turkey) took part in seminars on marketing, distribution, retailing and franchising. Students also toured Bucharest, competed in a MESE (Management and Economic Simulation Exercise) tournament, attended workshops on interviewing and target marketing.

The 2000 conference is scheduled for July 2000 in Slovakia. Cindy Gibb, JACEE Regional Director of Development, based in the Czech Republic, says many improvements are slated for next year's conference. "We hope to raise enough money to include all 16 member nations of JA Central and Eastern Europe," says Gibb.

Gibb says they plan to extend the conference to four days, improve promotion of sponsors, include cultural sensitivity training and find a more isolated location. Students will also be challenged to find solutions to actual business problems.

The 1999 sponsors were: Bata (COMPAR S.p.A., Italy), Motorola, Canadian International

Development Agency and the United States Peace Corps.

For more information or to share company names that may be interested in participating call Gibb at 420-67-721-9084 or e-mail her at [cindy@mbox.vol.cz](mailto:cindy@mbox.vol.cz).



### **Estonia**

JA of Estonia held a conference in October for the Baltic States entitled "The Role of Business Education in Developing Entrepreneurial Spirit of Young People." More than 70 people participated: students, teachers, principals and other stakeholders. Attendees helped draft a memo to chambers of

commerce ministries of finance and area governments stressing the importance of cooperation among businesses and schools.



### **Mongolia**

The first lady of Mongolia paid a visit to JA's office in Mongolia earlier this year to find out more about what the organization is doing. "The staff of Junior Achievement of Mongolia is doing a good

job increasing Mongolian kids' economic knowledge," she said. "The international business management competition is useful for introducing Mongolian students to the world of business."



### **Armenia**

More than 300 students and 20 teachers took part in JA of Armenia's annual summer camp. Students who score best on economics and civics tests get to attend the event. They studied the stock market,

advertising and law. Several VIPs visited the camp, including the U.S. Ambassador to Armenia. This was the camp's fifth year.



### **Croatia**

JA of Croatia is conducting an experimental program this year that includes teaching students as young as five about free enterprise. The pilot phase is designed as an extracurricular program at 14

schools. The Ministry of Education is expected to approve the program for all schools in Croatia next year.



### **Japan**

Students from the top CYBER team in the 1999 HPGBC won an all expense paid trip to Tokyo, Japan in August, compliments of Yoshi Nakamoto, COO, JA of Japan. The students, who competed

as a team via the Internet from their respective countries for six months, met for the first time in person in Tokyo. They took a first-class tour of the city including a visit to the world famous GUNSA shopping district and a ride on the Bullet Train.



### **Russia**

Russia conducted the Tula International Trade Fair of student companies earlier this year. More than 200 people representing 28 student companies participated. The fair's goal was to encourage

students to think globally about business affairs and to develop relationships among achievers from various countries.



### **Argentina**

JA Argentina held its biggest-ever annual award dinner this fall. "Night of the Heroes" recognizes its outstanding board members, volunteers and supporters. JAI board member George Helland

from Texas attended and told the crowd of more than 600 that JA Argentina was an integral part of the JA International family. He noted Argentina's accomplishments, including the Fuqua Global Excellence Award for the best JAI member nation. Helland reported that a car was raffled and that people danced till 3:30 a.m.

**Brazil**

Junior Achievement of Rio Grande do Sul, Brazil is celebrating five years of serving youth. JA has reached more than 90,000 students in over 60 cities throughout Brazil. Next year's goal is to

reach 80,000 more students. Brazil took second in the 1999 Hewlett-Packard Global Business Challenge.

**Switzerland**

Switzerland signed a contract with JAI in October to become an official member nation. We welcome Switzerland to the JAI family. Please send a welcome email to Udo Sollberger,

Managing Director JA of Switzerland at [ja@bild-ton-text.ch](mailto:ja@bild-ton-text.ch).

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## *Chairman's Report*

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**Mark Suwyn**, Chairman & CEO, Louisiana-Pacific Corporation  
Chairman, Junior Achievement International

Our cover story this issue is a good example of how important name recognition is for organizations. I have to admit I am proud to be a part of Junior Achievement, an organization that has achieved this name recognition. More importantly I'm proud of the respect this organization has secured in the U.S. and is now gaining around the globe.

It's easy to see why Junior Achievement has this respect: it has earned it by doing exactly what it claims, and doing it masterfully. It has performed for 80 years and I have no doubt it will do so for the next 80.

I believe this because I see proof of JA's performance every time I'm around JA students. The meeting between Mr. Jones and his interpreter could easily have been inconsequential. But it wasn't. Because of the job JA does, that meeting had far reaching implications for many more students, teachers and communities in Michigan where Felpausch operates.

I join Mr. Jones in challenging you, as a supporter of JA, to continue to help spread the word about JA and all it does to help make a brighter future for us all.

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## *Awesome Junior Achievers*

### **Student Can't Shake Junior Achievement's Influence:**

## He Brings Switzerland on Board as Member Nation

When the JA bug bites, oftentimes there's no remedy. That's certainly the case with Udo Sollberger.

It all started 15 years ago when Udo, from Switzerland, went to Seattle, Washington as a high school exchange student. In Seattle, Udo got bit -- the culprit? JA's Company Program.

"I was president of the 'People Patchers' and we actually turned a decent profit. We returned \$2.30 for every stock that originally cost \$1," says Udo. "It didn't make me rich, but it did leave a lasting impression."

A lasting impression indeed. He decided to take his JA experience a step further -- a big step. Udo wanted to start JA in Switzerland.

"Every couple of years I would remember my experiences with JA in Seattle," Udo says.

This summer he decided it was "the right idea, at the right time, in the right place." That same day, Udo called JAI to get the details. Things moved quickly: Udo signed a business agreement in October, and JA Switzerland was born.

"My hopes are high that I can keep achieving with Junior Achievement and help many more people learn how business skills can improve their lives."

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## HPGBC 2000 Announcement

*Putting Their Stamp on the Future*

Details of the Hewlett-Packard Global Business Challenge 2000 are now official. Competition begins with the first round February 21 through April 7, 2000. The final round will be August 17 at Hewlett-Packard's headquarters in Palo Alto, California.

Students will compete for more than \$7,000 in cash and prizes and \$40,000 in travel scholarships. Schools can register for \$75 per team at [www.jaintl.org/hpgbc](http://www.jaintl.org/hpgbc). Registrations are due February 11, 2000.

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## On Board

*A Profile of Junior Achievement International Board Member*

### New Member

Jann Westfall cares about youth.



And she proves it with her long history of supporting youth and non-profits while she was with Levi Strauss and Co., and today as the retired president of the company's SLATES Brand. She's particularly active in the American Youth Soccer Organization, local public schools, and, of course, Junior Achievement.

She sees Junior Achievement playing a vital role in educating young people.

**Janice Westfall**  
*President*

"There is no more effective way to promote a pro-business climate in the countries of the world than by educating our youth on the benefits of a free



*SLATES Brand* market economy, and JAI has high quality, innovative programs which do just that," says Westfall. "I am very pleased to have the opportunity to influence the *Levi Strauss and* strategic direction of this important global organization."

*Company*

She certainly has the experience and business savvy to help JAI.

Westfall holds an M.B.A. from Stanford Graduate School of Business and is a 27-year veteran with Levi Strauss and Co. She has been the general manager for Levi Strauss and Co. in both the United Kingdom and New Zealand. While in the U.K., she led the company to record profit levels and ROI levels during a severe economic recession. She also piloted a new global management compensation/award program there that was so successful it was implemented globally across the corporation. In New Zealand, Westfall doubled profits and ROI in a mature market and increased brand share to the highest level within Levi's worldwide.

As president of the SLATES Brand, she led the team that created and launched the first new brand in the company's history and achieved a 97 percent consumer satisfaction rating and 30% brand share within two years with innovative products and marketing programs.

## Country Profile

Year Founded: 1976

*Jeunes Entreprises  
Jonge Ondernemingen  
of Belgium*

Number of Students

Served: 3,740 per year



Since its inception in 1976, JE/JO of Belgium has been teaching young people from ages 16 to 25.

Its program focus is primarily the student company where 10 to 20 students participate for three to four hours every week. Most student companies return 20 to 30 percent profit to shareholders.

Today, 287 Belgian high schools host 355 student companies. JE/JO hosts several local competitions where student companies challenge each other for a berth into an annual national contest. The national winner then competes in a Europe-wide competition.

During the 1997-1998 school year, 582 business volunteers gave time to help the students.

Because Belgium is a multi-lingual and multi-cultural organization, instructional materials are published in both French and Flemish. The JE/JO staff is bilingual with staffs for each language.

### Belgium

Population: 10,200,000

Percent of Population Less Than 15 Years of Age: 18%

Board Members: 28

Annual Budget: US\$600,000

Languages Spoken: Dutch, German, French

President: Andre Vander Elst, Chairman of the Executive Committee

Programs: High School Company Program, MESE, GLOBE, HPGBC

Financial Contributors: Belgacom, COCOF (Brussels Government), CUBIC, De Generale Bank, Flemish Government, Microsoft, Walloon Government

Funding and management for JE/JO comes mainly from the local business community, however the French and Flemish governments help. For many years the largest private supporter has been Generale de Banque. Microsoft and IBM have given office and electronic equipment. The Flemish program has seen a great deal of growth during the 1990s, and funding has been increased to match that increase.

As JE/JO approaches a quarter century of serving youth, its future is bright. JE/JO plans to offer in-school programs to younger children -- next year's goal is to reach 5,000 students.

Because public education in Belgium is controlled by the Ministry of Education, the prospects for introducing in-school programs is limited. But, JE/JO has conducted pilot programs with American and Czech Republic high schools. JE/JO has also conducted student exchanges with JA in Canada and plans to do the same with other European countries.

JE/JO plays an active role with JA International -- for example, its superb hosting of the 1999 Hewlett-Packard Global Business Challenge Championship Round in September 1999.

JE/JO is also a strong supporter of the European Federation of Young Enterprises, headquartered in Brussels since the beginning of the decade.

## *A Blast in Brussels*

### **Students from Belarus Win 1999 Hewlett-Packard Global Business Challenge ... They are Now the Best Business Decision Makers in the World**

Students from Minsk, Belarus, were named best business decision makers in the world when they won the 1999 Hewlett-Packard Global Business Challenge in Brussels, Belgium, in September.

The Belarusian students defeated 832 student teams from 43 countries in all 24 time zones during eight months of competition to win the event.

The student teams have been 'virtual managers' entering decisions on price, production, marketing and research and development and plant capacity via computer software that simulates a business. A composite score of retained earnings, market share, growth, productivity, plant capacity, and brand name awareness determined the winner. Each team began the competition with stock worth \$99. The ending stock value for the Belarus team was \$2,415.

Only the top eight teams advanced to the finals in Brussels.

The Belarusian students took home \$3,000 (USD).

"These were the best-of-the-best Junior Achievement students from around the world," said Lee S. Ting, vice president and managing director of geographic operations for the Hewlett-Packard Company in Palo Alto, Calif. "Hewlett-Packard is proud to sponsor the event."

Ting announced in Brussels that Hewlett-Packard would sponsor the 2000 Hewlett-Packard Global Business Challenge. That makes five consecutive years of HP sponsorship.

"Junior Achievement International is grateful to Hewlett-Packard Company for its commitment to JA and especially this competition," said Sam Taylor, chief operating officer of JAI. "The HPGBC has become a popular competition involving students from all around the world thanks to Hewlett-Packard's support."

Other finishers were: Porto Alegre, Brazil, second place (\$2,000); Buenos



Dmitry Dalharukau and Hanna Murauskaya of Team ORACLE from Belarus capture \$3000 for first place.



Team Hotdog of Lithuania enters decision into the computer

Aires, Argentina, third (\$1,000); Mexico City, Mexico, fourth (\$500); and Vilnius, Lithuania, fifth (\$250).

Honorable mentions went to Vilnius, Lithuania; Mexico City, Mexico and Tokyo, Japan.



Carlos Jeckel and Luciana Vogel of Brazil analyze company reports

## *World Championships Held in Belgium*

It was anything but business as usual in Brussels, Belgium, when JA students from around the world descended on the city in September for the fourth annual HPGBC final round.

It seems anywhere JA students go, excitement and enthusiasm erupt and take over. Such was the case at this year's business challenge.

Before the temperature of competition rose, students received first-class treatment with a tour of Brussels including a visit to the European Parliament and many other great sites.

Hewlett-Packard hosted the final round at an old movie theater in Brussels that had been converted into a modern cyber theater with access to the World Wide Web through dozens of PC stations. The competition took place on Thursday, September 9, 1999. After several hours of intense rivalry, Belarus broke from Brazil at the wire to emerge this year's champ.

Following the competition, students and other participants enjoyed a VIP dinner and awards ceremony hosted by Hewlett-Packard Company at the famous Metropolitan Hotel.

JAI would like to extend a special thanks to Hewlett-Packard Company and Jeunes Entreprises Belgium for planning and hosting a spectacular event.



Bill Glass, President, Harvard Associates, watches Team ORACLE enter data.



Brazil reviews Round 5 results



Japan proudly displays its flag in honor of making it to the Final 8.

***"These are the  
best-of-the-best Junior  
Achievement students from  
around the world," Lee S.  
Ting, Hewlett Packard  
Company***



Lee Ting, HP, welcomes student teams to Brussels CYBER Theater.



*In keeping with the mission of  
Junior Achievement, the  
purpose of the Hewlett-Packard  
Global Business Challenge  
is to continue to inspire young  
people to value free enterprise,  
business and economics to  
improve the quality of their  
lives.*



JA students from the top 8 teams in the 1999 Hewlett-Packard Global Business Challenge gather at Hewlett-Packard's corporate office in Brussels, Belgium in preparation for the 1999 Championship Round and VIP tour of Brussels.



Mexico was well-represented in Brussels!

*"The HPGBC has become  
a popular competition  
involving students from  
all around the world  
thanks to Hewlett-Packard's  
support," Sam Taylor, JAI.*



Over 100 dignitaries and guests attend the Awards Dinner at the famous Metropolitan Hotel in Brussels.

[Junior Achievement International](http://www.jai.org)