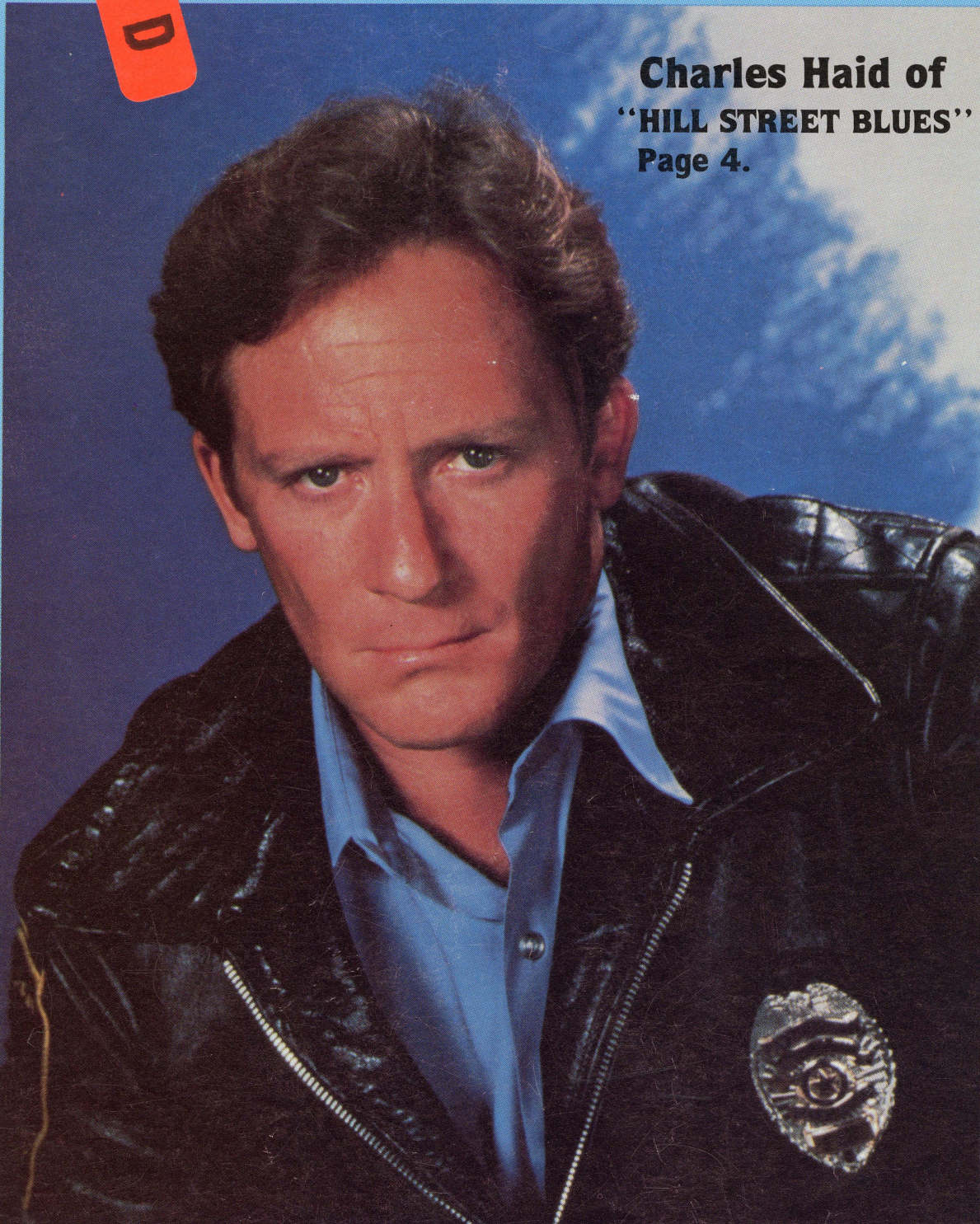


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# ACHIEVER<sup>TM</sup>

The Junior Achievement National Magazine



**Charles Haid of  
"HILL STREET BLUES"  
Page 4.**

FEBRUARY 1983

75 CENTS



Love,  
compassion  
and learning...  
so that today's  
children  
may become  
tomorrow's  
heroes.

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# ACHIEVER™

February 1983

Volume V 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.**

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# *Charley Haid Runs On*



## *“Automatic Pilot”*

“**I** was sort of a ‘junior achiever.’ When I was first starting out, in the seventh and eighth grades — junior high time — I had something called ‘The Haid Theater’ which was a puppet theater. My mother knew that I loved shows and entertainment, which probably came from my grandfather who was very much an entertainer. One day she bought me this puppet stage and said, ‘I found this woman who makes these wonderful puppets,’ and gave me a couple of them. I built a whole repertoire around them. I developed a bunch of characters and shows and played for birthday parties every weekend. I was making \$10 a show which wasn’t bad at that age,” explains Charley Haid, two-time Emmy Award nominee for his role as officer Andy Renko on NBC’s “HILL STREET BLUES.”

“In high school,” remembers Haid, “I was editor of the sports section for the school yearbook. I was in the glee club. I was also in the Boy Scouts until I was a sophomore. I was involved in a lot.”

“Then in 1960 and ’61, my junior and senior years of high school, I played in a band called ‘The Enchanters,’” remembers Haid who graduated from Palo Alto High School. Palo Alto, California, is 30 miles south of San Francisco on the peninsula; and, when Haid was growing up, it was a town of 32,000 people with about 1200 students at the high school. Haid, the son of a lawyer, remembers the small-town atmosphere where “you knew everybody.”

“I played electric guitar, and we used to play for YMCA dances and school dances. We would make around \$100



divided by the five members. Those years in America signaled the end of a certain kind of innocence," observes Haid, thinking of the "long-hair, drug culture of the later '60s."

### GRANDFATHER IN INSURANCE

"By the way, I'd like to tell you about my grandfather. His name was Roy S. Folger and his story is most unusual. There is a club in San Francisco called The Bohemian Club. It is a famous private club and all the business leaders of the west coast belong to it.

"During the 1930s my grandfather was the Master of Ceremonies for their shows and he was a wonderful piano player as well. He was a bit of a legend in San Francisco and he was extremely popular with California's business leaders — the \*Giannini's of the Bank of America, the Fleishackers, the Floods, the Crocker Bank people — all old families — made up the clientele of The Bohemian Club. At one point they held a testimonial dinner for him. All these very rich, powerful, influential moguls got together and, to show him their appreciation for his talent, they gave all of the insurance for their large companies to him. It was a shock and a wonderful surprise for him. He had been working for another insurance company and they set him up with his own company, the Royal Globe Insurance Company.

"My grandfather was a kind and unpretentious man. He was an important influence on me as I was growing up," states Haid, whose recollection of his teenage years is very thorough.

### SPORTS IN HIGH SCHOOL

"Besides playing in the band, I was also quite an athlete." "I made 'all league' in football. I was a bone crusher; I was bad news. I played center and middle linebacker. I still have teeth on the field somewhere," remembers Haid.

"But athletics are, for the most part, healthy activities. You get a sense of teamwork . . . a sense of working with other people. You also have a lot of fun. And athletics are another way to give yourself a chance to see what you can achieve," says Haid.

"I think that a lot of the opinions that you form about yourself in high school, you'll find catching up with you in later years. You'll find yourself doing things years later that occurred to you during your teens. The more things you do and the closer you can get to knowing yourself in your teens, the more you'll find yourself kicking into that gear where you are just doing things rather than thinking about them," states Haid. "It is like skiing or doing any good sport, or like designing a computer program, or being a good actor . . . it is like anything . . . once you know how to do it, it's automatic pilot and it is the greatest feeling in the world — to just be doing it."

### FROM HIGH SCHOOL TO PRODUCER

Charley Haid graduated from high school, went into the Navy Submarine Corps and, on returning to California, attended a junior college. He found himself "mysteriously" drawn to the Drama Department.

"I was fascinated with every aspect of it. And I decided that I wanted to be a director. I directed all kinds of things and I put together, actually produced, a benefit for civil rights. I did it all myself . . . I nailed up the posters, got the press releases out, hired the talent . . . basically what I did is make a larger puppet show. But this time I used people," said Haid.

"It was the strangest thing because I did everything. I wanted to be a producer so I produced something. Simple as that! Once I started, once I produced that benefit, that helped me get into what most people would consider the best drama school in the country, the Carnegie Institute of Technology in Pittsburgh. My college time was very productive for me. I directed a lot of plays and learned so much. And then, after earning my degree, I went to New York," says Haid who holds a B.F.A. in Theater Arts.

"Well, what happened was . . . I had ingrained in myself that feeling of 'I'm not afraid to try anything.' Well, when *GODSPELL* came along, I went into automatic pilot and made the correct phone calls and became the associate producer of that play which is the biggest per capita hit in the history of the business. It opened for \$21,500 Off Broadway and we made \$12 million," relates Haid.

Haid explains that after seeing a workshop production at the Cafe Lamamba, he called the "only" producers he knew in New York and they came to see it. They thought it was terrific too and all three decided that Stephen Schwartz, who also wrote *PIPPIN*, should be asked to write the music.

"I called Stephen Schwartz on Long Island and he came to see the last performance of it on a Sunday night. Monday morning we all sat down to talk and one month later we all heard Schwartz play 'Day by Day.' I was so much on automatic pilot at that time that I didn't even realize what I had done. I worked at getting it together and then went on tour as assistant stage manager with the New York Shakespeare Festival. When the summer was over, I went to Europe. When I came back from Europe, I had a pile of checks on my desk and all of a sudden I had gone from having nothing . . ."

Haid continues explaining his success, "And it all came through school. The cast went to Carnegie Tech, the writers went there, I went there. The same thing happened with 'HILL STREET BLUES.' The show revolves around Steve Bocho, our producer. Steve's wife, Bruce Weitz (who plays Belker), and I all went to school together at Carnegie Tech. We've known each other for 12 to 13 years."

### RENKO ON HILL STREET

Zeroing in on the role he plays on "HILL STREET BLUES," Haid explains, "I'm trying to do something with this guy. I've been nominated for an Emmy twice for this character because it is strong. I get a lot of mail from young people. Inner city kids write to say that Renko knows how to take care of business. 'Taking care of business' means to administer justice in a swift and fair way. He is someone who doesn't compromise.

"If you 'get' Renko, that is, get what Renko is about," continues Haid, "then you have a real understanding of the basis of prejudice and of misunderstanding because Renko is a very confused and frightened man in that area. And the reason I try to make it funny is because I

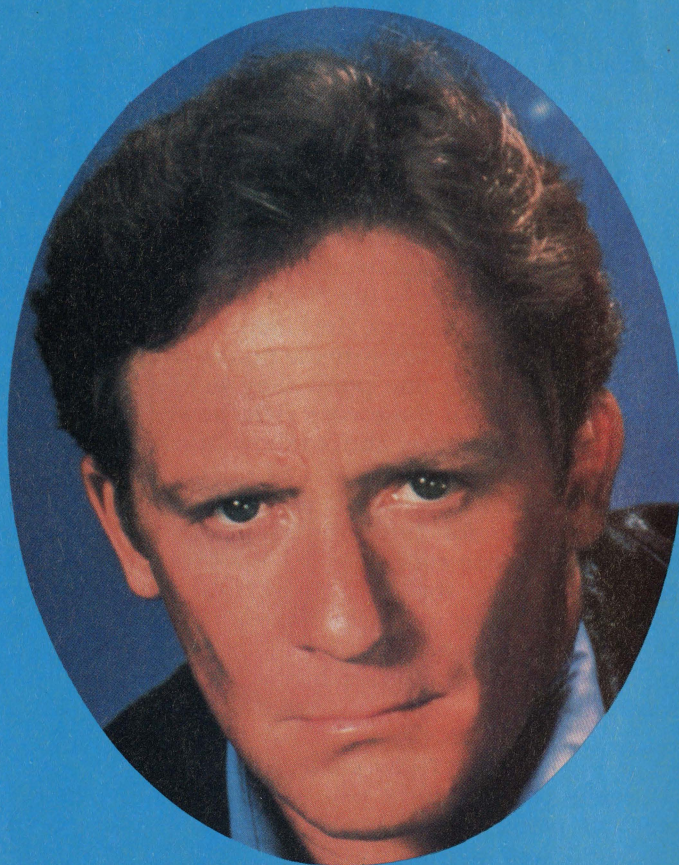
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\*A.P. Giannini is a member of the Junior Achievement National Business Hall of Fame.





Right-hand page: Officer Andy Renko (Charles Haid) and his socialite girl friend, Teresa (Helen Shaver), attend a party, in "A Hair of the Dog" in NBC-TV's Emmy winning "HILL STREET BLUES." Photo courtesy NBC Press Department.



Scenes from NBC's "HILL STREET BLUES," now in its third season. Photos courtesy NBC Press Department.





think in a certain sense it is funny for it is absurd that people are afraid of another person because of the color of their skin or because they are from some place else."

"Renko is color blind when it comes to his partner because of their relationship. He doesn't see his partner as black, he sees him as his partner. I think that that is how you have to see people. If you spent your life characterizing people by what they look like, you would only be talking to people who look like you and in this world we have everybody," states Haid.

"Besides seeing this blustering, bragging character, we see the other side of Renko which is so sentimental and so vulnerable. I think it is very important that young men see that it is okay for a man as big as I am, who can take most people apart, to have a sensitive side. There is nothing wrong with being emotional, being caring, being tender, being loving."

#### ON THE ROAD

Haid talked with *ACHIEVER* just a week before leaving for Ireland to film a Christmas special.

"I am going to Belfast for a very interesting project which involves 11, 12 and 13-year-olds. I belong to a committee called the 'Children's Committee' which brings kids from Northern Ireland, both Catholic and Protestant to the United States for the summer for six weeks vacation to get them out of the craziness over there. I'll be working with the London 'Today' crew to do a

special report 'Christmas in Northern Ireland,' actually a Christmas party which is a reunion of the 64 kids that came over here last summer."

#### AN ACTIVE CITIZEN

"Just as I was involved in many things in high school, I'm still doing a lot. I race catamarans, I ski, I have two daughters that I'm constantly with, I dabble in real estate and I travel. I also go to a lot of meetings as a member of the California Arts Council. This is a model program which sets policy to make the whole spectrum of the arts available to as many people as possible in the state of California.

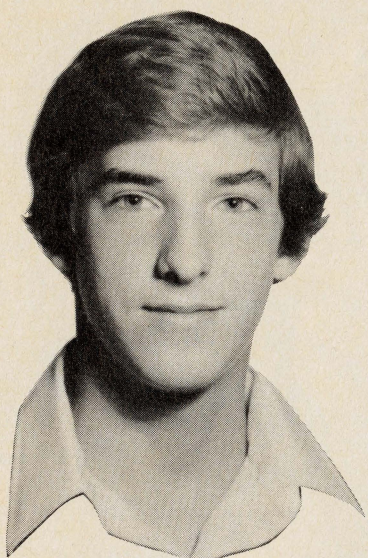
"I think when you get to a certain position in your life, along with fame and making money comes responsibility to your fellow human beings; hence the Ireland trip or the benefits that I've produced, and, in terms of the Arts Council, that's government service.

"The council has 15 members from all walks of life. All the way from Ann Getty to Marcia Weisman, an L.A. art collector, to Noah Purifoy, a black artist from Watts, to me, an actor.

"People asked why an actor who plays Renko on 'HILL STREET BLUES' would be recommended for the Arts Council and I had to send them my resume to show what I was doing before. The truth is that Renko is just a great way for me to make money and to be a communicator."



# New Contest



Has

A

Winner

In his essay, Leonard stresses how investments “provide companies with working capital — money that helps expand and improve their business.”

He continues, “Owning stock is a way of putting a person’s money to work in a liquid market. It encourages good decision making. Through dividends and stock increases, investors make their money work for them. At the same time, the average person has the chance to participate in the running of large as well as small industries. Stock ownership is a vital part of the U.S. and world economy.”

The new essay contest, sponsored by the National Association of Investment Clubs (NAIC), is open to all Achievers. Leonard’s essay was selected for top honors by a judging panel of leading business journalists and editors — John Cunniff of the Associated Press, Robert Bleiberg of *Barron’s*, Clem Morgello of *Dun’s Business Month* and Thomas E. O’Hara, NAIC board chairman.



“**T**he stock market has become a game to play like any other. Unlike other forms of investment, the stock market fluctuates in both directions. The object is to get on the ‘roller coaster’ while it is in one of its valleys, and to ride it to the top of the hill where a judgment is made on where to get off, earning money while having this fun!”

So writes Leonard Kazmerski of Detroit, Michigan, in his prize-winning essay on “Stock Ownership: A Key to America’s Success.”

Leonard is a 15-year-old Achiever who is president of his JA company, Imaginations Unlimited, sponsored by the Ford Motor Company. Commenting on his early interest in the market at the age of 13, he says, “Nobody encouraged me to get into it or anything. I just started to read the newspaper business pages and had fun following certain stocks and seeing if I could figure out what they were going to do. Then I went to the library and read some books, and finally, I went to a broker and started to invest as much as I could afford.

“Nobody should go into the stock market uneducated,” he advises. “You can go to a broker, and he’ll give you advice, but after all, when you buy a stock you’re buying into a business and buying part of corporate America, and you should know why you’re doing it and believe in the company you choose.”

When asked for a little free advice on investments, Leonard laughed. “I never give any recommendations, just my own opinions, and I have plenty of those.”

Well, all right then, how about an opinion on where the stock market is going in the next few months.

“The market is going right up to 1095,” in his opinion, “with corrections of 20 to 30 points along the way. It’s definitely going to break the old record of 1051 (it did the day after the interview), and then level off around 1095, with secondary and penny stocks continuing to rise.

What is Leonard going to do with his \$1,000 prize money? He’s going to invest it, of course, but only after his usual careful study and research.

Other winners in the NAIC contest were Angie Weales of Jasper, Indiana, who won \$750, and Ellen Sigman of Whittier, California, who captured the \$500 third prize.

The National Association of Investment Clubs is a volunteer, non-profit group of individuals and investment clubs dedicated to creating investors and providing a sound program of investment education. Since its founding in 1951, more than 2½ million people have taken part in its program, and the investment results attained have generally exceeded the market averages.



# GRAD ACHIEVER

## CHEERS

### THE COWBOYS

Dianna wears the official uniform of the Dallas Cowboy Cheerleaders.

*In January 1976 a Dallas Cowboy Cheerleader, standing on the sidelines in Miami's Orange Bowl, winked at a network television camera. That innocent gesture, made during the heat of Super Bowl X, was the beginning of a phenomenon. The Cowboys lost, but the Dallas Cowboys Cheerleaders were hailed as the new darlings of the sports world.*

**T**wenty-year-old Dianna Hart made her debut this season on the squad of the Dallas Cowboy Cheerleaders.

Dianna, a graduate of Irving High School in Irving, Texas, was in Junior Achievement during her sophomore year, back in 1978. Her JA company CO-ED CO-OPS made and sold macrame pot holders.

"I was vice president of personnel and I was in charge of making sure attendance at our meetings was high," relates Dianna.

"Being in JA helped me understand some basic things about the business world which I knew nothing about before I joined," says Dianna whose upbringing was in a strict religious setting influenced by her father who now does missionary work in Alaska. "I would encourage anybody that has a chance to be in JA to join."

Dianna feels the same way about trying out for the Dallas Cowboy Cheerleaders. "It is an experience that is worth going through even if you don't make it because you learn a lot. If you don't make it the first year you try out, you stand a better chance the next year. The competition is really tough, especially in the finals," remembers Dianna whose application was among the 2,000 submitted last year by hopeful young women.

Applicants must advance through preliminaries, semi-finals and finals which are conducted over a two-month time span. The finals include taking an exam on football, writing an autobiography and developing and presenting a song or dance number.

"I sang 'Don't It Make You Want To Dance?' — the country and western song that Bonnie Raitt sang in *Urban Cowboy*. The next day they called to tell me I made it," recalls Dianna who is on the squad of 32 members for the 1982-83 football season.

"We rehearse about four hours each evening for the week preceeding all home games," says Diana who works for an accounting firm in Fort Worth from nine to five during weekdays.

Dianna and the entire Dallas Cowboy Cheerleading squad took the same Dale Carnegie Personal Development course that many Achievers will be awarded this year. And there is something else that this group and JA have in common — they both have a low pay scale. Diana receives \$15 per game. The rewards of being in JA or being a Dallas Cowboy Cheerleader are in invaluable experience rather than immediate financial gain.





# A Growing Partnership . . . Business



## 1 Five Point 2 3 Plan For 4 5 Partnership

1. Our company recognizes that support of the mission and programs of Junior Achievement is a highly worthwhile investment in the future of our private enterprise democracy.

2. Our company considers volunteer involvement by our employees in Junior Achievement as valuable to the future of our business.

3. Our company recognizes that we can help fulfill the needs of Junior Achievement by encouraging management employees to apply their expertise to Junior Achievement needs.

4. Our company believes that the Junior Achievement experience is a valuable and recognizable asset for young people in their career development.

5. Our company encourages our executives to serve as ambassadors for the Junior Achievement movement.

**N**ame any company in the FORTUNE 500 and you will have chosen a company that supports Junior Achievement. That's an exciting statement for JA to be able to make.

Most businesses in America recognize that our free enterprise heritage is something to be prized and passed along to the next generation, and they agree that this can be done best through JA. As living proof JA operates in 250 cities throughout the United States thanks to the support of thousands of American businesses.

There was a time when most local businesses made a "contribution" to JA and even today many companies still view the time and money given to JA as a donation. But there are a growing number of companies who share a different outlook: These companies consider JA a "cost of doing business."

As a "cost of doing business" Junior Achievement is not an organization to which a company makes a donation. Instead, JA becomes a very important extension of their own business. They believe JA represents their company's economic future . . . because you, the teenagers, are the future. These forward looking companies give money and time and so much, much more.

Let's look at three of the companies throughout the country that have embraced the philosophy that **JA is a cost of doing business.** Heublein Inc in Connecticut, Owens-Corning Fiberglas Corporation in Ohio and Security Pacific National Bank in California have each signed a pledge called "The Five Point Plan For Partnership" and, in addition, they have drawn up and are implementing

a plan of action that spells out how they can do the most they can for today's high school students through JA.

### WEST COAST

"Hey, it's an investment! It is not a contribution," says Fontaine Sewell, recently appointed statewide JA coordinator for Security Pacific National Bank, headquartered in Los Angeles. The "investment" that the bank's assistant vice president is referring to is the money and time that Security Bank gives to Junior Achievement. Sewell coordinates the more than 140 Security Bank executives and employees currently working as JA volunteers.

Security Pacific National Bank, with 642 branches, is California's second largest bank. Twenty-eight years ago Security Bank was instrumental in founding Junior





Security Bank Vice Chairman Roy Hartmann (left) congratulates the four Junior Achievement advisers involved with one of the bank's "blue chip" JA companies in Los Angeles. The advisers are: (from left) Doug Currier, Constance Alaimalo, Alvin Burkett and Lisa Hada, all of whom are assistant managers for different branches of Security Bank.



Stephen Jensen, assistant manager, San Juan Capistrano Office, proudly displays his JA awards.

Achievement of Southern California, and through the years Security Bank has steadily increased its commitment to Junior Achievement. Its total yearly cash expenditure is now in excess of \$25,000 and its time expenditure is even greater. During the 1982-83 school year, Security Bank is sponsoring 50 JA companies and five Project Business classes as well as a test-pilot program in Applied Economics, JA's new comprehensive economics course for high schools.

Security Bank's dedication to JA begins at the top executive level. Chairman of the Board and CEO Richard J. Flamson III believes in JA. He served on the JA National Board of Directors from 1980 to 1982, and he now serves on the JA National Advisory Council. Currently, Vice Chairman Roy D. Hartmann is on the JA National Board. These executives serve as working models and their en-

thusiasm radiates to the other volunteers at Security Bank.

One of the keys to high employee involvement at Security Bank is that top executive management has developed many ways to recognize and support those who volunteer to be JA advisers. In addition to letters which are sent to an employee with copies to his or her superior and personnel file, Security Bank has a series of annual awards breakfasts at different locations in the state. At the southern California headquarters last year, 120 people breakfasted in the executive dining room where each adviser was individually recognized and received a wooden plaque or desk-top award.

Security Bank also has a special way of honoring the advisers of Blue Chip companies. Sewell reports, "Last year there were 12 Blue Chip companies throughout the



entire bank. Each team of Blue Chip company advisers attends a recognition luncheon with their bosses and the bank's top leadership. This gives a tremendous morale boost to all parties . . . executive, management and line worker."

A current Security Bank/JA adviser, Linda Dye says, "Security Bank is very supportive of advisers. In the management-training program, the bank encourages trainees to volunteer for they feel that if you work with Achievers, you are getting direct experience in management."

#### MID-AMERICA

Another long-term JA partner is Owens-Corning Fiberglas Corporation, which sponsors Junior Achievement companies in Toledo, Ohio and in seven of the communities where Owens-Corning plants are located.

Lewis W. Saxby Jr., Owens-Corning Fiberglas Corporation senior vice president, a director on JA's National

the area JA board. He speaks proudly of the national and local award-winning companies sponsored by the Ashton plant.

**ACHIEVER** also spoke with an Owens-Corning/JA volunteer in the Toledo area, Ray Roche, Treasurer of the Toledo Fiberglas Federal Credit Union, who has been an adviser for 15 years. For him, Owens-Corning, a firm with 26,500 employees, has always been a "family type of business."

Says Mr. Roche, "We are fairly large, and maybe it is because I have been here for 15 years, but it has always seemed like a family business to me. As an Owens-Corning adviser I've worked with a lot of people, with Lew Saxby and with Bill Boeschstein who is our Chairman and CEO, and I never would have had a lot of that experience of meeting and working with them if it weren't for JA. Bill and Lew and Thom Lautenbach (vice president, Insulation Operating Division) are really be-

**Taking Achievers on a tour of the plant are advisers Mary Huggins (center) and Arlin Meadows (left). Meadows is one of the many JA Grads whose high school JA experience was recognized by Owens-Corning Fiberglas Corporation when he originally interviewed for employment.**



Board and Chairman of its Education Committee, says that Junior Achievement "helps young people become interested in business careers. At the same time, our employees learn from their involvement." Saxby's first point has certainly proven true, for at Owens-Corning it is very easy to find company employees who were in JA back in high school.

A good example is Arlin Meadows, a cost analyst at Owens-Corning Fiberglas Corporation's Aiken, South Carolina plant. Seven years ago Meadows was named Outstanding Male Achiever in Omaha, Nebraska. "JA is the main reason I am in business. It introduced me to the field and I went on to major in business in college," says Meadows, who has been an adviser for two years.

Another Grad Achiever is Dom Mitchrone, manager of the Ashton, Rhode Island Owens-Corning plant. He recalls JA as "my first exposure to business and an influence on my career. Today, Mitchrone is active on

hind our JA program. Thom is Chairman of the Board of JA of Northwestern Ohio.

"And while I have benefitted in so many ways from my work as an adviser, I think the biggest thing is that the kids themselves benefit from working with people from business because the kids realize that Owens-Corning is real and it is not just something you see on TV—insulation and the pink panther—that there are people here and they are doing a job and Owens-Corning is a company that maybe they'll consider working for in the future. JA helps make Owens-Corning a living part of the community. Through JA, Owens-Corning builds community goodwill."

#### EAST COAST

Heublein Inc, worldwide marketer of food and beverages with sales of more than \$2 billion a year, is another special partner who provides support for JA on all



levels—financial, personal and moral. Says Heublein Chairman Hicks B. Waldron, a JA National Board Director, “We are involved in Junior Achievement because we deeply believe that it’s an investment in the future of our free enterprise system, our country and our company. Our collective futures lie in the hands and minds of today’s and tomorrow’s youngsters.

“While I’m convinced that there will ultimately be a financial return on our JA investment, I know that there are immediate psychic rewards. Seeing youngsters develop and mature is deeply gratifying. Similarly, watching our employee-advisers grow is deeply satisfying.”

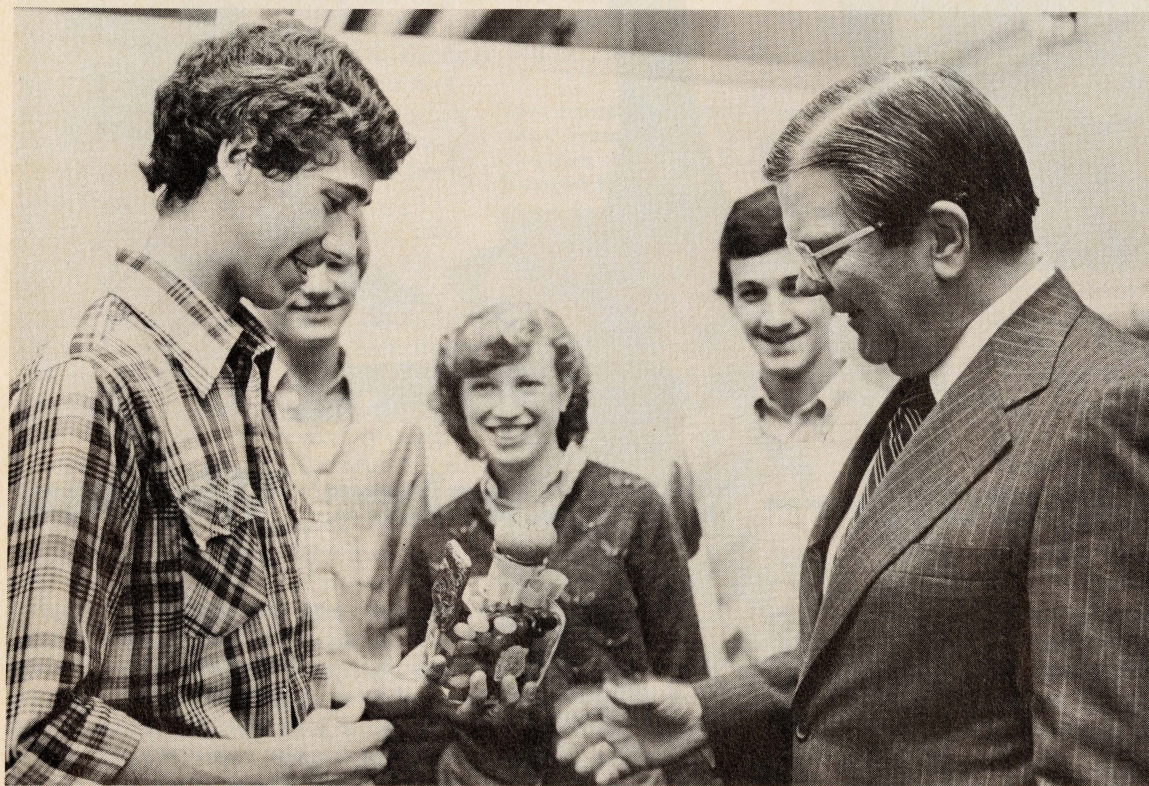
**ACHIEVER** asked one of Heublein’s JA executive advisers, David Boyle, marketing director of wines, International Beverages Group, what his participation in JA gives to him. Boyle responded, “It gives me a very favorable exposure to 15 to 17-year-olds, an age group

capital assets supervisor, Spirits Group, wrote to Mr. Hicks B. Waldron to request that Heublein provide more interaction between the Achievers and the company’s top executives. Waller felt that students needed to get the “executive perspective” in order to form meaningful opinions about business. He suggested an annual Heublein Corporate Charter dinner where Achievers meet Mr. Waldron and spend the evening exchanging information about their companies.

Liz Forrand, a member of Heublein sponsored JA Company Good Times said, “We had two dinners with Mr. Waldron and we got to talk with him. It was really excellent.

“Between Mr. Waldron, our great advisers and the other business speakers we had at meetings, I learned a lot,” said Liz, whose chance to know business at first hand came in this JA company.

The Achievers benefit greatly from having their spon-



**JA Company President Anthony Carpi (left) shows Heublein Chairman and Chief Executive Officer Hicks B. Waldron one of the company products — a special Heublein beverage bottle filled with jelly beans. “Sweet Things” company members in the background, from left, are Chris Shallow, Beth Bartus and Valerio Carpi.**

that I don’t normally interact with because my own children are so much younger. Because of this interaction, I can say that I am very impressed and pleased with the type of person who is growing up in this country today.”

On the flip side of the coin, Mr. Boyle feels that teenagers who join JA are exposed to adults in a different context than any they normally have, such as parent or teacher.

“Teenagers come to JA meetings, not only for the fun, or for the business part of it and the learning experience, but they are also there to see just what an adult in business is really like. I think if they form a favorable impression, it is to our advantage and to their advantage for it is going to help them grow a little bit and to be a little more trusting of business and what it stands for,” explains Boyle.

Two years ago, Heublein/JA adviser Mark Waller,

soring company’s executives involved and contributing to their education. As a result they often become so enthusiastic about business that they plan their futures around this career choice.

### THE RESULTS OF PARTNERSHIP

The strong backing that top business leaders, such as those at Security Pacific National Bank, Owens-Corning Fiberglas Corporation and Heublein Inc, give to Junior Achievement has a far-reaching effect. Their dedication surges through the company to all of its volunteers. Every business that has committed to a partnership with JA is experiencing benefits within their own company that they hadn’t thought about before.

And these signed commitments to the JA Five Point Plan continue the tradition of providing the finest education in economics for young people. Junior Achievement and business are growing together.





## Heather Harden — TV Anchor Woman

**G**rad Achiever Heather Harden is a well-known television anchor woman in Atlanta, Georgia. Twice a day, at noon and at 5:00 p.m., she brings local news and interviews to city and suburban audiences, and at 5:30 she is anchor woman for the WXIA-TV half-hour local news broadcast.

It's been a roundabout road for Heather to her present position — a road that started in the mid 60s, when she was an Achiever in Omaha, Nebraska.

She reminisces with some delight about those early JA years.



1965 Miss JA

the first company I was ever in. I was treasurer, but also decided to enter the Miss JA contest. Well, I won Miss

"I'm in broadcasting today because of Junior Achievement — literally," she begins. "I joined JA like most of the other kids. I heard about it at school and I went to a meeting.

"I remember Bell Telephone Com-

pany sponsored

JA locally, and when they put the National Miss JA crown on my head at NAJAC, I was riding high."

In fact, Heather was so happy with her life in JA that when her Executive Director Reg Reeks asked her to leave her old company and join one that was being formed with all new Achievers, she was upset. "I didn't want anyone rocking my boat," she explains.

She was a team player, though, and soon found herself involved in an innovative new company sponsored by a local TV station.

"Our product, if you will, was a half-hour drama," she continues. "The idea was new to Omaha, and we soon found ourselves selling commercials, getting into production and all the other phases of putting on a television program."

That year, her senior year in high school, she won the National Sales Contest and got hooked on television at the same time. She laughs as she goes on with her story.

"When I came back from NAJAC with two national titles under my belt, I figured I was just what our sponsoring station needed, so I went to the manager and said, 'We need each other.'"

"I can't believe I was ever young enough to be so confident, but the manager bought it, and hired me to be a Girl Friday. That was the beginning of a four-year association that kept me working in television during the





#### Heather as field anchor for WXIA-TV.

authority whether it's true in some cases... I just know I've never worked anywhere that it's true."

"News broadcasters do what their station wants them to, and what their talents allow. Some broadcasters are script writers, and some are reporters. There's just not enough time to do both."

For instance, the morning before Heather talked to *ACHIEVER*, she had covered a news special story for her evening show. She got back to the studio about 11:00 a.m. This gave her time to rehearse her scripts and study her stories for her noon show, and go over her research on the personalities she would be talking to that day.

"I pride myself on doing my homework on the guests I invite to appear on my show," she says. "If I'm talking to an author I read the book. I invite all guests personally, and study their backgrounds as carefully as possible before their appearance."

"Without someone working on the straight news for the monitor, there just wouldn't be enough hours in the day to prepare professional, interesting programs every day, three-times a day."

Asked how it feels to be a star, Heather's reply was thoughtful.

"I have an interesting reaction to my own success, and I do call it success because where I am now has always been my goal. As long as that goal was ahead of me, I didn't worry. Now that I've achieved it, I'm afraid of losing it. I'd like to sit back and enjoy myself, but I'm more critical of myself than I have ever been before."

That critical faculty, combined with the lasting confidence Heather Harden gained in *JA*, is probably what will keep her on top of WXIA-TV. She isn't willing to sit back and glide along. She strives to do an even better job each day.

years I earned my degree in Journalism. When I went to Northwestern University in Chicago to earn my Master of Science in Journalism, I had to leave the station."

For the next few years, Heather's life took quite a different turn. After graduation, she married an Army officer and spent seven years in Germany where her son Brandon Mason, now 10 years old, was born. Daughter, Keegan Mason was born two years later.

The marriage didn't last, and Heather spent the next few years supporting her family teaching journalism and free-lancing producing TV specials. A permanent, part-time job as documentary producer, TV reporter and talk-show host, got Heather on the screen and brought her to the attention of a television station in Green Bay, Wisconsin.

"An offer from Green Bay to produce and anchor their news at noon and 6:00 programs took me to Wisconsin. I signed a two-year contract, and at the end of the contract had two offers...one for marriage and one from Atlanta. I accepted both. My new husband, Paul Christiansen, followed my career, taking his considerable talents as a TV Commercial Producer to Atlanta where he is now well established."

But Heather didn't start in Atlanta as a news anchor and interviewer.

"Let me tell you about my first job here. I was their helicopter field anchor, reporting from the air and transmitting live news back to the studio for TV audiences. I used to think to myself when I was out on assignment, 'What am I, crazy or something? Here I am, a wife and the mother of two young children, and I'm up here batting around in a helicopter and landing in cornfields half the time to get the stories.' I loved it."

When *ACHIEVER* asked Heather about the popular notion that news anchors just read the TV monitors, while some unknown writer has done their reporting work for them, she had some strong reactions.

"That's an old fashioned attitude toward newspeople. In my opinion, it's a myth perpetuated by print journalists, and you can quote me on that. I can't say with any

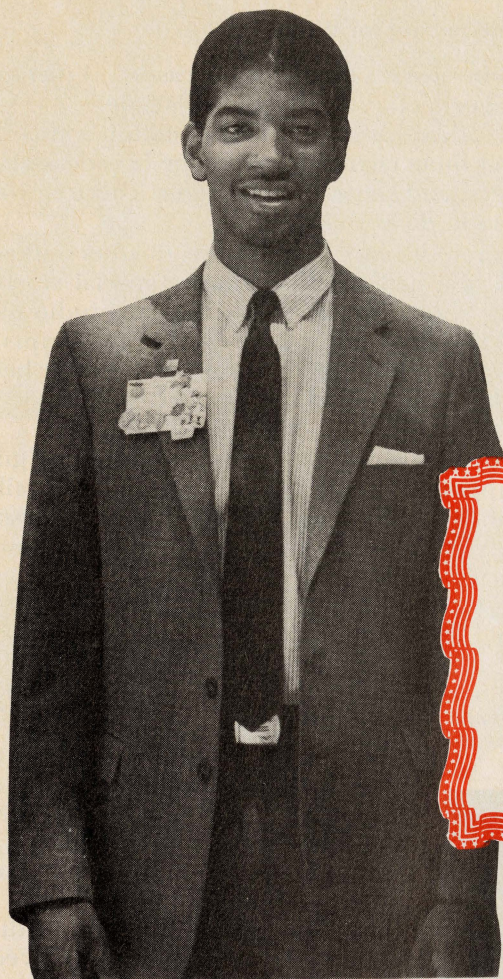
**The complete family includes (clockwise from noon) Paul Christiansen, Heather Harden, Brandy Mason and Keegan Mason.**



**Heather Harden, WXIA-TV, Atlanta, interviewing Eric Estrada and Tom Reilly of NBC's "CHIPS."**







## SELLING IN WASHINGTON, DC

*By Ryland Harris, an Achiever in JA of Washington, DC and a 1982 Finalist, National "Best Sales" Contest*

**T**he sales atmosphere in Washington, DC is unique. As you'll learn, there are just so many ways of selling your JA product here.

You have probably sold your JA product door-to-door and at Trade Fairs at malls. Door-to-door is the hardest and most intense form of selling I've experienced, while shopping malls, I've found, are a salesperson's dream. To sell at a trade fair in a mall is to sell in an environment created for selling...no hassles...no competition in holding a person's attention...and no need for sales theories. But there are other places to sell also.

### TV SALES OPPORTUNITY

In Washington, DC my JA companies have had the opportunity to appear on several TV shows to promote our JA product and Junior Achievement. Once we had a product called a "Floating Card" which was a card tied with a ribbon to a metallic, heart-shaped balloon filled with helium that said "I love you!" on one side and "Happy Valentine's Day" on the other. By going on the Carol Randolph Show (talk show) and just demonstrating the product, then giving a name and a phone number, we received \$500 in orders from that single, short appearance. Obviously, TV is a way to reach the most people in one sales call.

The best type of show to get on is either a talk show or a magazine format show like "P.M. Washington" which presents what people in Washington, DC are doing.

### THE STREET VENDOR

As I said, selling in Washington, DC is unique because of all the different, but available, avenues of selling.

Another avenue, one that is characteristic of New York City, but successful in Washington, DC too, is street vending. Street vending is a dying profession. Due to high prices, local government regulations and inflation, the street vendor is a vanishing species. But street vending has supplied my JA companies with 20 percent of their sales volume.

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### **"Street vending is a dying profession."**

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For street vending a salesperson or team sets up a product display on the street in the middle of town and tries to sell a product. A street vendor is the ultimate professional, for he or she must be able to catch a prospective customer's attention and hold it for as long as it is necessary to sell a product. The experiences gained from such a challenge are very valuable.

These sales approaches combined with other modes of selling, like selling at hotels and office buildings, make Washington, DC a wonderful and unique place to learn to sell, to watch people sell and to sell products yourself.

*Editors Note: Let **ACHIEVER** know if you have unique ways of selling in your city and you'll see your ideas in print in the next issue. Don't forget local laws and regulations regarding selling. Get your license from your local JA office and for special selling approaches, check with appropriate agencies regarding regulations.*



# *Insulators*

## *Make*

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**"We are on our way to  
being number one."**

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## *LA PEN*

## *Perfect*



**T**hanks to Southern Products JA Company, United Way in Columbia, South Carolina is richer by more than \$300 this year.

When Southern Products voted to make a desk pen as their product last fall, their sponsoring company, Southern Bell Telephone, gave them 1,000 telephone pole insulators to use as the base. Since the insulators are now considered collectibles, Southern Products had a winner before they even went into production, and they knew it.

"They're an unusual bunch of kids, though," comments executive adviser Wes Davis. "They felt that if they hadn't had to make an initial investment for raw materials they wouldn't be running an honest-to-goodness JA company like their peers, so they voted to charge the company 50 cents for every pen sold and donate that amount to a local charity."

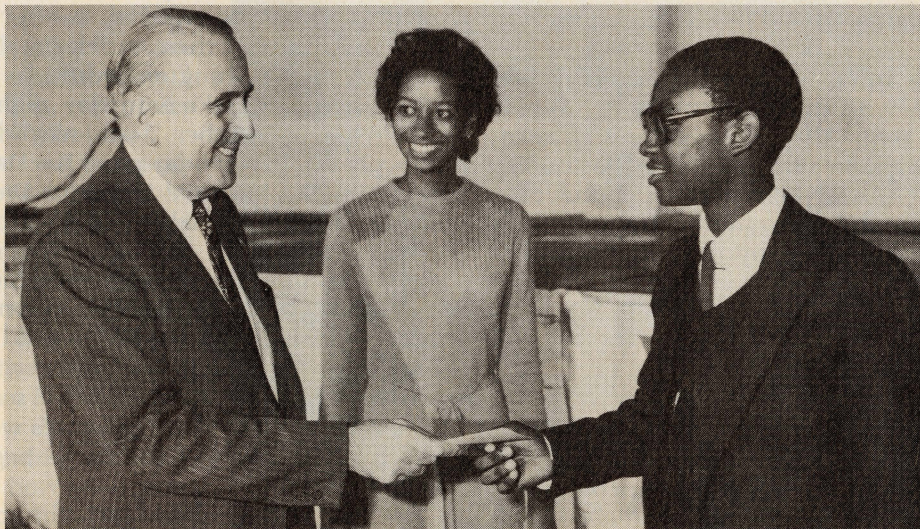
Now the question is, "which charity?" Even that wasn't too hard to figure out. Since Davis is

a member of the United Way's Speakers' Bureau, he made a formal appointment to speak to a group during one meeting, and after seeing a film, hearing their adviser speak, and reading the literature he distributed, they decided United Way was the way to go.

By the end of their fourth week, Southern Products had sold \$750 of their popular product, LA PEN, at \$6.25 each. They supplemented their corporate gift of \$312.50 with individual pledges amounting to \$30.00, taken from their JA salaries, to help United Way toward its \$4 million goal.

"We're on our way to being number one," says Vice

President of Production Anthony McClerklin. "We set that goal for ourselves during our first meeting. We're setting attendance records, surpassing our production goal of 60 pens a night, and selling well, so I think we stand a good chance of making it to NAJAC this year. Anyway, even if we don't make it all the way, we'll still be proud of helping United Way.



**John J. Galvin, Head of United Way Campaign in Columbia, SC, accepts a contribution check from VP Production Anthony McClerklin, Southern Products JA Company while another company member, Seledia Myers, looks on.**





Speakers Corps members: (seated from left) Juju Chang (San Jose, CA), Cathy Devany (Austin, TX), Jolie Naiman (Hartford, CT), Jane Henriques (New Bedford, MA), Joyce Steers (Los Angeles), (standing) Danny Herp (Louisville, KY), Tim Giles (Wichita, KS), Brian Rasmus (Lancaster, PA), Michele McMahon (Dubuque, IA), Katy Devine (Chicago, IL), Marshall Embry (Atlanta, GA), Kirk Brothers (Louisville, KY), Paula Mencil (Bridgeport, CT), Richard Titsworth (Toledo, OH).

## THE 1983 SPEAKERS CORPS

*By Jane E. Henriques, an Achiever in JA of New Bedford, MA*

**O**n a brisk afternoon last October, fourteen of our nation's Achievers arrived in Washington, DC, anticipating what promised to be a very special experience — the Reader's Digest Seminar (RDS). Hailing from all parts of the country, graduates of this seminar form the National Junior Achievement Speakers Corps.

Each year a new group of JA/RD National Speakers is chosen from among those high school seniors and college freshmen who were national JA contest winners or finalists, candidates for national office, or heads of NAJAC groups. The intensive five-day seminar provides Corps members with the opportunity to improve their speaking skills while they examine how to relate to specific audiences. Since 1967, through the funding and support of DeWitt and Lila Wallace, founders of Reader's Digest, the JA/RD program has been teaching young adults a more effective way to reach the public with the JA story.

### GETTING TO KNOW YOU

Although RDS is basically an educational workshop based on the field of public speaking, the relaxed atmosphere allowed each of us to open up. During our stay in Washington, DC, we learned a great deal, not only from our Dale Carnegie instructors, but from and about each other as well. Corps members are selected on the basis of their NAJAC performance, JA records, a speech outline and their geographic location.

On Friday, Speakers Corps members were able to take a day off from their intensive seminar schedule to visit some of Washington, DC's most famous historical landmarks — the White House, the Smithsonian Institution and Arlington Cemetery. After a long but enjoyable day, we decided to dance the night away in one of Washington's famous night spots. It was the perfect ending to a perfect day.

On Saturday we enjoyed another informative workshop session, and then, we decided that our last night together in Washington would be something special. We wanted to make Saturday night into an event we would long remember... and we did just that. We threw a surprise 18th-birthday party for Danny Herp, NAJAC's Mid-America Regional Director. Danny's party turned out to be very special because we had all become such close friends.

Early Sunday morning our RDS crew gathered for one last workshop to review the lessons of the past week. When we returned home, it would be our duty to represent our National Junior Achievement program to the best of our ability. After this final session, some eyes filled with tears and many promises were made to keep in touch as members of the Corps began to leave for the local airport.

Although now miles apart, the members of the 1983 Reader's Digest Seminar have formed the 1983 National Junior Achievement Speakers Corps and we are spreading the JA story everywhere we're invited.

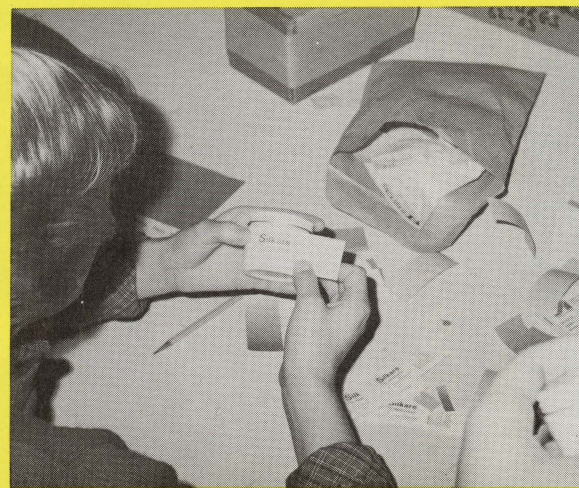




**Left: Shelly Grandsen weighs the secret ingredient in *SILKARE* hand cream.**



**Center: John Keyes (center), flanked by Beth Talbert and Keith Stoddard, fill the 2 ounce jars with a fresh batch of cream.**



**Right: Gina Strefling affixes labels on filled jars of *SILKARE*.**

# Midland Borrows from the PAST

***SILKARE*** is a product with a long-standing reputation in Midland, Michigan. About five years ago a JA company developed it and sold it; and, when the company liquidated, that was the end of the product.

Learning that many people during the last few years had been calling the JA Center to obtain *SILKARE* hand lotion, the Achievers in Executive Enterprises, sponsored by Dow Chemical, decided to make this their company product. "We were borrowing off the reputation that the former product had around town," says adviser Ron Nobles, a product sales manager for Dow Chemical.

Besides its reputation and the product name, the Achievers borrowed the original chemical recipe and even the original artwork for the label with some slight alterations.

With the help of their advisers, company members were able to track down all suppliers for the ten ingredients. Adviser Nobles consulted with some Dow Chemical Research and Development staff people and was able to borrow equipment from their laboratory. He also persuaded one researcher to come on meeting night to talk about some of the technology involved. The

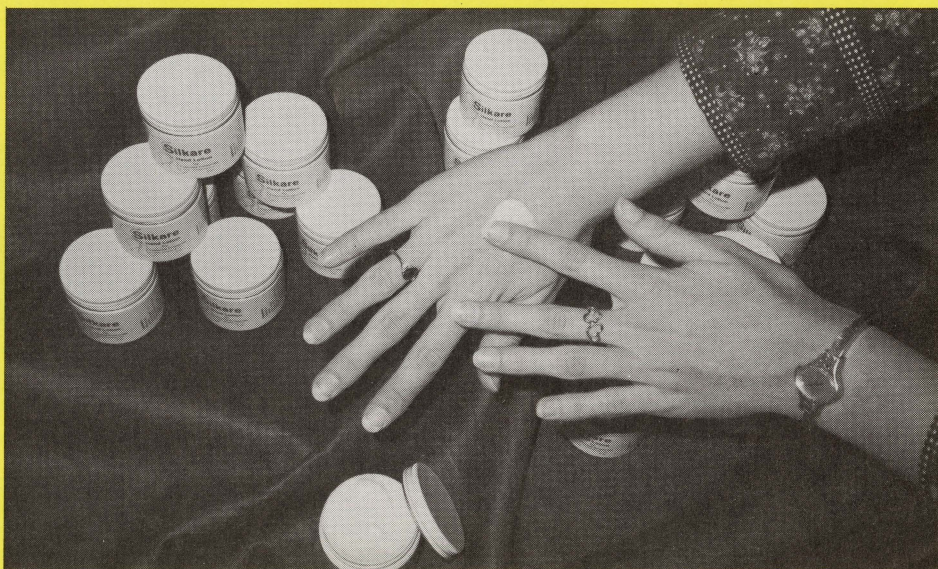
R & D man explained why the recipe was divided into two batches of five ingredients with each batch heated separately to 80 degrees Centigrade and then mixed together while still warm — sort of a mini-chemistry course.

The 19 members who form this partnership company have made one change to the former product. *SILKARE* now comes in a variety of fragrances, Spring Bouquet for

women, Musk for men and an unscented version for those allergic to fragrances.

"This product is so easy to sell," reports Tammy Schartow, who carries a sample jar in her sales kit.

Executive Enterprises is keeping the *SILKARE* reputation alive and the Midland JA Center can expect to keep receiving those calls in years to come requesting this popular JA product.



**Executive Enterprises President Tammy Schartow demonstrates the product which sells for \$2.00 a jar.**



# DIANNA HART CHEERS JA & COWBOYS



1982 *Dallas Cowboys Cheerleaders* 1983