

From the President’s Desk

Leadership is a cornerstone to any great organization. And not just leadership from the top. Every member of an organization has the ability to be a great leader. It doesn’t matter who you are, you can lead—and lead well.



I’ve said before that Junior Achievement’s greatest asset is our people. The people that make up this great organization are all leaders; they all play a vital role in helping us advance our mission, purpose, and values.

David S. Chernow
President and Chief Executive Officer

This issue of *Futures* is a shining example of leadership and all it encompasses. Six distinguished laureates will be inducted into Junior Achievement’s National Business Hall of Fame, which will occur in Philadelphia on March 25, 2004. During the ceremony, JA will welcome its 30th class of laureates. As the previous 29 classes (which include more than 200 businessmen and women) epitomize leadership and what it takes to be a great leader, our 30th class is no exception.

Junior Achievement National Business Hall of Fame laureates are part of a league of outstanding individuals who have made legendary contributions to the free enterprise system.

Our celebrated laureates have no doubt made these contributions by following a vision, producing a lasting legacy, and having tremendous influence on those around them. All laureates in JA’s National Business Hall of Fame possess these splendid qualities that make them great leaders.

On March 25, when Junior Achievement proudly welcomes its 30th class of laureates into the National Business Hall of Fame, we will recognize six exceptional people who help define what Junior Achievement is all about.

JA Interprise Poll™: Teens Rank “Businessperson” at Top for Ideal Job

When it comes to the ideal job, America’s teens mean business—or businessperson, to be exact. According to a new poll from Junior Achievement, 12.8 percent of teens selected “businessperson” as their ideal job, nearly twice the number who selected “doctor” (6.5%), “teacher” (5.4%), and “computer field” (4.9%). The results are from the *JA Interprise Poll™*, a survey of 1,000 teens between the ages of 13 and 18.

The poll also points to a growing gender gap between girls and boys when it comes to careers requiring higher education. Specifically, twice as many girls (8.3%) as boys (3.9%) selected “doctor” as their ideal job. This pattern was also present with “teachers” (7.9% to 1.6%) and “lawyers” (7.0% to 2.0%).

However, more than three times as many boys (6.8%) as girls (1.7%) named “computers” as their ideal job. For boys, “pro-athlete” (7.2%) came in second

only to “businessperson” as the ideal job, while girls (0.9%) were less interested in professional athletics. In all, 73.9 percent of girls believe they need a four-year degree or graduate degree to obtain their dream job, while 61.5 percent of boys believe they do.

Expectations for teens’ annual salary by age 40 are at the lowest levels in five years of polling, with 8.1 percent of students believing they will earn one million dollars by the age of 40. This is down from a high of 14.1 percent in 2002.

The 2004 JA Interprise Poll on Kids and Careers was administered to students ages 13 to 18 in classrooms nationwide from October to November 2003.

To read full details of this poll, visit www.ja.org’s Research Center, located in the Student Center.

History in the Making - The Junior Achievement Heritage Campaign

Long time friend and JA supporter, Jim Hemak, has donated \$100,000 to lead the reconstruction of the JA National Headquarters lobby and atrium into a permanent, museum-quality exhibit. The museum will be called the *JA Pioneers Museum of Junior Achievement History*.

A former program participant in Minneapolis, Jim began his JA career in 1971 in Richmond, Ind. After a stint in the Midwest Regional Office, he served as president of the JA operation in Seattle, Wash. From there he became regional vice-president-west before leaving JA in 1987 to start a Great Clips franchise. Jim has remained connected to JA through the years in volunteer capacities as well as making gifts to JA of Greater Puget Sound for the construction of *JA Enterprise Village* and to JA of the Upper Midwest for the creation of *JA Exchange City*.



FUTURES

Spring 2004

Junior Achievement National Business Hall of Fame

Junior Achievement and sponsors Deloitte & Touche USA LLP, the John Templeton Foundation, Monster, and PricewaterhouseCoopers are proud to present the 30th Annual Junior Achievement National Business Hall of Fame at the Philadelphia Marriott on Thursday, March 25, 2004.

Event highlights include JA’s quarterly national board meeting and the Chairman’s Luncheon. The luncheon agenda features keynote speaker and veteran television journalist, Forrest Sawyer, and awards presented to outstanding JA volunteers and contributors. In the evening, a black-tie reception, dinner, and laureate induction ceremony cap the day-long festivities.

Ron Insana, co-anchor of CNBC’s *Street Signs*, and Junior Achievement of New York board member, returns to emcee the event, which will feature special guests and entertainers.

The Junior Achievement National Business Hall of Fame recognizes vision, integrity, and success. The laureates will have demonstrated business excellence, courageous thinking and actions, vision and innovation, inspirational leadership, and community mindedness. To nominate a laureate for the 2005 National Business Hall of Fame, for more information about this year’s event, or to register, please visit www.ja.org.

The 2004 class of laureates includes:



HANS
BECHERER
Former Chairman
and CEO
John Deere &
Company



FRANK
SHRONTZ
Chairman Emeritus
The Boeing
Company



EDWARD
DONLEY
Former Chairman
Air Products and
Chemicals, Inc.



ROBERT B.
WEGMAN
Chairman
Wegmans Food
Markets



HERBERT D.
KELLEHER
Chairman of the
Board
Southwest
Airlines Co.



JOSEPH
WHARTON
1826-1909
Industrialist,
Philanthropist,
Founder Wharton
School of Business

Junior Achievement
National Headquarters and Service Center
One Education Way
Colorado Springs, CO 80906
www.ja.org

FUTURES

Groundhog Job Shadow Day 2004–JA Events Nationwide

The Groundhog Job Shadow Day kick-off on February 2, 2004, was met with tremendous success. JA had shadows with former President George Bush, several governors, a number of federal administration officials, Congressional representatives, and city mayors. Shadows were also seen at CBS, Fox News, ABC, CNBC, Viacom, WB, Disney Publishing, ABC Radio, CNN, CNN Español, Sony Animation Studios, UPS, Coca Cola, PwC, Office Depot, Best Buy, Boeing, the Seattle Mariners, and hundreds of other national headquarters, district offices, plants, hospitals, media outlets, and retail centers.

Students who job shadow get the opportunity to see how classroom lessons apply to the real world of work.



More than 700 students participated in this year's Groundhog Job Shadow Day on February 2 in New York City. The students pictured here had the opportunity to participate in the taping of *CNBC's Power Lunch* with Bill Griffith and Sue Herera.



Before shadowing employees at *The Carter Center* in Atlanta, students from *Chesnut Elementary School* attend Junior Achievement's Groundhog Job Shadow Day Kick-Off Event.



Christopher Perry, a senior at *Archbishop Carroll High School* in Washington, D.C., "shadows" FDIC Chairman Don Powell.

The Washington Redskins Partner with JA in Innovative 4th & Life Program

Teaching high school athletes their value not only on the field but also off is the mission of the Redskins 4th & Life program, an initiative between the



Washington Redskins all-pro linebacker, *Lavar Arrington*, speaks to 800 high school football players at *FedEx Field* in Washington, D.C.

Redskins Foundation, the Washington Redskins Leadership Council, and JA of the National Capital Area in Washington, D.C.

The program teaches student athletes that the skills they are using on the football field are directly applicable to achievement in the classroom and success in the workplace. They're also made aware of the broad range of careers available in the sports industry.

The best part—the curriculum is delivered using Redskins players' experiences and advice as motivational examples.

"Our 4th & Life program is designed to help high school athletes prepare for life after football. Our players and coaches have the experience to help teach these students what it takes to be successful both on and off the field."

—Daniel M. Snyder, Owner, Washington Redskins

"The Redskins are thrilled to partner with JA on this program. The curriculum prepares high school student-athletes for life beyond the football field," said Charlene Lefkowitz, executive director of the Washington Redskins Leadership Council and Community Affairs.

Adds Ed Grenier, president of JA of the National Capital Area, "The partnership will open new doors for JA students by teaching them the meaning of true leadership."

On Board

Junior Achievement
National Board of Directors Profile



Victoria B. Jackson
President
Victoria Belle, Inc.

Junior Achievement is often described as passionate people inspiring kids to learn the economics of life through free enterprise education.

Without question, Victoria Jackson is one of those passionate people.

"I became involved in Junior Achievement because I am passionate about the opportunities to educate our youth

with the principles of free enterprise," said Ms. Jackson. "JA can not only broaden their awareness but also strengthen our economic base for the future."

It's with this outlook that Victoria Jackson has served on JA's Board of Directors for the last 13 years.

Victoria has been a supporter of Junior Achievement since becoming a member of the JA board in Nashville in 1990. After joining the national board in 1996, she quickly took on an increased set of responsibilities, and now serves on the Board Development and Brand Effectiveness Committees along with her new role as treasurer of the national organization.

Victoria has been instrumental in recruiting members to the national board, and is particularly charged with identifying executive level women to serve.

Victoria owns Jackson Pierce Fine Jewelry & Gifts in Amelia Island, Florida. In addition to running the business, she fulfills her creative side by designing custom jewelry.

Born in Nashville, Victoria holds a BA degree in Business Administration (cum laude) from Belmont University and an MBA from the Owen Graduate School of Management at Vanderbilt University.

Did you Know?

Junior Achievement Drive!

Elkhart County, Indiana, is home to the only street in the world officially named in honor of Junior Achievement. And its recently been redesigned and extended, helping provide even more exposure for JA. \$975,000 was spent to extend Junior Achievement Drive and to further develop the RiverWalk Commons' East Bank in Elkhart.



JA and The Diversity Pipeline Alliance® Help Students in Their College Search

The all-new *JA Student Education Center* has recently launched. This latest addition to JA's online *Student Center* is sponsored by the Graduate Management Admission Council® (GMAC), and the Diversity Pipeline Alliance®, and brings the world of higher education to students all over the globe.

The site offers comprehensive resources to help students search for colleges, research requirements for enrollment, understand college costs, and find opportunities in various business careers. The engaging site is easy for educators, parents, and students to use in their search for information on college planning.



DIVERSITY
PIPELINE
ALLIANCE®

Increasing Access to
Opportunities in Business

The Diversity Pipeline Alliance is a consortium of some of the nation's leading organizations who are committed to increasing the numbers of students of color pursuing careers in business and management. JA is excited about the new online resource and the Diversity Pipeline Alliance partnership.

Visit the JA Education Center in the Student Center at www.ja.org.

Junior Achievement Heritage Society Founding Member Profile

As we prepare to launch the Junior Achievement Heritage Society to recognize and honor ardent JA supporters that have included the organization in their estate planning, we will be featuring founding members in upcoming editions of *Futures*. Our first featured members are **Marty and Billi Lee**.

Marty began his Junior Achievement career in 1970 as program director with JA of Atlanta. He retired from his current position as executive vice president and chief operating officer for Junior Achievement Inc. on January 1, 2004. Marty and his wife, Billi, have included Junior Achievement Inc. as a beneficiary to their will.



"I have seen how the JA experience has had such a powerful impact on so many young people's lives that I want to do my part to make sure JA is around for future generations," said Marty.

Membership in the Junior Achievement Heritage Society is open to individuals who leave a legacy to JA through estate planning instruments such as wills, charitable gift annuities, charitable trusts, and life insurance policies. Founding members are those who notify Junior Achievement of their plans by June 30, 2004.

For more information on JA's Heritage Society, contact *Debra Stinton Othitis*, VP Resource Generation, *Junior Achievement Inc.* at dothitis@ja.org or (719) 540-6191.