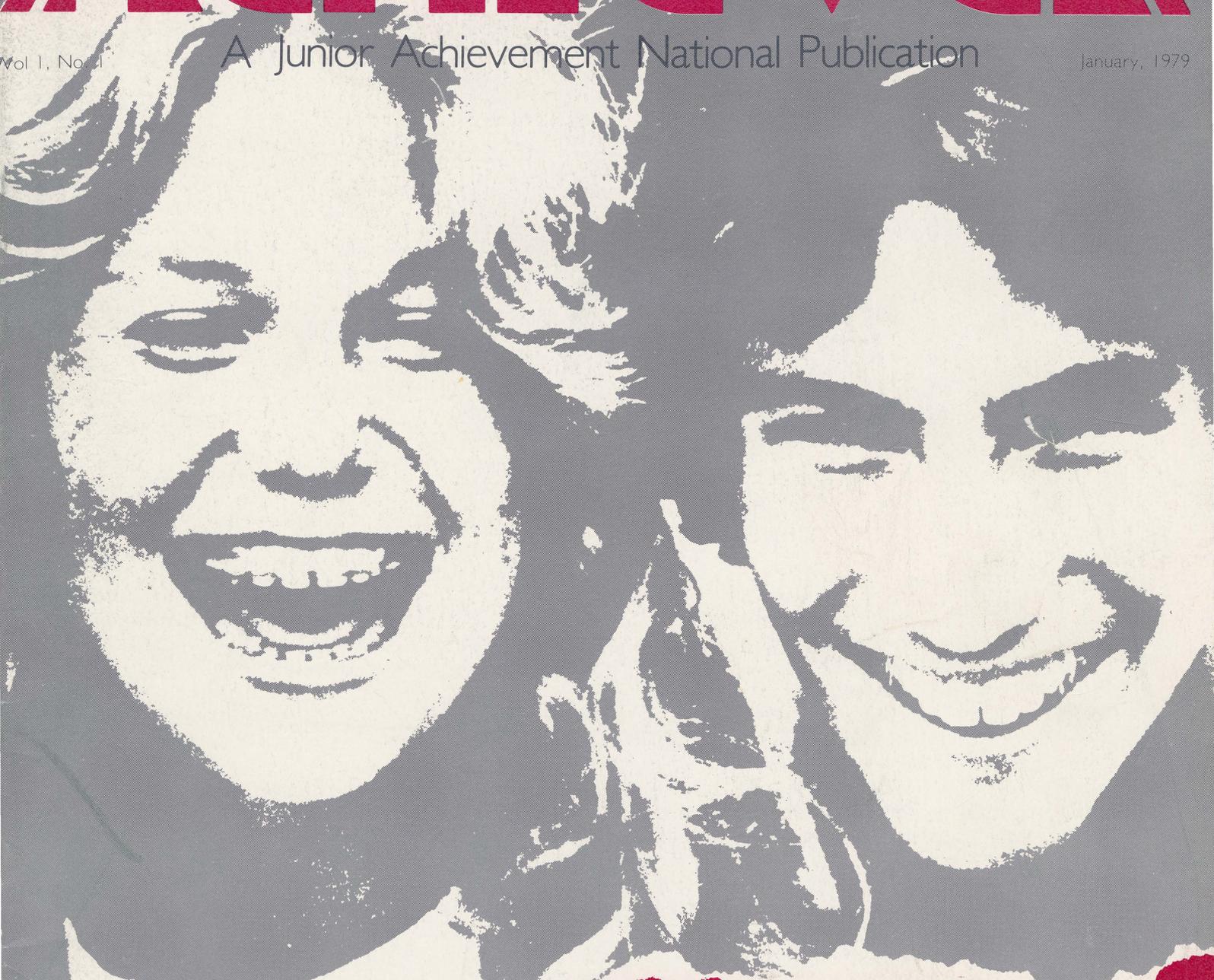


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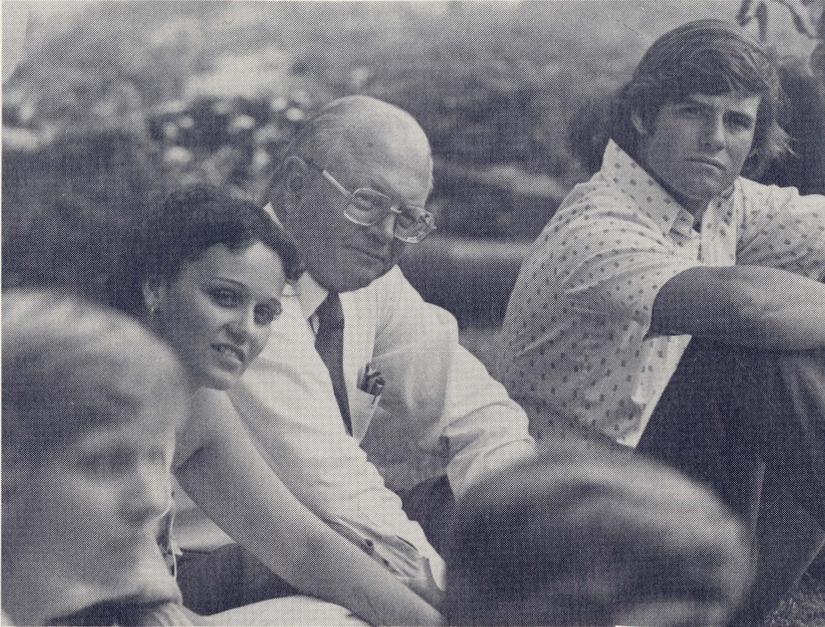
A Junior Achievement National Publication

January, 1979



**NAJAC:
Big Blast
In Bloomington**

How Does
Your JA
Company
Measure Up?



Letter from the
JA National
Chairman

What do the words "Junior Achievement" make you think of? The pride you take in qualifying for that first \$100 sales pin? The production problem you helped solve? The Achievers conference you'll attend this winter? Or is it just the satisfaction you get from working with others to achieve your objectives?

Perhaps it's all of these. But as you well know, JA is also a valuable learning experience that helps prepare you for your life in the world of work, and to be an informed consumer in the marketplace.

This new magazine, **Achiever**, was developed to make your JA experience even more interesting and worthwhile. Achievers asked for a magazine of their own — one that reports on contests, conferences, scholarships; what's going on in other JA companies; outstanding company products and sales approaches; graduate Achievers; Achievers Association activities and your own career possibilities.

It's your magazine, and its editorial emphasis will depend on what you want in it. There are many ways you can help it grow.

Is there a good story in your JA area? An unusual JA company? A new and different JA product? A successful idea for raising JA scholarship money or helping another community service organization? Let the **Achiever** staff know.

Are you a cartoonist with a JA-related cartoon to publish? Do you have a suggestion for the magazine, or perhaps a comment on JA for the letters to the editor column? Send it in.

In the meantime, you'll discover in this first issue of **Achiever** how rewarding an Achievers conference can be, what it takes to be a JA contest winner on the local and the national level, how a JA market research company operates, what your company must do to qualify for the JA National Company of the Year competition, what turned out to be a good JA product for a snowbound city. And there's a lot more.

I hope you enjoy **Achiever** magazine and find it valuable. We look forward to hearing from you.

Sincerely,

Frank T. Cary
Chairman and Chief Executive Officer
IBM Corporation

contents



A Junior Achievement National Publication

Frank T. Cary
Chairman

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2 Letter From The
JA National
Chairman

4 NAJAC Is
A Big Blast
In Bloomington

8 How To Take
Advantage
Of Your JA
Opportunities
by Bobby
Rosenblum

10 JA Company
Solves Adult
Business Problems

12 Top Awards
For Top Achievers

14 Meet Your
National Officers

15 Your
JA Company

16 Achievers
Up Front

17 Special Delivery
Business Buddies

18 A JA News
Update

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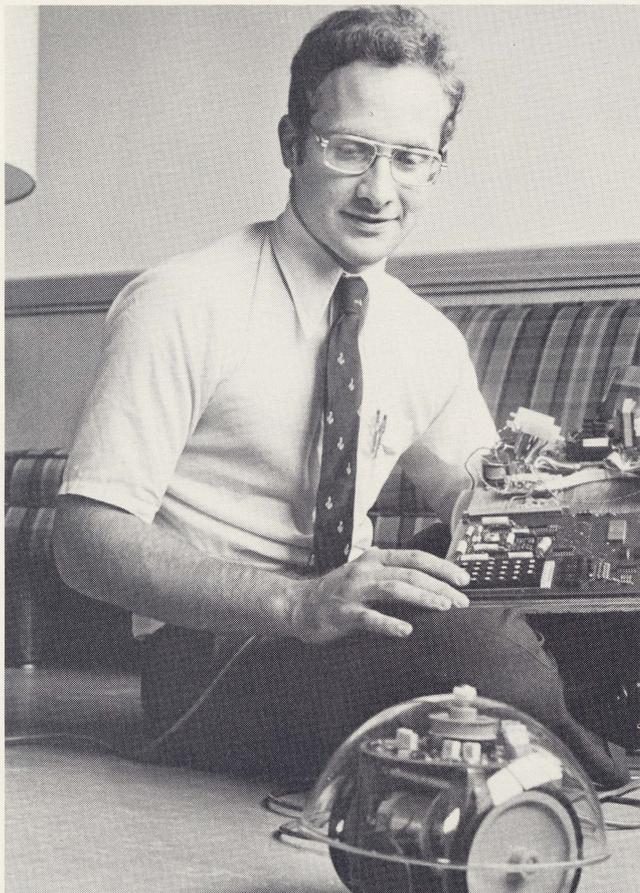


What is NAJAC? To the more than 3,000 Achiever delegates and the 300 Graduate Achievers who make up its staff, the week long National Junior Achievers Conference (NAJAC) is the most exciting event of the JA year. It's time for greeting old friends and making new ones; competing for the highest honors National JA can bestow; taking part in discussions, workshops and seminars, and meeting and talking to top corporate leaders from across the nation.

The 35th annual NAJAC was held last August on the campus of Indiana University, Bloomington, Indiana. The Conference is designed to enhance the abilities of outstanding Achievers, and its delegates are chosen on the basis of their participation in local programs.

Anyone willing to work hard for their own company is eligible to be a NAJAC delegate. Take a look at the next few pages and follow the advice of Achievers you know who have "made it". Next year you could be reading about your own trip to NAJAC!

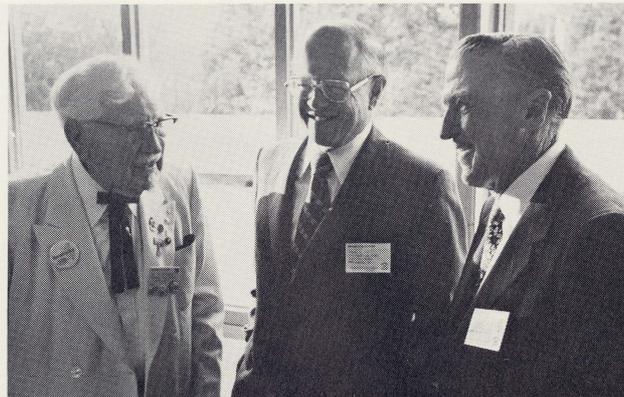
NAJAC Is A Big Blast in Bloomington



A 22-year-old Harvard graduate, David McClees, of Baltimore, Maryland, is this year's winner of the third annual Junior Achievement Entrepreneur Award. David will use his prize money to buy stock in Terrapin, Inc., the young company of which he is president. The company's main product is the Terrapin Turtle, which is believed to be the first commercial offering of a home robot ready for sale. The turtle can walk, draw, dance and solve mazes. Royal Little, founder of Textron, presented the \$10,000 award to David, who was the 1974 National JA President of the Year.



Achievers were on camera as CBS filmed a segment on NAJAC to be aired on a new TV series especially for teenagers called "30 Minutes".



Col. Harlan Sanders of Kentucky Fried Chicken fame is a great favorite of Achievers in Louisville, Kentucky, where he is an active member of the area JA board of directors. As an honored business guest at NAJAC, he received a standing ovation from the delegates; here he is talking to JA National Chairman Frank Cary and Pioneer Award winner R. A. Stranahan.



An addition to NAJAC this year was the JA Bowl, which was introduced at the 1977 Conference as an exhibition. The competition, which follows the format of the old General Electric College Bowl, was featured not as a contest, but as an activity of the leadership sector of the Conference.

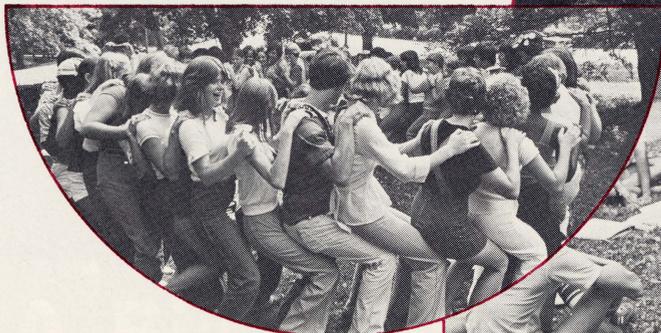


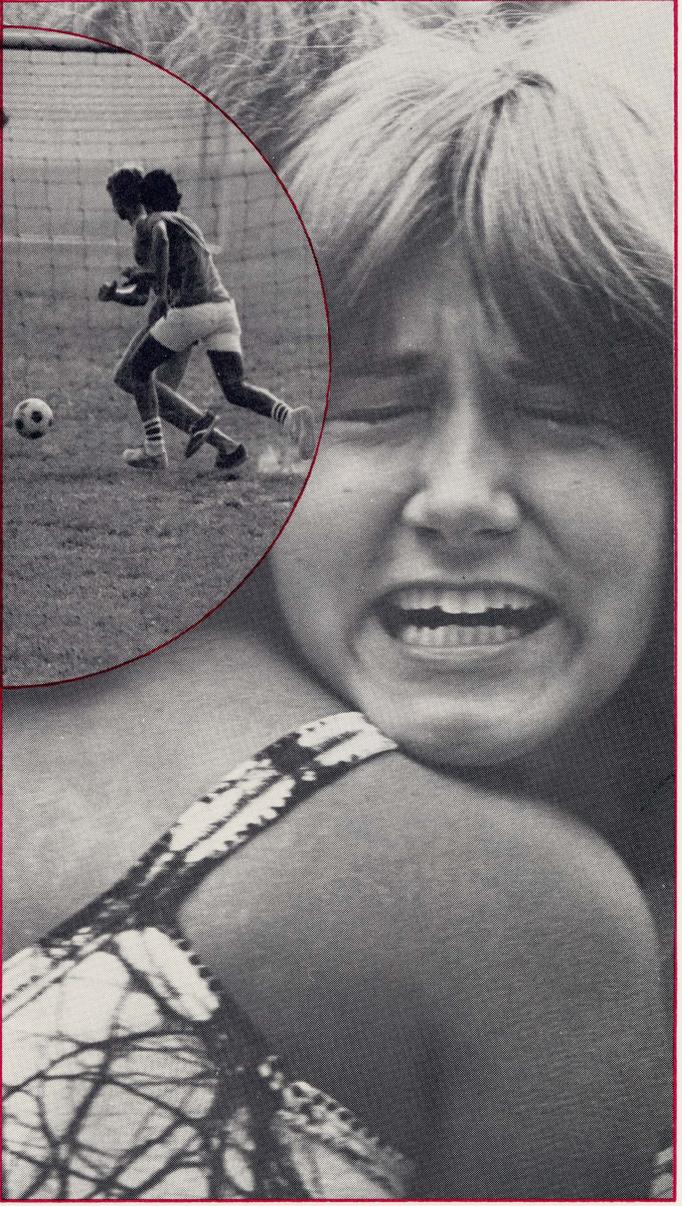
James Davant, chairman and chief executive officer of one of the nation's largest brokerage houses, Paine, Webber, Jackson & Curtis Inc., addressed the NAJAC delegates.



R.A. Stranahan Jr. of Toledo, Ohio, president and chief executive officer of Champion Spark Plug Company, was this year's recipient of the Junior Achievement Pioneer Award. The Pioneer Award was established in 1975 to recognize leadership by an individual who played a key role in establishing a local JA program. Mr. Stranahan helped start the Toledo program in 1953. He has been a member of the Toledo board of directors since that time, serving as board president from 1957-1960 and as chairman from 1960-1966. He has also served on the national JA board.

NAJAC IS . . .







**How To Take
Advantage
Of Your JA
Opportunities**
by Bobby
Rosenblum



Bobby (left) is congratulated by fellow contestants as he is announced the winner of the 1978 National President of the Year competition.

Now a freshman at the University of Southern California Business School, Bobby Rosenblum spent three years in the JA program in Los Angeles. At the end of his sophomore year he was a finalist in the National Treasurer of the Year competition; the following summer he became a regional coordinator for the National Achievers Association; and this past summer he won the National President of the Year competition and placed third in the Outstanding Young Businessman contest. In high school Bobby was active in student government and school clubs and also took the time to become a pretty fair tennis player. His career goal is to become a tax lawyer.

The very nature of the Junior Achievement program is one that provides many opportunities for all of us. If we take advantage of all of these opportunities and try to really excel in JA, it will prove to make our JA experience that much more beneficial.

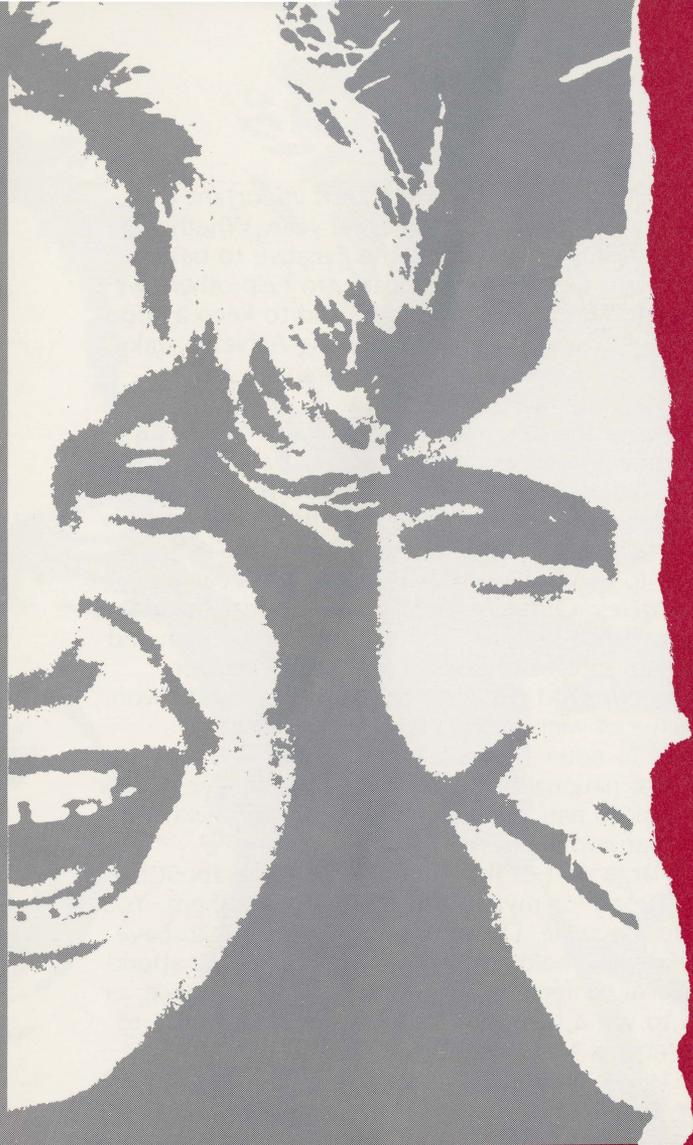
During my three years as an Achiever, I became as involved in the program as I possibly could. I ran for office my first year, entered contests, helped with Achiever recruiting, and spoke at various events to promote Junior Achievement.

To get the most out of JA, it is important to lead your company to a successful year. Whether or not you are an officer, take the initiative to be the top salesperson in your company, to help others with selling tips and company morale, and to keep a good record of attendance. As a returning Achiever, take the time to help first year Achievers with any problems they might have.

One of the best experiences I had in JA was my involvement in contests. I remember back to my first year in Junior Achievement when I served as treasurer of my company. At that time I didn't know very much about JA contests, so I almost didn't bother to compete for Treasurer of the Year for Los Angeles. Other Achievers told me that I didn't have a chance because of the tough competition and the disadvantages of being a first year Achiever. Luckily, though, I did enter the contest — and I won. By virtue of winning this contest, I was sent to NAJAC to enter National Competition. This was my start into national JA contests. Once you have experienced national competition, you will always have that burning desire to win.

A large part of my success in JA came about by setting goals for myself, and then reaching them. You can do the same. During the year, set goals to have \$100 in sales, hold an office in your company, attend a regional conference or the National Conference, or even to win a contest. The most important thing to remember is that in order to win you must truly want to win and be willing to give it your all. At least enter a contest in your area. It is not necessary to be an officer to enter the Best Sales or Speech contests. Take the time to compete. The experience is invaluable and the knowledge and self-confidence you will gain is startling.

You have taken the time and effort to be a member of Junior Achievement, so don't stop there! The opportunities available to you now are unlimited. Assert yourself, and be a winner.



JA Company Solves Adult Business Problems

What is "market research?" Eleven members of IMPACT, a JA company sponsored by Fairhaven Savings Bank of Fairhaven, Mass., found out last year — and became New Bedford's JA Company of the Year while they learned.

First, the idea was presented to the fledgling company by their adult adviser team. (Cecilia Ward, assistant marketing director of Fairhaven Savings, was executive adviser, assisted by Patricia Avellar, Jean Hart, Betsy Rego, Carla Grillo, Michaela Champagne and Debbie Lubker.*) Second, their sponsoring firm became their first client, and third, they wrote a sales letter to the business community which began this way:

"Would your company like to know:

- if a new market exists for your product?
- customer reaction to your product or service?
- your current share of the market compared to your competitors?
- the answer to any other questions to help your business?

IMPACT, a Junior Achievement Market Research Company, is willing and able to serve your business firm."

William Pike, president of IMPACT, was eager to talk about the company in an interview with Graduate Achiever Mark Piva of New Bedford.

"At first business doesn't take you seriously," he said, "because market research is such a sophisticated business. Without the bank as our first client we couldn't have made it, and even after that successful survey, our biggest obstacle was 'image'. To help overcome this we developed our own logo and stationery.

"We also found selling our Achiever services to an executive of a corporation or bank more difficult than selling door to door or at a trade fair."

Although Fairhaven Savings Bank's support was essential to IMPACT, they did have a legitimate need for market research. The bank was about to open a new branch, The Dartmouth Banking Center, and was interested in finding out if the area residents were aware of this, if they would patronize it, and what banking services would be most popular.

Members of IMPACT planned and submitted a written questionnaire and demographic neighborhood map to the bank executives. While waiting for approval, the Achievers and their advisers honed their interview techniques and worked out two-person survey teams. When the go-ahead signal came, the teams were ready to take off.

Statistics piled up as the Achievers worked their way through the selected neighborhood. They did have some close encounters, as is shown by this regulation drawn from the Safety Director's annual report: "Take care to stand at least one foot from the door while requesting assistance with the survey, for the danger of being injured by closing doors."

Survey footwork behind them, IMPACT workers began analyzing their findings for formal submission to the bank. They had learned what percent of those questioned consider a savings account most

important and what percent consider checking their first need; the percentage of those familiar with Fairhaven Savings Bank's plans to open a new branch, and how many would bank there.

Having come up with these statistics, the next challenge was to make recommendations based on their findings. In this particular neighborhood surveyors found:

- (1) Portuguese is the main language. Recommendation: More advertising is needed in the Portuguese-language media.
- (2) Fairhaven Savings is not the best-known bank. Recommendation: Do more advertising stressing the bank's strong points.

Drawing up each survey depended on what the client needed. Usually, representatives from IMPACT talked things through with the client company. In the case of Kalisz Plywood, Inc., another satisfied customer, Mr. Kalisz wanted to know people's decorating preferences; if shoppers were aware of price differences; where they went to buy paint, wallpaper and paneling, and if they were satisfied with store service.

As you can see, activities in a market research company differ widely from those in manufacturing or other service companies. Clients must be secured, service prices set, questionnaires designed and analyzed, surveys carried out, data tabulated and analyzed, a written and verbal report of results presented, and a follow-up made.

In all, IMPACT conducted five surveys during the year; by telephone, by man-on-the-street interviews, and by the door-to-door method. They found out how people felt about a waterfront restoration project and how they felt about a shopping center and a trolley car museum in an historical building in New Bedford. They also conducted a survey for Junior Achievement.

According to adviser Cecilia Ward, "The most important single ingredient of this project was the enthusiasm of the vice president of marketing at Fairhaven Savings, John L. Downey, who introduced the group to the needs, tools and importance of market research."

Another specialist who helped IMPACT get started was Wilfred M. Sheehan, senior partner with Marsh/Sheehan, Inc. Delighted to learn of the company's later success, Mr. Sheehan was heard to exclaim, "These kids are going to put us out of business!"

Although he need have no fear of that, IMPACT has formed again for the 1978-79 program year, again under the sponsorship of Fairhaven Savings, and the company members are presently conducting a follow-up survey on the Dartmouth Banking Center.

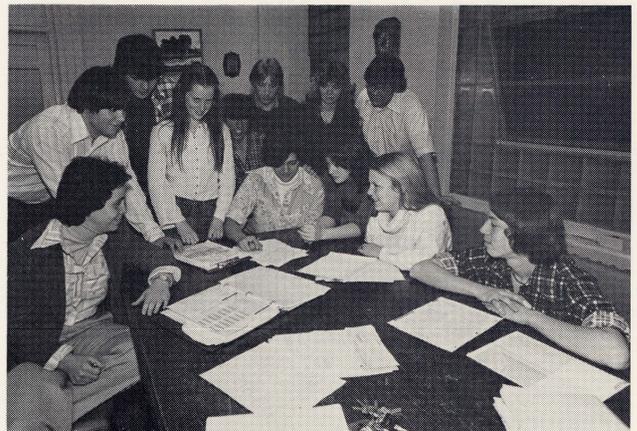
*Debbie Lubker, a student at Southeastern Massachusetts University, was a participant in the JA Applied Management program, whereby an undergraduate or graduate business student earns college credit by serving as an associate adviser with a regular JA company adviser team.



Presenting a report on a completed survey to clients John and Teddy Kalisz are Achievers Bill Pike, Shawn Murphy and Gordon Taylor and adviser Debbie Lubker.



Fairhaven Savings Bank President Richard H. Carpenter and adviser Cecilia Ward introduce IMPACT members to the Automatic Teller during a bank tour.



Members of IMPACT examine a map of their territory in preparation for a door-to-door survey. Pictured are (from left) adviser Carla Grillo; Achievers Bill Pike, Chris Hemingway, Pam Tschaen, Dave DeCosta, Terri Gracia, Jorge Alves; adviser Jean Hart; and Achievers Gordon Taylor, Karen Arruda, Carolyn Cannon and Gary Jezierski.

Competition is what the American business system is all about. Competition brings the American consumer the best quality goods at the most reasonable price. Similarly, competition moves the most qualified employees up the management ladder to executive status and recognition.

To help prepare you for entrance into the business world, Junior Achievement has its own form of competition, to select the best JA companies and personnel and reward them. Starting on the local level with a company-by-company search, JA companies who qualify can compete in their contest at the regional level. Local winners of "individual" contests and regional winners of "company" contests then compete at the National Junior Achievers Conference, where each goes through three rounds of increasingly difficult competition leading to the naming of national winners.

Winners at the national level split almost \$20,000 in scholarship awards and savings bonds in addition to prizes already won at the local and regional levels.

Outstanding Young Businessman

Sponsored by National Federation of Independent Business

- 1st: David Sturgeon, Louisville, KY
- 2nd: Kendrick Kam, Honolulu, HI
- 3rd: Robert Rosenblum, Los Angeles, CA

Outstanding Young Businesswoman

- 1st: Dianne Jenkins, Dubuque, IA
- 2nd: Jill Johnson, St. Paul, MN
- 3rd: Melissa Wheeler, Columbus, OH

President

Sponsored by Young President's Organization

- 1st: Robert Rosenblum, Los Angeles, CA
- 2nd: Kendrick Kam, Honolulu, HI
- 3rd: Jill Johnson, St. Paul, MN
- Clayton Reed, St. Petersburg, FL
- Stanley Kaminski, San Diego, CA
- David Sturgeon, Louisville, KY

Corporate Secretary

Sponsored by The American Society of Corporate Secretaries, Inc.

- 1st: Theresa Hord, Terre Haute, IN
- 2nd: Sue Vergo, Rochester, NY
- 3rd: Patricia Zillian, Washington, DC
- Melissa Wheeler, Columbus, OH
- David Polston, Louisville, KY

Treasurer

Sponsored by The National Association of Accountants

- 1st: David Esmail, Dallas, TX
- 2nd: Paul Smith, Ft. Wayne, IN
- 3rd: Susan Hautzinger, Philadelphia, PA
- Glenn Kishiyama, San Francisco, CA
- James Vincent, Owensboro, KY

Marketing Executive

Sponsored by Sales and Marketing Executives International

- 1st: Theresa Talbot, Washington, DC
- 2nd: James Witcher, Dallas, TX
- 3rd: Thomas Munteer, Albany, NY
- Robert Fye, Cedar Rapids, IA
- Donald Baker, Miami, FL

Production Executive

Sponsored by American Institute of Industrial Engineers, Inc.

- 1st: Jeanne Huffman, Columbus, OH
- 2nd: Andrew Knap, Charleston, WV
- 3rd: Charles Beadles, Danville, IL
- David Robblee, Boston, MA
- Kevin Van Horn, Salt Lake City, UT

Purchasing Manager

Sponsored by National Association of Purchasing Management

- 1st: John Tipton, Louisville, KY
- 2nd: Mike Proctor, Salt Lake City, UT
- 3rd: Gigi Graser, Akron, OH
- Denise Renton, Los Angeles, CA
- Mike Gravelle, Grand Rapids, MI

Safety Director

Sponsored by American Society of Safety Engineers

- 1st: Mark Tiedt, Houston, TX
- 2nd: Cynthia Wilbrandt, Chicago, IL
- 3rd: John Schwartz, New Orleans, LA
- Lisa Hopkins, Warren, OH
- Susan Davis, Louisville, KY

Vice President, Personnel

Sponsored by American Society for Personnel Administration

- 1st: Paulette Dolin, Los Angeles, CA
- 2nd: Shari Freedman, Orlando, FL
- 3rd: David Bunch, Washington, DC
- Dianne Jenkins, Dubuque, IA
- Alan Hippleheuser, Terre Haute, IN

Quality Control

Sponsored by The American Society for Quality Control

- 1st: Larry Stubbs, St. Petersburg, FL
- 2nd: Eric Martin, Minneapolis, MN
- 3rd: William Ray, Orlando, FL
- Kimberly Kraft, Akron, OH
- Robert Coughlin, Cincinnati, OH

Public Speaking

Judged By Toastmasters International
Awards provided by Robert Roblee

- 1st: Jill Sopko, Akron, OH
- 2nd: Kelly Corrigan, Jacksonville, FL
- 3rd: Michael Ladner, Orlando, FL
- Mark Kimbell, Kansas City, MO
- Kevin Huston, Kalamazoo, MI

Manufacturing Company Of The Year

Sponsored by National Association of Electrical Distributors

- 1st: X-10-TION, St. Wayne, IN: General Electric Corp.
Susan Schmickley, Kim Larsen, Scott Larsen
- 2nd: DIGI-TECH Enterprises, St. Petersburg, FL; E-Systems, Inc.-ECI Division
Donald Jackson Jr., Joseph Bocker III, Lynn Garry
- 3rd: M*A*S*H, Pittsburgh, PA; Bell Systems
Kenneth Natale, William Lonnet, Pamela Baughman
- Symmex, Rochester, NY: Gleason Works
Kathleen Troidle, Julie Schmidt, Michael Brown
- Enlitement, Ft. Wayne, IN: Corl Corp.
Michael Schram, Sue Brown, Edward Kenn

Banking Company Of The Year

Sponsored by The American Bankers Association

- 1st: United Coin and Paper Association, Battle Creek, MI; Michigan National Bank
Martha Matrone
- 2nd: United Achiever's Bank, Richmond, VA; United Virginia Bank
Steven Riggan
- 3rd: Swiss Trust and Savings, Dubuque, IA; American Trust and Savings Bank
Peter Reinert
- JABCO, Tuscon, AZ; Valley National Bank,
Daniel Wong
- Money Changers, Jackson, MS; Fidelity Bank,
Lisa Dimitry

Service Company Of The Year

- 1st: WMJA, Springfield, MA: WBEC, Inc.
Rick Williams, Diane Goyette, Nancy Anderson
- 2nd: Achievers In Radio (AIR), Decatur, IL; WSOY
Carol Baulos, Janet Baulos, Tim Haworth
- 3rd: Starship Enterprises, Nashville, TN; Life & Casualty Ins. Corp./WLAC
Lester Turner, Mayme Richie, Carolyn Kalil
- E.F.S. Enterprises, San Jose, CA; Ford Aerospace & Communications Corp.
Kel Kurpanek, David Ford, Mark Jackson
- Starcomm Wild, Toledo, OH: WBNO Radio
Mike Ambargly, Laura Barnhard, Julie Fredricks

JA Bowl

- 1st: Region One: Tim Andrews-Baltimore, MD
John Davidson-Washington, DC
John Lindberg-Hartford, CT
William Pike-New Bedford, MA
- 2nd: Region Five: Patrick Hunt-Miami, FL
Mark Hurwitz-Dallas, TX
Anthony Smith-Tulsa, OK
Ellen West-Orlando, FL

Elected Officers For 1978

President: Seth Eisenberg, Washington, DC

Vice President: Shawn O'Hara, Salt Lake City, UT
Conference Secretary: Paulette Dolin, Los Angeles, CA

NAA Chairman: Wayne Young, Chicago, IL
NAA Vice Chairman: Jose Pratts, Los Angeles, CA
NAA Secretary: Kimberly Ann Manicho, Columbus, OH

Program Committee Chairman: Bill Rumage, New Orleans, LA

Development Committee Chairman: Mary Sullivan, Syracuse, NY

NAA Regional Coordinators

- REGION I: Jack Dempsey, Buffalo, NY
Mark Gariepy, Washington, DC
Brooke Litchicum, Baltimore, MD
- REGION II: Karoline Goff, Columbus, OH
Sara Furniss, Grand Rapids, MI
Julie Little, Charleston, WV
- REGION III: Rita Fanara, St. Louis, MO
Mark Petry, Topeka, KS
Paul Savary, Dubuque, IA
Lynn White, Springfield, IL
- REGION IV: Paul Beirne, Santa Clara, CA
Jennifer Minton, Los Angeles, CA
- REGION V: Shawna Finch, Augusta, GA
Janelle Rachal, Lafayette, LA
Andrew Wilson, Jacksonville, FL

Ten Top Achievers Associations

- 1st: St. Paul, MN
- 2nd: Youngstown, OH
- 3rd: Louisville, KY
- 4th: San Juan, PR
- 5th: Columbus, OH
- 6th: Baltimore, MD
- 7th: Syracuse, NY
- 8th: Danville, IL
- 9th: New Orleans, LA
- 10th: Charlotte, NC

Product Fair

Sponsored by Commercial Development Association

- 1st: Redwood Product Industry, Santa Clara, CA;
Geodesic Redwood Plant Hanger
Aric Wilmunder-Bank of America
- 2nd: MATTCO, Union County, NJ; Laminated Oak Carving Board
Mardy Davis-Standard Plastic Products, Inc.
- 3rd: Pacific Notes, Portland, OR; Super Slicer
Frank Moscow-Pacific Power and Light
- 4th: Something Completely Different, Cedar Rapids, IA; I-Block Game
Aaron Liesch-Moore Business Forms
- 5th: 10-S-NE-1? (pr. Tennis Anyone?), Bay Area, CA; Bread Box
Jeannette Oliver-Pacific Gas and Electric Co.

Best Sales Contest

Sponsored by Sales and Marketing Executives International (Held in New Orleans, May 1978)

- 1st: David Dedman, Evansville, IN
- 2nd: Randy Flower, Toledo, OH
- 3rd: Nancy Miller, Portland, OR
- 4th: Patti Jacobsen, Jacksonville, FL



National officers (from left): Wayne Young, Paulette Dolin, Shawn O'Hara, Seth Eisenberg.

Every summer Achievers attending the National Junior Achievers Conference in Bloomington, Indiana elect three officers who will lead the National Conference the following summer and five other officers who will do the same for the National Achievers Association. All eight officers work hard through the winter, preparing for next summer's conference and completing other projects. During this time, the officers will be depending on you for suggestions and ideas to help them in their work, and they are also available to answer questions and advise you on plans you have in your own area. Four of them — the three Conference officers and the NAA Chairman — introduce themselves to you here. You'll meet the other NAA officers in future issues of **Achiever**.

Dear Achievers,

The 1978-79 Junior Achievement year is here! Just as new JA companies around the country are getting off the ground, Achievers must also organize their Achievers Associations so that they may reap the benefits of having an AA.

Local AA's are organizations run by Achievers that function in the way that Chambers of Commerce do — in fact some JA areas call their Achievers Association their Chamber of Commerce. The National Achievers Association ties everything together, but it takes individual centers and area Associations to really let Achievers feel the JA spirit an AA brings!

Before this calendar year is over, the NAA plans to compile a list of all the information available on AA's. It is also our goal to aid Achievers in establishing Achievers Associations in every area interested in starting one. However, AA's cannot be formed and run unless there are individual Achievers who want to meet the challenge. If you would like to get involved, please write me.

Sincerely,

Wayne Young

National Achievers Association Chairman

Wayne's address is:

**10112 Baker, Storms Hall; Iowa State University;
Ames, Iowa 50013**

Dear Fellow Achievers,

Welcome to an exciting year in Junior Achievement! To those of you who are new to the program, I hope that you will have the time and interest to find out what JA is all about. To those of you who are returning, I hope you will take advantage of opportunities to become more involved.

Since NAJAC I've been working closely with the other National officers on projects which we feel will contribute to both NAJAC 1979 and the program as a whole. At the time this letter is being written, the officer planning meeting has not been held; however, the following programs and projects, which will be discussed in the January issue, are among the many being considered: (1) Youth Organizations United (YOU) — a program designed to culminate in a meeting of youth leaders from various youth groups from all over the nation; (2) expansion of the role of Achievers Associations; (3) the Business Buddies correspondence program (look for the application form for this elsewhere in this issue); and (4) publication of a NAJAC yearbook as a photographic summary of the 1979 National Junior Achievers Conference.

Junior Achievement's strength lies in the diversity and commitment of its members. Your other officers and I need and welcome your thoughts, suggestions, questions, and criticisms. Let us hear from you. Sincerely,

Seth Eisenberg

National Conference President

Seth's address is:

3509 Farm Hill Drive, Falls Church, VA 22044.

Dear Achievers,

I'm writing to you from Salt Lake City, Utah, where I'm completing my senior year in high school. I would first like to thank you for the enthusiasm, the support, the concern you have shown me not only at NAJAC but in the months since then. I welcome you to the 1978-79 JA program year.

One of my duties as a Conference officer is to increase Achiever correspondence. As a result of this, I have been busy working on a NAJAC follow-up evaluation, a National Officers Handbook and on projects to further the interaction between JA and

other youth organizations.

As a third year Achiever and a newly elected officer, I encourage each of you to make use of the opportunities offered through Junior Achievement. I challenge you to pursue your goals.
Sincerely,

Shawn O'Hara
National Conference Vice President
Shawn's address is:
7071 Campus Drive, Salt Lake City, UT 84121

Dear Achievers,

Summer is over but the memories of an exciting NAJAC are still with me. I am also looking forward to the year ahead and serving as Conference Secretary.

Junior Achievement offers endless opportunities, and I encourage each and every one of you to take advantage of them. Looking back on my own JA experience, I realize that all the work I put into JA was worth it. You can be assured that whatever you put into JA you'll get back not only in travelships or scholarships but in personal satisfaction, knowledge and confidence.

The other officers and I have ideas for the coming year that we will work to implement. We'll also try to keep you informed through articles in **Achiever** magazine.

If you have any questions or ideas, please write. Best wishes for a profitable year.
Sincerely,

Paulette Dolin
National Conference Secretary
Paulette's address is:
5327 Natick Avenue, Van Nuys, CA 91411

Your JA Company:

Your Personal Company Audit

As of this moment, about a third of your JA program year is over — and if you're in the accelerated "semester" program, that figure is closer to two-thirds. It's a good time to take stock of your company's accomplishments and measure them against what other JA companies around the country are doing. The checklist on this page can show you how you stand and give you some suggestions for improvement at the same time. See how many firm "yesses" you can count up.

1. Has your company achieved 100 percent attendance at least once?
2. Have you averaged at least 90 percent attendance?
3. Have you had less than five percent of your members drop out?

If you can answer "yes" to the above questions, your company is probably a very good one, because falling attendance and membership is one of the first signs that a company is having problems. But there's room for improvement in even the best company, so

see how yours measures up to the following questions:

4. Do you know the name of everyone in your company?
5. Do your company officers talk to each member to find out what they like or don't like about the company?
6. Do your company officers ask for suggestions on how to make the company better?
7. Do they use suggestions they're given, and explain why suggestions they don't use are unworkable?
8. Does everyone participate in setting production, sales and personnel (attendance) goals?
9. Have you reached the goals you've set for this time of the year?
10. Does everyone participate in making major decisions?
11. Is every Achiever informed every week of all JA company and JA program activities (contests, conferences, special events)?
12. Does your company have more than four \$100 sales club members (so you're not relying on just two or three people for all sales)?
13. Does each Achiever leave the meeting with a good attitude and a strong desire to come back?
14. Does everyone have a "we" feeling about the company?
15. Have you planned a company party for over the Christmas-New Year's break? (This can help keep company spirit high while you're not meeting over the holidays. A holiday party can be held at a company member's home at almost no cost, with each member assigned to bring one part of the refreshments.)

Now look ahead to the end of the year to see if you think your company will qualify for local company of the year competition. The requirements are listed below — check your record systems, form 17 (Year End Report) for details.

Company-of-Year Requirements

Retention	Minimum 70 percent
Commissions	Must be paid on sales
Wages	At least \$.25/hr for all except the first meeting
Salaries	All elected officers must be paid a minimum of \$2.50/mo. for every month
Profits	Company must have made a profit before taxes
Average Attendance	80 percent from second meeting through April 1
Sales	\$600 for manufacturing companies; \$300 for service companies (except printing and publishing)
Product	Must not be illegal, unsafe, or a commercial product, unless that product is purchased in bulk and repackaged for sale

ON FILE Achievers Up Front:

Buffalo JA Company Pulls The Plug On A Problem

When a snow plow is working at night in a blinding snowstorm, the driver can't see the curb and can easily hit a fire hydrant. Repairs resulting from such mishaps can run as high as \$1,800 per hydrant.

In a heavy snow area such as Buffalo, this can be a major winter problem, but the shrewdness of members of the World Party JA Company of Lackawanna, N.Y., provided a solution to their city's problem and a profit for themselves.

Their product, a fluorescent fire hydrant marker, was suggested by their advisers, who were all executives at Bethlehem Steel's Lackawanna plant. Using steel purchased from their counseling firm, Achievers worked out production techniques and made a few samples. Next, they made an appointment to see John Morretti, director of purchasing for the city of Lackawanna. They came away with an order for 60 markers for test purposes.

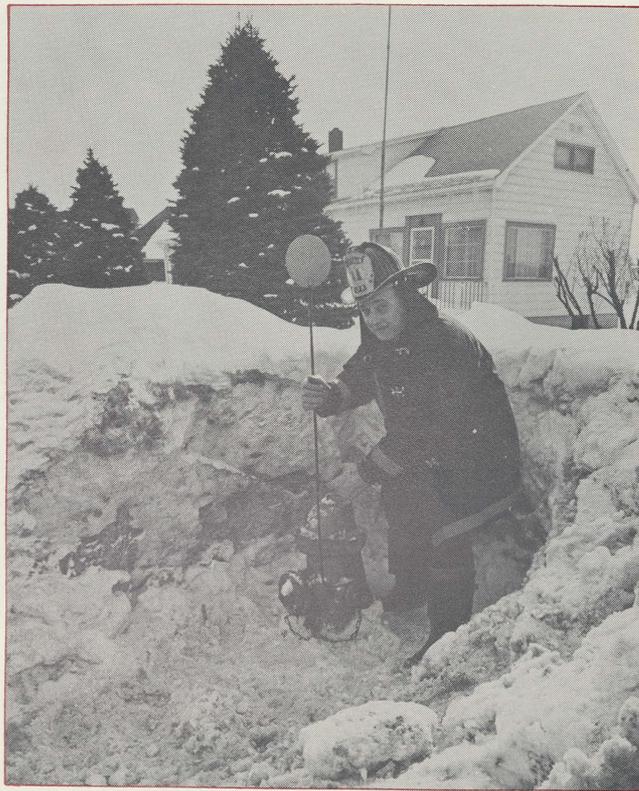
With that order ready to ship, the Achievers called on Fred Langdon, Buffalo's fire commissioner, who liked what he saw and ordered 100 markers as a trial.

World Party's first production run of 60 markers for Lackawanna took three weeks to turn out. To meet the commitment to deliver 100 hydrant markers to the city of Buffalo, the company had to improve its production techniques to speed up productivity a full 66-2/3 percent.



Inspecting World Party's fire hydrant marker are (from left): Buffalo Mayor Jim Griffin; Achiever Jerri Ann Kempf; Buffalo Fire Commissioner Fred Langdon; and Bethlehem Steel advisers John Folfas, Robert Heckl and Daniel Mikofsky.

They also had to manufacture those markers in a new "plant" — a classroom at Buffalo's South Side Junior High School. Their original manufacturing site fell victim early in the year to a fire in which the Achievers lost some of their safety gloves and safety goggles, some nearly completed markers and four weeks of precious time.



Lackawanna Fire Captain Neil Marrano checks a fire hydrant that was dug out of a snowbank unharmed, thanks to its brightly colored JA marker.

How could the company raise its productivity to meet the demand? Jerry Ann Kempf, president of World Party, had a simple answer. "We just made them faster. On our first order for Lackawanna, we learned which kids did which jobs best. Then, instead of the Achievers doing a little work at each job, they were assigned to the job they did best.

"Painting was a bottleneck on the first batch," Jerri added. "Then we started using quick-drying paints and worked out new ways to apply them. Instead of brushing black paint on the rods, we put it on with fluffy paint mitts. And, instead of brushing the fluorescent red paint on the discs, we dipped them in paint and squeegeed off the excess. A new drying rack and other mechanical devices sped things up, too."

Rick Cichoki, vice president of manufacturing, told of some other things that improved productivity. "We worked out a system to cut down the time it took to move stuff from one job to the next. We delivered on time and the kids met the date. They worked overtime to do it."

For snowy Lackawanna and Buffalo there's a lot of benefit from a \$3.50 fire hydrant marker. In addition to being a good warning to a snow plow driver, the red disc is also a flag to firemen responding to an alarm and a reminder to residents to dig out the fireplug.

Lackawanna has 415 hydrants in the city and not one of the 60 protected by the test markers was damaged, even though the winter saw near-record snowfalls in the Western New York area.

Special Delivery:

Delegates attending special **Achiever** magazine workshops at the National Junior Achievers Conference (NAJAC) last summer shared their ideas with us in the letters you see here. Now we want to hear from **you**. What do you think of this new magazine? Tell us how you like it and how you think we could make it even better. Address your letters to: **Special Delivery, Achiever Magazine, 550 Summer Street, Stamford, Conn. 06901.**

Glad To See A Magazine For Achievers

I'm really glad to see a magazine published just for Achievers. I feel it will be a great forum for the exchange of ideas.

Dee Ann Divis, Columbus, Nebraska.

Articles On Foreign Countries

Could you include articles on Junior Achievement in foreign countries such as Belgium, Britain, Canada, Equador, France, Japan, Mexico and Trinidad-Tobago? **Achiever** could tell us about other countries just opening JA and the progress of the rest.

Karl V. Rodgers, Astoria, New York.

JA Needs Achiever

I cannot emphasize enough how glad I am that you are putting out **Achiever**. This magazine is what the Junior Achievement program needs to strengthen its organization.

Lisa Campana, Dallas, Texas.

Information About JA Company Officers

I would like to see a lot of information published about JA company officers, their duties and qualifications, and what they can do to become a better qualified person for the job.

Rusty Vetter, St. Louis, Missouri.

Suggestions To Officers

I wish fellow Achievers would write and give suggestions as to how we can get some of our officers on the ball.

Mark W. Nelms, Memphis, Tennessee.

Need For Better Communication

While attending the National Junior Achievers Conference, I realized the need for better communication between all JA areas. I hope **Achiever** magazine will be the answer to this problem.

Kelly Anspach, Newton, Iowa.

Watch future issues for articles pertaining to the ideas mentioned above!

Business Buddies: **ON FILE**

Make A New Friend — Be A JA "Business Buddy"

"Business Buddies" is the name of JA's new national pen pal program. It's your opportunity to make a new friend and find out what's going on in Junior Achievement (and in school and life in general) in another part of the country.

Just print your name, address, age and sex where indicated on the application form and note whether you want a male or female Business Buddy. If you have a preference, you can tell us also what part of the country you'd like your pen pal to be from. Send your application to:

**Business Buddies
Junior Achievement
200 Park Avenue
Falls Church, VA 22046**

Be sure to enclose a stamped self-addressed envelope! Each pair of Business Buddies will be sent each other's name and address. All efforts will be made to satisfy requests.

Application Form

(please print)

NAME _____	AGE _____	SEX _____
ADDRESS _____		
CITY _____	STATE _____	ZIP _____
Pen Pal Desired		
Check Preference:	<input type="checkbox"/> Male	<input type="checkbox"/> Female
Part of the country you'd like your Business Buddy to live in, if you have a preference _____		

Are You Moving?

Don't miss a single exciting issue of **Achiever** magazine! Attach your address label from this issue in the space indicated and write your new address below. Please let us know four weeks before you move.

NAME _____		
NEW ADDRESS _____		
CITY _____	STATE _____	ZIP _____

MAIL TO:

**Achiever Computer Service,
550 Summer Street, Stamford, CT 06901**

Attach address label here.



A JA News Update

Plans Underway for Fifth National Business Leadership Conference

Clifford C. Garvin, Jr., chairman of Exxon, will be chairman of the Fifth Annual National Business Leadership Conference and Business Hall of Fame, which will be held at the Marriott Hotel, New Orleans, Louisiana, April 5, 1979. The theme of this year's Conference will be "Corporate Responsibility in a Changing World."

The Conference was initiated in 1975 to recognize the role of business in the growth of our nation, and to demonstrate the interest of business in the development of America's young people.

The Business Hall of Fame, established in 1975, honors outstanding business leaders of the past and present and, by so doing, provides role models for the next generation of American business leadership.

A morning panel has been added to the events of the day this year, featuring Hall of Fame laureates who will discuss, "A Look at the Past Through The Future." Since these are the men who helped change the economic face of America, such a discussion will be a fascinating addition to a traditionally exciting program.

Following luncheon and a keynote address by Mr. Garvin, an afternoon discussion of the Conference theme will introduce representatives from business, government, labor and education. A dialogue will follow in which Conference participants, as well as a group of award winning Achievers, will be invited to query panel members and join in discussion.

The evening awards banquet will be highlighted by the induction of eight new members into the National Business Hall of Fame. As with all previous laureates, the selection of the new inductees will be made by Fortune magazine's board of editors.

Many tables have already been reserved for this high point in the JA year, so if you hope to have your area represented, send your registration in now.



1976 Business Hall of Fame Laureate George S. Moore of Citibank makes a point to an attentive audience at the 1978 NBLC including (from left) NBLC Chairman Henry Ford, and General Motors Chairman Thomas A. Murphy, who was NBLC chairman in 1976.



Ron Cody (left) receives Hook Award bowl from JA National President Richard Maxwell.

Minneapolis Executive Wins Top JA Staff Award

Ron Cody, executive vice president, Junior Achievement of Minneapolis, is the 1978 winner of the Hook Memorial Award, the highest form of recognition Junior Achievement can give a staff professional.

During the program year of 1977-78, Minneapolis initiated the largest capital campaign in the history of Junior Achievement with a goal of \$2.25 million. By September that goal had been met, and as a result, three business centers are being built and one renovated to serve the young people in downtown Minneapolis and its suburbs.

This past year the Minneapolis program also reached Metro status with 104 JA companies and 1,791 Achievers.

Mr. Cody began his career in 1959 as an assistant program director in Milwaukee, Wisconsin. He served on the Regional staff as assistant regional vice president and was the executive director in Louisville, Kentucky before going to Minneapolis.

The Hook Award is named after the late Charles R. Hook, former board chairman of Armco Steel Corporation and of Junior Achievement Inc., who played an important role in developing JA on a national scale during the 1940s.

The Award was established in 1964 to provide recognition to any full time staff member of Junior Achievement, exclusive of the National Staff, whose outstanding performance in a local area has deserved recognition for contributing to the growth and development of the program.

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