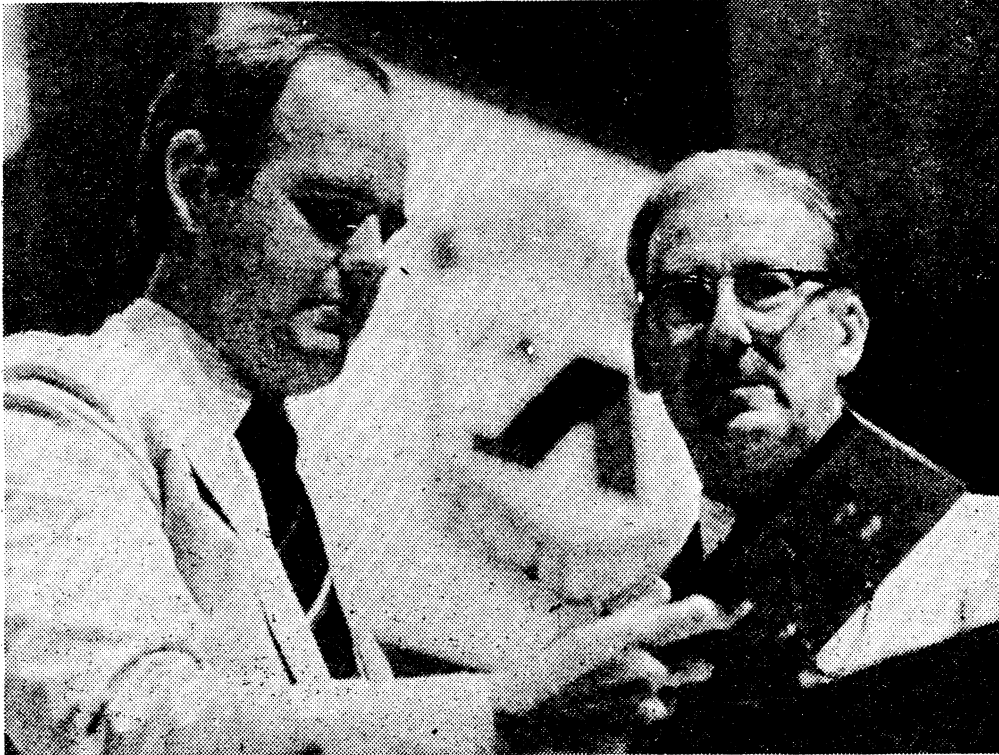


# The Achiever

News of the 1974 National Junior Achievers Conference



## Distinguished graduate

Maynard Parker, managing editor of the international edition of Newsweek, (left) receives the 1974

Distinguished Graduate Achiever award from Conference Director Jim Sweeny.

## Parker backs media freedom

The importance of free speech and the responsibilities of the press were the topics of Maynard Parker's address to the National Junior Achievers Conference. He made the speech upon receiving JA's Distinguished Graduate Achiever award.

"The founding fathers gave the press a goal: to inform the people and to promote the free flow of facts and ideas, however untimely or disagreeable those facts and ideas might be," Parker emphasized.

Parker, managing editor of the international edition of Newsweek, shared his views on the importance of accurate and complete reporting of all facts to the American people. He stated that America cannot

remain strong if its people are nurtured along with only the news that is easy to accept.

Parker related examples of news articles such as the secret involvement of the U.S. in Laos, the covert bombing of Cambodia, and the White House "enemies list" as items the American people may not have wanted to hear, but which the press was obliged to report. This forced Americans to realize that they cannot blindly accept the decisions of the nation's leaders, but must formulate judgments of those decisions based on knowledge of facts.

"And while the free enterprise system and freedom of the press may not be the only two pillars on which our society

is built, it seems to me that they are two of the most important," Parker said.

"... Should not the press simply ease up, and go home and not subject the incoming Ford administration to the same hard tests we applied so rigorously to the Nixon, Johnson and Kennedy administrations?" asked Parker.

His answer was a definite "no."

The only way to meet the problems the nation is facing "in diplomacy, in our defense state, in education, and in our economy," he said, is through national unity and governmental strength that can endure close scrutiny by the press and the public.

## Boxes carry JA slogan

## Spuds have message

The J.R. Simplot Company supports Junior Achievement — in 60 million ways.

The Boise, Idaho company is the largest potato processing plant in the U.S. A wholesale

distributor of frozen french fries, the company's market extends throughout the continental United States, southern Canada, Japan, and Australia. And starting August 19, every

package will carry two stamps urging its recipients to "support Junior Achievement — where youth learns the business of business."

Mike Simplot, a first year NAJAC delegate and grandson of the company president, encouraged the idea. After five months of planning and preparation, the newly designed boxes were approved for the new product line.

"My grandfather is a big believer in Junior Achievement," explained Mike. "He didn't do this simply because I asked him. As a former board member, he's done a lot for JA. In fact, he donated the remainder of the money for our Boise delegation to come to NAJAC."

Total cost of the stamp was approximately \$3,500. In addition, the company spends about one-half cent per box for ink.

But this wasn't enough for J.R. Simplot.

"Each week we send over 350 newsletters to buyers all over the world," continued Mike. "And the office secretaries stamp every one of them with the J.A. stamp."

J.R. Simplot, who quit school in the sixth grade to buy a farm, now has investments in cattle and mining developments. But potato processing is his biggest investment, sup-

plying 60 million boxes of french fries per year to universities, restaurants, and hospitals. An additional sixty million boxes are packaged especially for McDonald's franchises.

"Right now I'm trying to contact the Public Relations Department of McDonald's," continued Mike. "We hope they will allow us to put our stamp on their boxes as well. Just think of the number of young McDonald's employees those stamps would reach."

Twenty-two years ago a young first-year counselor volunteered to lead some singing as Achievers waited for the rain to subside.

He's been leading those songs ever since.

Bob Richards has become a tradition at NAJAC. He sings because he loves it, and because it helps to foster that spirit of unity so important at NAJAC.

"It's hard to believe that in a matter of hours lasting bonds are created between total

strangers," he began. "So many new friendships are made, especially among the staff."

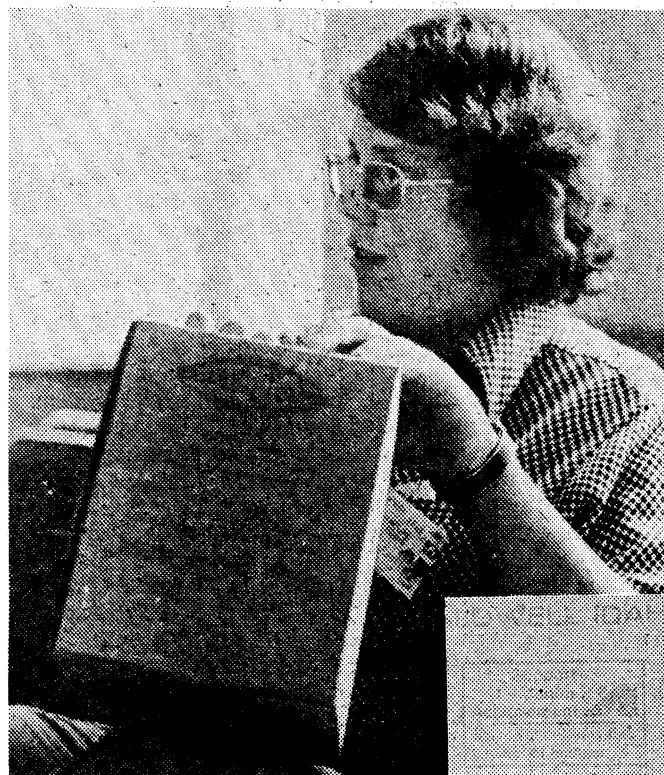
Bob has served as the auditorium liaison for the national conference since he joined JA in 1952. Since that time, few auditorium programs, talent contests, or dances have escaped his attention.

"It is a great thrill to me when former Achievers come back as speakers years later," Richards commented. "I remember Maynard Parker when he was an Achiever, and I worked with Effie Miller (the 1973 Distinguished Graduate Achiever Award recipient) in the 1950's as well."

Currently Executive Director of JA of Peoria and Central Illinois, Richards has devoted his life to working with high school youth. After spending 18 years as a YMCA secretary Richards joined JA in 1952.

Richards was introduced into the JA program by an executive from U.S. Steel in Pittsburgh. After opening a program in Butler, Pa., he underwent additional training in Detroit and Fort Wayne. In 1953, just one year later Richards became executive director in Peoria.

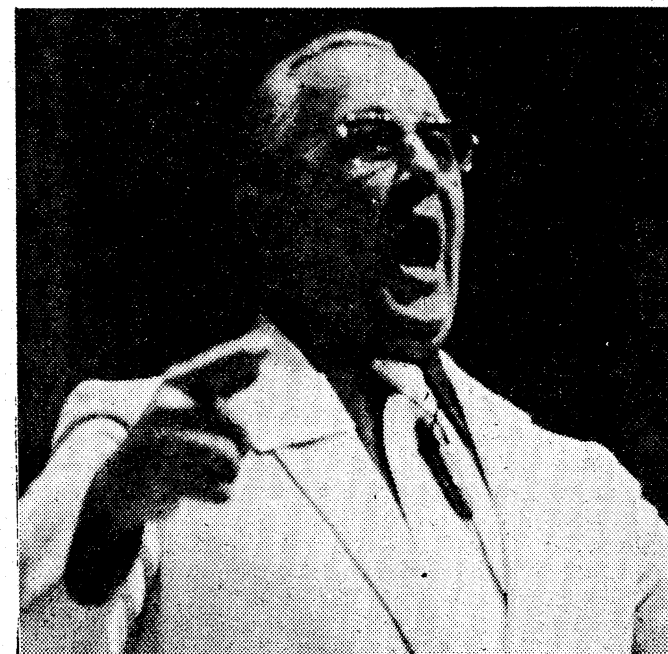
But Richards' JA duties didn't end there.



## Potato Box

Mike Simplot displays one of the 60,000,000 packages of french fried potatoes to be distributed next year with a message to "support JA." The newly designed stamp is inset at right.

## Song leader is tradition



BOB RICHARDS

(Continued on Page 4)

# It's a new world: Foreign v

## Puerto Rican give-away

There's a big hat give-away at NAJAC, but it has a decidedly international flavor.

Puerto Rican delegates brought 800 pavas, native sombreros, made of palm straw, to distribute at NAJAC, but there is one catch.

"A delegate must say an understandable Spanish sentence to qualify for the pava," explains Fred Colberg, a NAJAC visitor from Puerto Rico.

The four Puerto Rican delegates and the two visitors will be the judges for the validity of the Spanish sentences.

"We brought the pavas to

give them away, but we want the delegates to learn a little Spanish before they get one," said Rigo Felix, the other visitor from Puerto Rico.

Pava give-aways do not start right away, however, since NAJAC rules only permit souvenir exchanges after Thursday.

Meanwhile, the Puerto Rican delegates spend their NAJAC time in discussion groups, sometimes explaining the unique political stature of Puerto Rico.

"Puerto Rico is a commonwealth with the U.S. but we elect our own governor and legislature," explains Juan

Martinez, a delegate from San Juan, Puerto Rico.

"We don't vote for the American president," says Juan, "but we are discussing changing that in the future."

Puerto Rican JA also has a unique relationship with its American counterpart. The company business is conducted entirely in Spanish but most of the printed material is exactly like any American JA company would use.

"We all speak Spanish at company meetings," says Ana Bahamonde, another delegate from San Juan. "All the materials from the U.S. are in

English. Most of the advisers and Achievers can understand both languages, though."

Sales are measured the same way American JA companies measure them: in dollars and cents!

"It's American money we use," says Ana. "Our sales are about the same as a typical American company."

All delegates from Puerto Rico are contest winners. Since there are more contests than available travelships for Puerto Rican Achievers, even the contest winners must undergo one more step to qualify for the NAJAC trip.

"We have all 12 of our main contest winners take a test to qualify for NAJAC. Those who do the best get the travelships," explains Lizette Ortiz, another Puerto Rican delegate.

The competition is tough, but it seems to make those who get the NAJAC try harder to come back again the next year. Ana, a returning Puerto Rican delegate, made a promise at the close of NAJAC last year.

"I promised to fall in the fountain if I came back. It looks like I'll have to do that this week," she says.

The delegates brought three mascots with them. Female Puerto Rican delegates all carry a small stuffed animal.

"It is a coqui frog," explains Fred. "This is a special kind of frog that can survive only in Puerto Rico. Every night it sings, 'coo-kee, coo-kee'."

"JA is very popular in San Juan," says Ana. "At our Future Unlimited banquet we had the governor, the mayor, the cardinal as well as many important businessmen."

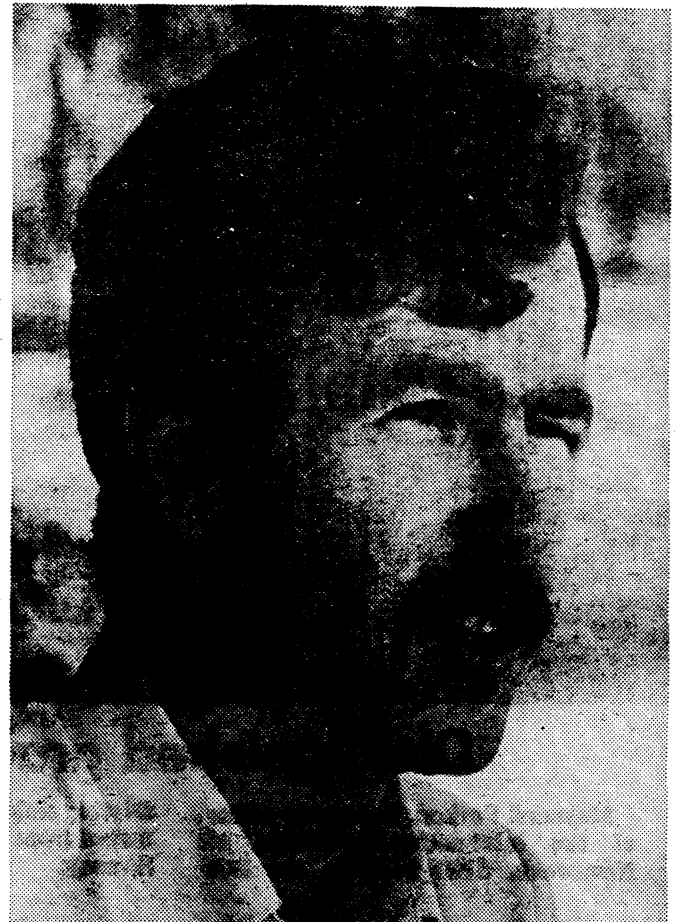
"Every year we have a big Expo in a San Juan shopping center," says Lizette. "But we cannot sell at our trade fair, only take orders. We display and explain our products and show how we make them. We all have booths decorated to represent our product."

Ana's company, JA Puerto Rico Antiques, made decoupage plaques. "Our trade fair booth was built around two giant decoupage paintings," says Ana.

Ana's company had the best annual report in Puerto Rico this year, but the report is entirely in English.

"Our best company records and best annual report are sent to the states for regional competition," explains Ana. "We are pretty sure that the judges would appreciate having the report in a language they know!"

JA of Puerto Rico is seven years old and their one center in San Juan operates 25 companies.



ROBIN HOLDEN

## Canadian leads foreign seminar

The "International JA" seminar is more than a look at other countries. It is the exploration of a "new world" of personal communication.

Robin Holden, program director of JA of Canada, feels that all types of communication must be furthered in trying to overcome a language barrier. And with Canadian, German, French, Puerto Rican, and Japanese Achiever delegates in his international workshop, communication will be the first priority.

Achievers will use non-verbal forms of communication to express their views. Each person will create a collage or picture describing his feelings about JA; Achievers will then discuss their collages in small groups.

"I want the Achievers to spend the first day just describing what JA means to them," Robin began. "This will establish a common ground and bring the Achievers closer together."

Holden feels that small groups will encourage delegate participation. "The foreign delegates will feel more secure when there are only four or five people to relate to."

With these communication bonds established, Achievers

will devote the second day of their seminar to a discussion of the economic and political climates that foster JA in other countries. Similarly, the social climate of the various world cultures amenable to JA will be explored the third day.

A major question to be examined is whether JA can flourish only in a capitalistic society.

"I don't think so," commented Robin. "Britain is a good example of how JA has been adapted to a different economic and social system. Even in Canada our Democratic Socialist party endorses JA principles of free enterprise."

The workshop is unique in that it allows members the opportunity to relate to their own experiences. "Foreign delegates will have a chance to be very active as resource people. And Americans will be able to draw on their own ethnic backgrounds," commented Holden.

And the goal of the seminar? "The seminar is designed to introduce and broaden new horizons," Robin concluded. "I hope the Achievers will become more analytical about JA and life in general."



## The great hat give-away

Fred Colberg (left), Joan Ann Willingmye, Juan Martinez and Rigo Felix all from San Juan, P.R. model four of the 800 pavas their delegation

will give away with a Spanish lesson. Fred is holding 'Cookie' one of the three delegation mascots.

## West German visitor finds NAJAC via Ohio

What's a visitor from West Germany, who had never heard of JA before this summer, doing at NAJAC?

"Everything that a regular delegate does," says Petra Boos. "I have been to the meetings and discussions. I can understand most of them."

Petra lives in Rossert, 30 kilometers from Frankfurt, West Germany. Her father works for Betelle Institute, the same company as Debi Wallace, a NAJAC delegate from Columbus.

"Debi stayed six weeks with me in Germany as part of an exchange program through our parents' company," explains Petra. "Now I'm staying with her."

Petra knew she would be coming to America

during NAJAC and is very happy she was allowed to attend the conference.

"Debi told me about JA and the conference and I'm glad I could come," Petra says. "There is nothing like JA in Germany."

Though she only recently learned about JA, Petra likes the idea.

"Yes, I think it is a good idea. JA teaches us about business and how it works. Such things we cannot learn in school," says Petra.

Since she arrived in America, Petra has participated in all the preparations of the Columbus delegation.

"The Columbus delegation is being very nice to me. So far, I like NAJAC very much," she says.

# visitors give varied insights

## Lucky French draw

For Christine Lesage, this year's honorary delegate from France, the fate of her trip to NAJAC was determined solely by a draw from a hat.

Christine, who participated in "Jeune Entreprise," the French equivalent of JA, was one of ten highly qualified French Achievers who threw their names into a hat at their Future Unlimited banquet last May.

"It was very difficult to choose one of us to come to NAJAC. We were all qualified so we put our names into a hat and one of our advisers drew mine out," explains Christine.

JA in France is much smaller than its American counterpart but, according to Christine, it is growing rapidly.

"We have had Jeune Entreprise for about 10 years in France," says Christine. "Now it is doing extremely well. Every year it opens up a few more companies in every city."

Christine is from Saint Malo, Brittany, in the northern part of France. She was a vice-president of Light Flam Company and made candles. Her company was sponsored by individual businessmen, not any particular company, and her advisers included a banker, a wholesaler and an accountant.

"Over the year we sent statistics into our main office in Versailles. Our company was selected as best this year — primarily because of attendance," explains Christine. "Another company near Paris had almost as good a record as we did in other categories but fell short in attendance."

Palma Carini, a delegate from New York City, is acting as an American 'sister' to Christine during most of her stay in America.

"I met Christine at the airport this week and I'm helping her understand what's going on at the conference," says Palma. "I think it's great that we have delegates coming from another

country to this conference."

Christine was recruited for French JA after an assembly in her high school, much the same as many of her American counterparts.

"My company adviser gave a presentation in my high school. It was a good presentation. They showed Jeune Entreprise as a working extension of what was learned in school," says Christine.

Next year, Christine will return to Jeune Entreprise in an advisory capacity.

"Although she will only be the equivalent of a junior in high school," explains Palma, "returning Achievers in France are not usually involved in the actual company. They return to advise the new companies."

Language is not a big problem for Christine at NAJAC. She has had five years of English in school.

"I have a little trouble understanding if you do not speak slowly," she says. "And I have a little trouble saying everything in English."

"Our discussion group (group 34) decided that Christine would only speak in English," said Palma. "We can talk to her in any language but she must answer in English. It is the only way she'll learn anything."

"Christine and I have our own language. I speak no French but we understand each other," says Palma.

Christine will stay in the U.S. until Sept. 2. After the conference she will stay with relatives in West Point. So far she likes everything about NAJAC and the U.S. Only New York City made a bad impression on her.

"New York is too crowded, very fast moving and has too many big buildings," she says.

Palma also had last year's French delegate, Christine Merot, stay with her before NAJAC '73. She enjoys her foreign visitors and likes to help them get accustomed to travelling in America.



## Sombrero francaise

Christine Lesage, France's representative at NAJAC gives a Gallic grin and mixes international

images with a Puerto Rican pava on her French head.

## Japanese like NAJAC

# Fond of Americans

American teenagers make a very good impression on the NAJAC guests from Japan.

"High school students here are more friendly than in Japan," says Tetsuji Kubo, a NAJAC guest from Shizuoka, Japan. "We meet someone and soon they say 'Hi!' and we shake hands. They don't do that in Japan."

"Americans our age like to sing and dance," says Motoko Nagakura, also a NAJAC guest from Shizuoka. "We don't do that in Japan."

Tetsuji and Motoko are traveling with the Omaha, Nebraska delegation. They came to NAJAC because their American hosts are regular delegates from Omaha.

"I am staying with Mary Jane Monico in Omaha and Tetsuji is staying with Barry Gorelick," says Motoko. "All of us have participated in a foreign exchange program."

Nothing like JA exists in Japan, however, and the two Japanese delegates are just getting used to the JA system.

"In Japan, high school students do not work," explains Motoko. "We don't have a program like JA in Japan."

Motoko and Tetsuji are in a college preparatory high school and receive no training in business. "We learn nothing about business in high school. We learn only math and sciences. There are other high schools which teach commerce and agriculture," says Tetsuji.

Even without this exposure, the Japanese

guests like the JA idea. "JA is terrific, just great," says Motoko.

"It is very useful for experiencing business," says Tetsuji.

Both Japanese guests have been in the U.S. for 10 days. They will stay in Omaha after the conference until September.

Tetsuji likes the wide open spaces he sees in America. He comes from a crowded city of 450,000 in southern Japan.

"America has many large open spaces. Americans have big gardens and we have a lot of apartments," he says.

"Japanese department stores are narrow and tall but your American department store is low and long," Tetsuji remarked.

Though there may be many physical differences between the two countries, Japan and the U.S. share a common problem, inflation, according to the Japanese guests.

"In Japan, the prices are very high. We have bad inflation," says Motoko.

Japan also shares common musical preferences with America.

"The Carpenters are the most popular singers in Japan," says Tetsuji. "Japanese teenagers also like Chicago, the Temptations, Elvis Presley, the Beatles and Roberta Flack."

Japan may even share a common political preference with the U.S. Former "President Nixon was very famous in Japan because of impeachment," says Motoko.



## Europe and the Far East

Petra Boos (left) from West Germany and Motoko Nagakura from

Japan bring two distant countries together at NAJAC.

# Fifth anniversary marked in Canada

The new world of Canadian JA began almost five years ago this week when plans were finalized for the first Canadian National Conference (CANJAC).

Now, with five conferences behind them, Canadian JA's equivalent to NAJAC shows certain differences from its older sister, most notably in the languages used.

"We have a bi-lingual conference," explains Joy Katz, Public Relations officer for CANJAC. "We try to do everything in French and English. The daily paper and the staff memo's are all printed in two languages."

CANJAC '74, which begins next week, will reflect the current concern Canada is showing for its mixed cultural heritage.

"We are trying to make the

banquet because the entire conference can still fit in one room."

The small discussion group is the backbone of CANJAC, just as it is at NAJAC but the group counselors are called "groupies" at CANJAC.

"I made the mistake of calling one of the staff here a groupie," remarked Joy, "and he didn't exactly know what I was talking about!"

Perhaps the biggest philosophical difference between the two national conferences is in their views about national contests.

"We have no contests at all at CANJAC," explains Dennis. "We just don't think it is possible to pick the best in just three days."

Robin Holden, program

discuss possible solutions to the problem."

Certain forms of recognition do exist at CANJAC, however.

"The Achievers themselves determine what criteria should be used to evaluate an effective officer. They have to put themselves into the position of the interviewer," added Holden.

Several delegates each year are selected to join the National Presidents Club. Generally, they are chosen on workshop and discussion performance, often resulting in the most vocal delegates receiving the most recognition.

"This eliminates the standard contest search for the candidate with memorized answers," Holden continued. "How effective is a company officer who knows his facts but can't relate to people?"

This new contest trend at CANJAC is indicative of the current changes in Canadian Junior Achievement.

"We are moving slightly away from our original goal of educating achievers in the basic skills and technical knowledge of business," concluded Holden. "The understanding of human relations is now becoming our most important goal."

Canadian JA has about 300 companies spread out over the entire country. In addition to CANJAC, three regional JA conferences offer additional opportunities for Achievers to gather.

"We have EPJAC, the Ontario regional conference, ACOBA, regional conference for the western provinces and ATAC for Quebec and the maritime provinces," explained Jerry.

"ATAC is the only real bi-lingual conference JA has," states Dennis, who is from Montreal. "Last year we had an exact 50-50 distribution between French-speaking and English-speaking delegates."



Potential patients fill out first aid paperwork. As Kathy McBride of Winston Salem, N.C. waits, Ted

Homan of Lima, Ohio gives the needed information to Janice Bunn.

## First aid: vital

At each conference there are those who remain in the background, yet play a vital role in the operation of NAJAC. Such is the role of the First Aid personnel.

Diane Kopicia, head nurse, brings to this year's conference 11 years of previous NAJAC experience, a good sense of humor, and her husband, Hank Kopicia, who is NAJAC's program director. Assisting Diane are Jean Williamson (RN), Beth Knudsen (Graduate Nurse), Pat Luth (Student Nurse), and Janice Bunn (Student Nurse). Jean is attending the conference for her fourth year, Beth and Pat for their third, and Janice for her second year.

According to Diane, there are certain problems that arise every year because of the NAJAC energy and spirit. Many of the patients complain of irritated eyes from the overuse of contact lenses, blistered feet from walking the long distances, and sore throats from the frequent shouting of delegation and group mottos.

After the first cut in national competition, many excited and worried contestants arrive in

the first aid area with upset stomachs and jitters. There is also an increase in patients after the famous McNutt-Foster football games.

Then there are the non-medical situations, which no other facility at NAJAC is equipped to handle. These include sewing buttons back on blouses, repairing eye glasses by ingenious methods, loaning scissors to those who desire cut-offs, and removing rings from the fingers of embarrassed delegates so they can return the admired jewelry to its owner.

To become one of the patients of these fantastic ladies, the delegate must bring both the problem and the body to the First Aid station. This can be accomplished by looking in the delegate manual for directions, by asking a counselor or individual in a blue checked shirt, or by walking in the front door of Harper and turning to the left.

Don't worry about the throngs of people sitting around; they are not waiting to get into the First Aid area but are using Harper's lounge for recreation.



Diane Kopicia has Kathy McBride check out a sore throat one of the many tasks of first aid.

respond in the traditional manner to

### Junior Achievement

It's Good Business.

general sessions as much French and English as we can. We have lined up an equal number of French speakers to balance English ones," Joy explains.

"There is much concern within JA, especially Quebec and the maritime provinces, about the bi-lingual nature of Canadian JA," says Dennis Roy, current CANJAC vice chairman.

Both Joy and Dennis join Jerry Hranka, CANJAC chairman, as delegates to this year's NAJAC. They observed certain physical and philosophical differences between the two national conferences.

"To begin with, we have a much smaller conference," explains Dennis. "We have only 250 delegates and 50 staff people. Our final meeting is a

director of JA of Canada, commented further on this contrast.

"We believe in personal development seminars rather than contests," he began. "Each achiever spends four days learning the roles and responsibilities of his officer position. Outside resource people are used extensively."

Practical experience plays an important part in each officer seminar.

"The first day is spent discussing a real problem of a particular business in the community," Robin continued. "The second day the Achievers tour the plant, law firm, or business that poses the problem. At the end of the day the Achievers actually sit down with the plant manager and

Richards can't work with enough.

"That's why I come back each year to NAJAC," he continued. "It's such a great opportunity to meet young people from all parts of the country. The conference helps me to keep abreast of new programs and ideas for my own area."

Richards feels the key is participation. "Those Achievers who participate and

get involved in the conference are just the greatest. They are the ones who can bring back the enthusiasm, spirit, and new ideas we need in the local areas."

Richards continued. "The Achievers say this is the greatest week in their lives. Well, I think it's one of the greatest yearly events I participate in. I don't know how it happens, but one NAJAC always seems to top another."

## Richards: Mr. Music

(Continued from Page 1)

"I am very honored to be chairing the National Program and Development Committee," he explained. Consisting of national staff and regional representatives, the committee reviews program changes and develops and updates company and adviser manuals. Richards is currently serving his third three-year term.

But it's the Achievers that