



The Achiever



News of the 1974 National Junior Achievers Conference



Rockwell urges more world trade

World trade is "a two-way street" which should be more heavily traveled, the chairman of Rockwell International Corporation said here today.

Willard F. Rockwell, Jr. said both U.S. investment abroad and foreign investment in U.S. business should be encouraged as ways of creating jobs and improving technology.

He addressed some 2,500 young people and business leaders attending the National

Junior Achievers Conference here.

In addition to his job as chairman of the board of Rockwell International Corporation, Rockwell is a member of the national board of directors and chairman of the finance committee of JA, Inc., as well as many other civic and cultural activities.

The Rockwells' commitment to JA began with Colonel Willard F. Rockwell, father of our speaker, the first businessman elected to the Pittsburgh JA Hall of Free Enterprise.

"This country must never lose sight of the fact that the source of our progress is America's private economy, which pays the bills for public progress and private progress alike. JA . . . provides high school youths a first-hand awareness of the values, freedoms and responsibilities of the American business system," said Rockwell in acknowledgement of the Rockwell involvement in JA.

In Rockwell's address, he refuted critics who claim that U.S. overseas business operations mean the loss of jobs in America. "U.S. direct investment in overseas operations does not export jobs," he said, "rather it increases jobs here in this country."

He added that a detailed study of multinational firms over a 12-year period showed that they increased their net employment in the United States "at a rate more than twice as fast as the average U.S. company."

These firms increased their export sales from the United States through their foreign plants by "extraordinary percentages," Rockwell said, and greater exports mean increased investments "in more plants and equipment right here in the United States."

He said, "The key to the survival of any company, large or small, is profitable sales. That's why this country must work vigorously to widen its international markets."

Rockwell continued, "Behind every product that is sold overseas, there are service people, designers, engineers and maintenance people who, one way or the other, receive part of their wages from the sale of that product. It's estimated by the Bureau of Labor Statistics that each

billion dollars of United States merchandise exported provides jobs for 91,000 workers."

At the same time, Rockwell pointed out, the United States should welcome foreign companies that want to establish facilities here.

"The reason overseas companies are coming here and setting up shop," he explained, "is because of inflation far worse than ours in some foreign countries, rising wages and labor shortages."

He said foreign companies "introduce new products, new

processes and new technology. Contact lenses and radial tires both are imports. And long before them were jet engines, steam engines, basic steel processes, diesel engines, motorcycles, cement, laminated glass, coal chemicals, neon lamps, electric batteries and magnetic tape recorders — the list is very long.

"They're all products of foreign talent, and they've had a very favorable impact on our domestic economy. They've meant jobs."



Werner wins with wisecracks

Steve Werner, a St. Louis delegate, judged the best in this year's Talent Night competition. performs his piano and wisecrack act on the NAJAC stage. The act was

St. Louis comedian wins talent contest

Steve Werner from St. Louis played the piano, sang, and joked his way to a first place award in the annual Talent Night competition.

"I wrote or adapted all the material I used," Steve said. "Most of the stuff is original but the 'ground round' really was developed by PDQ Bach."

Steve stole the show with his vaudevillian renditions of Adam singing to Eve, a NAJAC love affair and the Cincinnati delegation.

Leslie Peare, from Detroit JA, finished second with her Edith Anne comedy routine. The song and guitar act of the McPherson Girls from St. Petersburg, Fla. won them third place. Debi Wallace from Columbus, Ohio and the Cincinnati delegation were runners-up in the 16 act competition.

This is Steve Werner's second NAJAC and only the first time he entered the talent competition. He has, however,

performed the same type of routine at MIVAC, his local JA conference.

"It was better tonight," Steve says.

The audience reacted the most to Steve's controversial slapstick song about the Cincinnati delegation. Cincinnati has the reputation for the most vocal delegation at NAJAC. Steve's song, was an elaborate framework of complimentary slogans, which woven together

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WILLARD F. ROCKWELL, JR.

JA planes jam airport

Thirty-nine private airplanes and one helicopter taxed the facilities of the Bloomington airport yesterday, according to Henry Heffner, JA regional vice president.

"It was quite a sight to see all of them jammed in there," said Heffner. "We overflowed the regular parking place and had to park in some of Allegheny's spaces."

The planes carried visitors for NAJAC's Business and Industry Day. Over 320 business leaders flew into the tiny Bloomington airport for the occasion.

"The planes arrived so close together that we couldn't keep up with it," Heffner said. "We landed 39 planes in three hours."

The one helicopter belonged to Associates, Inc. and flew in from South Bend, Indiana.

"It wasn't too bad a ride," said Mike Hannigan, one of the passengers of the helicopter. "It sure beats the five hours it takes to drive here from South Bend."

"It was the first year they had the tower operating at the airport for this affair," said Heffner. "I went up to talk to the flight controllers after it was over and they are really proud of what they did."



Shown above are the many moods of Toni Grossi, new executive director of Junior Achievement of Rhode Island, Inc.: "I was just a freaky shy kid, fairly timid and insecure . . . I gave the impression of being

older and fairly polished . . . Somehow, hopefully, my future success as an executive director will help clear the way for placement of other women into JA's most significant field position."

Grossi named first woman E.D.

"Working with teenagers is the most refreshing and enjoyable challenge I can think of," said Toni Grossi, the first woman executive director of Junior Achievement.

Grossi was appointed to the position of executive director of Junior Achievement of Rhode Island, Inc. effective August 1, 1974. This area covers almost 7,500 square miles and includes a populace of nearly one million.

"Rhode Island has tremendous potential in terms of JA," Grossi said. "We have a 57-member board of directors with a core membership who is extremely concerned and involved with implementing JA's impact upon the state."

She brings with her a great deal of JA experience. Grossi began her JA career in Pittsburgh, Pa. as an Achiever. Her first election netted her the job of sweeping the company area after each weekly meeting.

"The other kids felt sorry for me," she continued, "so they voted to let me attend JAMCO (the regional Achievers conference) in Region II. I didn't want to go because I had been invited to my first Senior prom."

But she did go. At the conference she was chosen to run for the regional vice-presidency and gave her first speech at the banquet that evening.

"I had never given a speech in my life, she said, "so as the other candidates gave their qualifications I scribbled down mine."

She was elected to the office and has continued her association with JA ever since. An Achiever for three years, she won a JA college scholarship without which, she says, she probably could not have attended college im-

mediately upon completion of high school.

She won many honors through her extensive involvement with JA, including such awards as president of the year of JA of Southwestern Pa., and president of that Achievers Association.

While attending college at the University of Pittsburgh and majoring in economics, Grossi worked as the center coordinator at the Oakland Center, Pittsburgh, Pa. Through the endorsement of the executive director at that time, Karl Flenke, she left to take on a full-time position with a local hospital and then a position as contributing editor for Metropolitan Life Insurance Companies.

"In terms of the various jobs I have held, my JA experience and the contacts I made were most helpful," concluded Grossi.

In 1968, she joined the staff of JA of Southwestern Pa., Inc., as public relations director. After her initial exposure in that position she took on the added responsibility of the position of business relations director.

In 1971, Pittsburgh hosted the National Staff Conference and Grossi became involved in the planning and coordinating of that conference. She met Diana Jacobs, national public relations director, who offered her a job as assistant director, which she accepted.

Grossi has been with the national staff for three years, first as assistant public relations director and later as director of internal communications publications.

When asked why she left the national staff to become an area executive director, Grossi responded: "Because that's where JA is. Its very grass

roots — a real people — organization, which fosters the tenets of individual freedom and private enterprise.

"The scope of the management training offers tremendous opportunity for

potential growth for me as an executive director," she added. Grossi has definite goals set for the management of the Rhode Island area. She is working on obtaining school credit for the program and

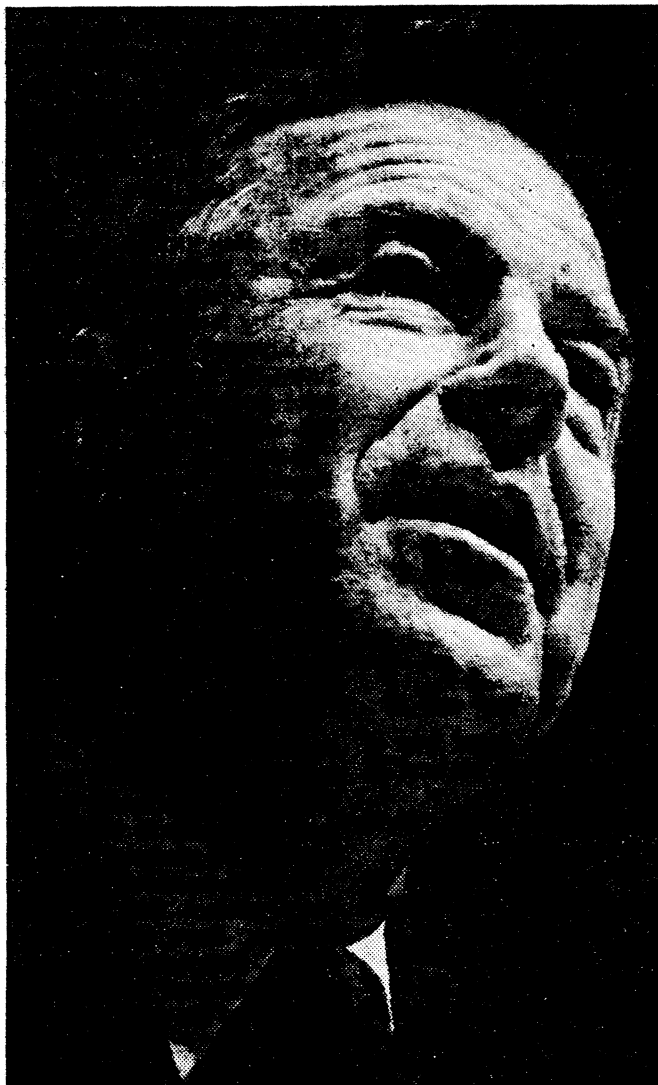
hopes to implement some experimental programs such as Project Business and the summer Job Education program.

"Our concern at this time is to run and maintain a high

quality JA program and to prepare an environment conducive to growth. With the support of our current Achievers and graduates, we will make Rhode Island the finest JA area in the country."

Calvert addresses NAJAC

Risk is necessary



JAMES CALVERT

"In everything that's worthwhile, there's a risk of failure." Thus did James Calvert state the main point of his address to the National Junior Achievers Conference general assembly yesterday morning.

Calvert was graduated from the Naval Academy in 1942 and was assigned to submarine service in the Pacific during World War II. From 1956 to 1959, he commanded the nuclear-powered submarine USS Skate, which during those years became the first submarine to break through the ice and surface on the Arctic Ocean and subsequently the first ship to surface at the North Pole.

He served as commander of the cruiser-destroyer, Flotilla Eight, in 1967-68, then served as superintendent of the Naval Academy from 1968-1972. Calvert was commander of the United States First Fleet in the Eastern Pacific until February 1, 1973 when he retired from the Navy after 31 years of service.

Calvert suggested to the Achievers that there are four keys to the operation of an enterprise: planning, organization, communication and control.

"You have to make a plan," said Calvert, "That doesn't always mean you know exactly what you are going to do but the

plans always have to be there."

Calvert discussed the importance of communication within this framework of operations and re-emphasized his opinion on the need for it.

"Every bit of time you can spend on learning how to speak in public, whether to large or small groups, and how to speak to individuals, is infinitely worthwhile," he said.

Calvert also spoke on the role of competition today. He suggested that Achievers should be willing to take the risk of competition and to accept the place earned by it.

"Competition isn't the greatest word in the U.S. today but it ought to be," said Calvert.

Calvert challenged the delegates to become involved in business because he feels the fate of the U.S. depends on the involvement, on the competition, on the risks, and on the plans that the delegates have.

"You can't do more to achieve the lofty goals of this country, this world, and your generation, than by having a constructive and creative role in business."

Calvert is presently employed by Texaco, Inc. as general manager of the public relations and personnel department and author of "Surface at the Pole" and "The Naval Profession."

Achievers take field trip

Computer impact studied

"The potential impact of the computer on business and retail is tremendous," commented Gary Armstrong, an Achiever from Buffalo, N.Y. "We seem to be progressing toward a day when we won't have to work at all."

A storm of protest came from the 60 fellow Achievers in the seminar room. Participating in a three-day seminar on "Computers: Their Impact on Business and Society," the delegates were discussing the possible effects of a computerized society.

"I don't think human beings can ever be replaced by computers," said one Achiever. "How can anyone but a human purchasing agent make a final decision on the quality of goods?"

"Besides," added one delegate, "only humans can program computers in the first place. Computers are only as good as the program."

Gary replied, "I feel we are coming to a point where we won't need programs any more — the computer itself will be able to figure it out from its memory banks."

"And as for quality, there are dozens of examples now where computers can check certain quality factors. Look at Goodyear Tires — they use a laser beam to check rubber quality. Who is to say that there might not be a chemical analysis that detects low-quality textile materials?"

This animated discussion followed a field trip the day before to the data processing center of Indiana University. Touring the center in small groups, Achievers had the chance to ask questions about the services of the center.

"I just want the Achievers to walk away from this workshop asking questions," began Len Cozza, leader of the seminar. "I want Achievers to dream a little. Where can computers be applied? What can they do for us? Will their impact on society force us to modify our current educational training programs?"

Cozza, currently Manager of Systems Planning at Xerox Corporation in El Segundo, Calif., has worked 15 years with computers. The first day of the seminar he gave the Achievers some basic computer concepts; for the Achievers with more experience, he held a special workshop session with more technical discussion.

And the last two days, he just broke open the discussion. "How, for example, might you react to shopping by telephone?" he asked.

"I think there's a great potential for reducing costs," answered one Achiever. "Prices would go down if shopping were done by phone, simply because it would be so easy to compare prices. It would also help stop losses from shoplifting and employee theft."

"Yes," replied Lynne Harris, an Achiever from Norfolk, Va., "but what about all the jobs in retail stores that would be lost?" A guest visitor added, "And don't forget the people who just enjoy shopping. Computers would take all the fun out of it."



Modern marvel

Achievers examine the data processing equipment of the Indiana University computer center during a field trip with their computer seminar.

The Achievers also touched on the social responsibility aspects of computers.

"In my mind there are three main concerns, but the privacy and security aspect is perhaps the most relevant," Cozza began. "Not only do computers now talk to themselves, but they talk to each other as well. It certainly makes one think."

The second concern about the computer age rests on computer reliability and availability. "We have become very dependent on these machines in every aspect of our lives," added Cozza.

The dehumanization aspects of computers are a third concern of most people.

"I honestly feel that computers are more attuned to humans than machines," explained Cozza. "It dehumanizes me to have a machine tell me to put on my seatbelt. Machines should permit you to operate in your own environment and not force you into the environment of the machine."

Len feels that much of the fear about computers comes from the fact that they are not readily accessible to the average person.

"Computers are simply an amplifier of the human eye," he continued. "They are not a replacement for anything — they are simply an aid or a tool."

"I want the Achievers to see the benefits involved. For example, computers are being used more and more in urban planning and development, sewage controls, and transportation controls."

The seminar, consisting of 60 Achievers, is one of the largest at NAJAC. "I was amazed at the interest," continued Len, "and I was especially pleased at the number of women involved. (The ratio of men to women is about 5 to 3). All of the students have been very responsive; I'm very impressed with how inquisitive and bright they are."

The workshop has proven especially interesting to the Achievers who have been members of their own data processing companies.

Diana Koparski, an Achiever from Omaha, Neb., participated in one of the first computer companies in the country. A terminal is stored at the Omaha JA center and hooked to the sponsoring insurance company.

"We compute every company's management report each month," Diana began. "That way the office doesn't have to check all the balance sheets. If the sheet doesn't balance, it won't go through the computer."

El Paso, Texas, will be starting its first computer company following last year's experimental program. Jimmy Roan, an Achiever with previous computer experience, contributed much to the program.

"A computer services company is really very simple," he began. "All you need is one person who knows how to do it. It's very easy for the others to learn."

Jimmy's company performed a variety of services in its experimental year. Besides computation of the profit-loss management reports, the computer was programmed to compute personnel records, sales, attendance records, etc. Each company was charged \$2.00 per month for these services.

"But a computer company is unique in that we don't have to deal in just services," he continued. "We are a manufacturing company as well. We constantly keep the computer in use by printing up calendars, mailing labels, and other products that can later be sold."

Roan is experimenting with other programs as well. Currently he is attempting to program banking services, so that deposits may be run each night. He is even considering creating a program to determine a break-even point.

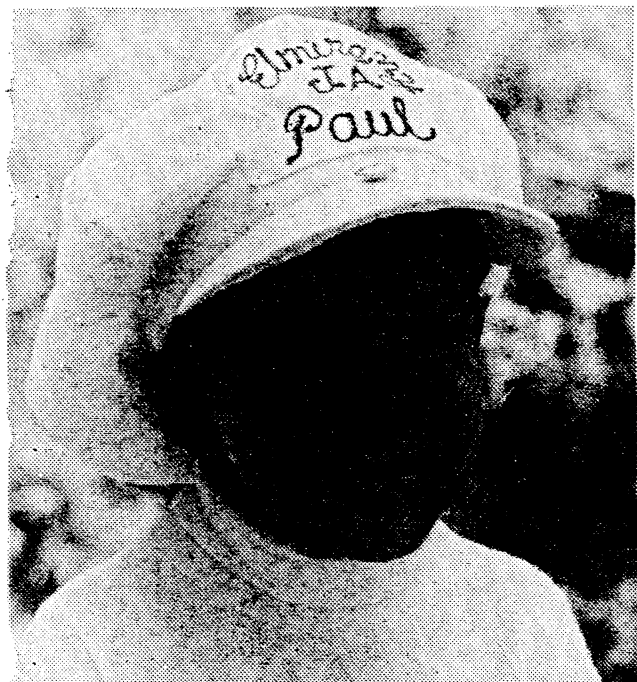
But there are the negative aspects of computer companies. "The problem with a computer company is that it takes a year to learn it," Lynne Harris commented.

Gary Armstrong continued. "That's why the right type of Achiever must be selected. We have to take an IBM programming aptitude test before we can join the company."

Another Achiever protested. "I thought JA was learning-by-doing. I don't think that it's right to only bring in kids who already know how to do something."

And so the comprehensive discussion continued — from computers in society to computers in JA.

"My primary objective is just to let Achievers know that computers are with us," explained Cozza. "Man still plays a key role in the life of a computer."



Youngest delegate

At the ripe old age of four, Paul Bright is already a NAJAC veteran. Paul spends his time at this, his second NAJAC, sitting in on meetings with his mom or dad who are NAJAC visitors. He enjoys being around the "older boys and girls" at the conference. He wants to come back next year . . . who can blame him!

Piano man gets top prize, 'Edith Anne' is runner-up

(Continued from page 1.)

poked fun at the delegation.

"If I take a dip in the fountain," Steve said afterward, "You will know why. I didn't bring my swim suit."

It was Leslie Pearce's second time in the talent competition. She did a similar comedy routine with Laugh-In's dirty little kid character last year.

"I wrote the routine last year on the bus to NAJAC," Leslie said. "We didn't have any talent act from Southeastern

Michigan last year, so that's why I did it initially."

Since then, Leslie has changed and lengthened her act and performed it in her regional JAMCO this December.

"I wasn't going to enter it in the NAJAC competition again this year," she said. "But after I talked to Donna Jean Chapman at JAMCO this year, I had more confidence that it would win."

The McPherson Girls, Roxane, Andreina and Andreini

sang "Puppet Man" and "I Believe in Music" to guitar accompaniment. All three are first-year Achievers. They have been singing together with their mother and another sister for six years.

The McPherson act has performed professionally in their home state.

Debi Wallace sang "Time to Live" and "Love Song", two songs she composed herself. Debi, who plays the guitar and has had some vocal training, says it takes anywhere from 20

minutes to 3 days for her to write a song.

Bob Mountel and Lynn Hofmann were the main characters in the skit the Cincinnati delegation performed. The skit, which was a number from the musical, "Grease," was put together June 14th with the help of the JA staff specifically for the conference.

"Grease" was playing in Cincy," one of the performers said. "We were impressed and kind of threw this together."

NAJAC impresses business visitors



The verdict is unanimous. Visitors to the fourth Business and Industry Day yesterday like what they see at NAJAC.

"I've been around all day and I think this is a tremendous bunch of people," said Charles Whittingham, a writer for Fortune magazine. "I'm really impressed."

Over 320 business leaders made the special trip to NAJAC, most arriving by plane on Wednesday. For many of the visitors it is their first experience with NAJAC.

"This is my first conference. I'm totally impressed. The enthusiasm impresses me most. I really think it is run very well," said Lee Oberest, vice president of New York Telephone and this year's recipient of JA's Colgate Memorial Award.

Most of the visitors observed the activity of NAJAC group discussions. They viewed certain seminars and workshops and occasionally participated themselves.

"This trip has been fantastic. After meeting these youngsters, I'm most impressed. I think JA has the answers," said Paul Pearson from Celanese Corporation. Pearson is a recent addition to the National Board of Directors of JA.

Mr. and Mrs. Bill Duraney are also here at NAJAC for the first time. The Duraneys have a daughter, Chris, here as a delegate.

"When I watch these Achievers in action here at the conference, I really feel secure about the future of this country and free enterprise," Mr. Duraney said.

Some of the visitors have been to NAJAC before.

"This is actually my second NAJAC," says Robert Adair, from J.C. Penney and a member of the National Board of JA. "I don't know of any program other than JA which is more direct



and has more useful information and can be applied all the time. Last year NAJAC was a tremendous experience and I know that so far this year it has been even greater."

Some of the business leaders are regulars at NAJAC. Robert Delaney, who is very active in JA at Pittsburgh, has been to four NAJACs in the past 8 years.

"I know quite a bit about the program," he says. When I was watching the discussion groups today I just couldn't resist the opportunity to contribute when they asked for my opinion."

Delaney apparently so impressed the members of Group 14 that he was made an honorary member of the group. "I wish they would extend the time we can spend talking with these Achievers in the discussions," he said.

Morgan Maxfield, president and founder of Great Midwest Corporation and past recipient of the Distinguished Graduate Achiever award from JA, has been to many NAJACs.

"I've made a few of these," says Maxfield. "I'm always impressed with what goes on here."

Mike Hannigan, vice president of Waterfield Mortgage and past NAJAC conference president has missed only two NAJACs in the past 10 years.

"I always enjoy coming back here," says Hannigan.

