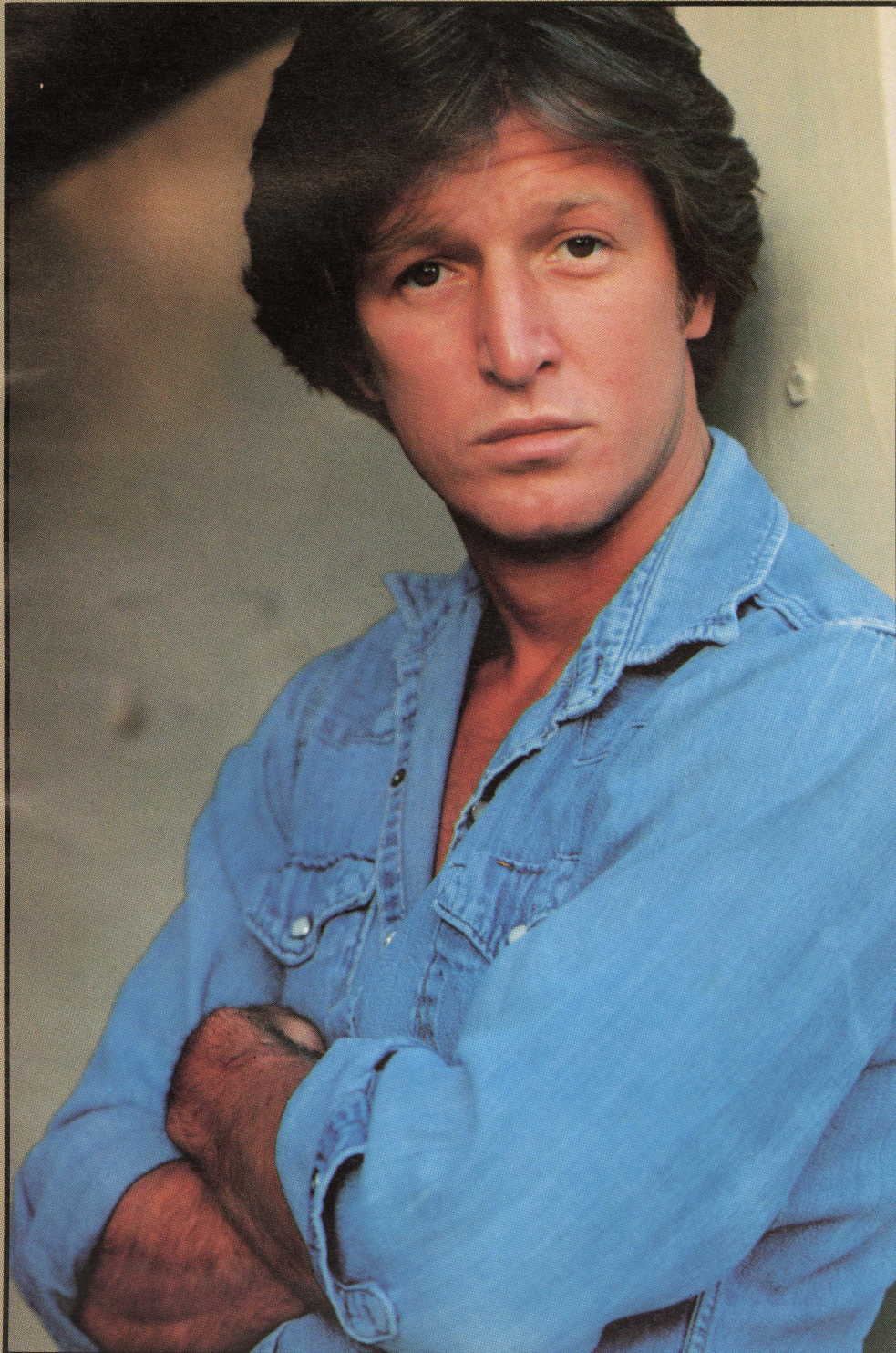


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ACHIEVERTM

The Junior Achievement National Magazine



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**SPEED,
STRENGTH, SPIRIT,
COMPETITION,
FITNESS...
CBS SPORTS**



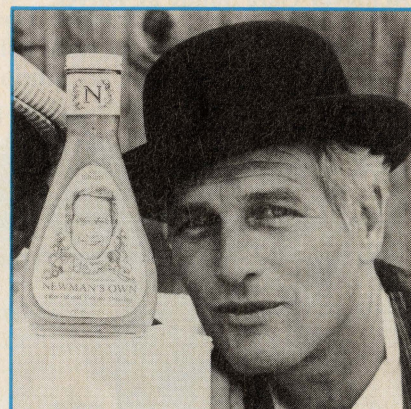
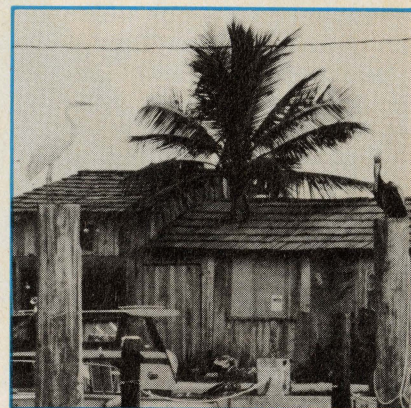
ACHIEVERTM

April 1983

Volume V Number 4

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NATIONAL JUNIOR ACHIEVEMENT

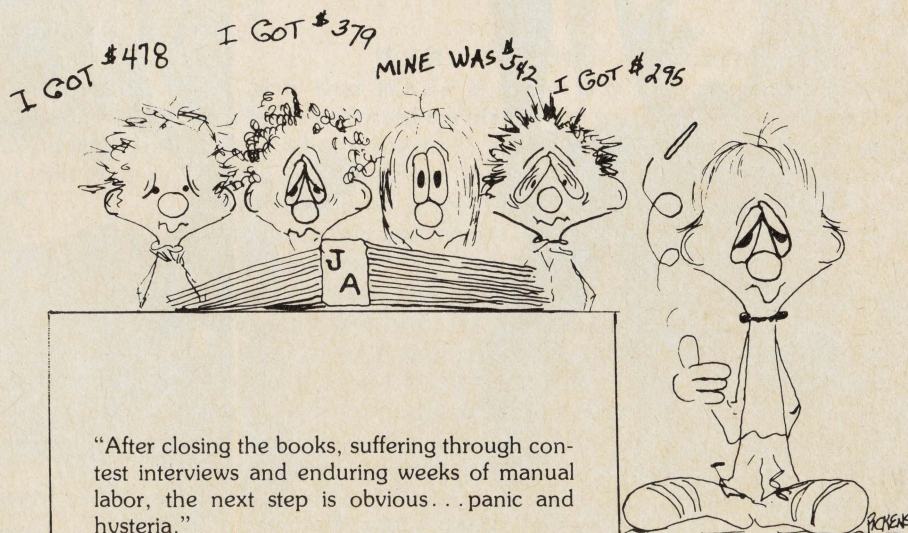
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Achiever Gary Sandy at WING.



Three ways of dressing are shown by Tim Reid (center) as the flashy disc jockey, Venus Flytrap, Gary Sandy (right) as the casual program director of radio station WKRP, and the staff's resident wildman, Johnny Fever (Howard Hesseman), on *WKRP in Cincinnati*, the CBS comedy series now in syndication. Photo courtesy CBS Television.

Gary sports a mustache for his role in *Pirates of Penzance*.



Gary at the Lexington JA Trade Fair.

Gary and members of the Broadway cast of *Pirates of Penzance*.



GRAD ACHIEVER GARY SANDY

From a college drug pusher on TV-soaps to the all-American, level-headed nice guy, Andy Travis, on WKRP in Cincinnati to a flamboyant pirate king in the current Broadway hit (now a movie, too) *Pirates of Penzance*, Gary Sandy's acting career is embracing an enormous variety of roles.

Gary was almost type-cast as the proper villain after six and a half years of playing bad-guy roles on daytime soaps like *As The World Turns* and *The Secret Storm*, but after landing the part as WKRP's program director in September 1978, he got the opportunity to demonstrate some of his versatility as an actor. As a result, more and more roles in movies and musicals are coming his way.

Gary's been busy working in his chosen field from the time he was 21-years-old. "When I started off in soap operas right out of acting school, it was really tough. . . you know, peanut butter and tuna fish and a lot of financial limitations," remembers Gary. "When I talk with students, I always stress that it is *tough* to succeed in show business. If you do want to do it more than anything else, because that is what you are driven to do, than those are the kind of people to whom I would say, 'Yes, go ahead.' "

WAS AN ACHIEVER

Back in 1963, when Gary was in high school, he was the on-the-air talent for a JA radio company, sponsored by station WING in Dayton, Ohio. "I joined JA because I thought it would help me in public speaking," he says. "I was always headed toward an acting career. JA was one way to learn more about communication."

The Sandy's, Gary's parents, now live on a farm near Lexington, Kentucky, but when Gary was growing up his father worked as a safety engineer for the Frigidaire Division of General Motors in Dayton.

"When I first started out, my dad was radically opposed to my decision about acting. But when it came to the time when the neighbors started knocking on the door and saying, 'When is Gary coming home?—we saw him yesterday on *As The World Turns*.' Then, I believe, he stayed home from work and watched. From that time on, he was just very, very supportive. That is true of both my parents. They get a kick out of it now. They came to see me in *Pirates of Penzance*, and I think I blew them away. Mom and Dad just couldn't get over it," relates Gary. "That role is so different from anything I had ever done, and I take some pride in the fact that I can do musicals besides comedy and drama."

NEVER MISSED A SHOW

When Gary took over the role of the pirate king, Kevin Kline, the original Broadway-cast star, was in Hollywood filming the *Pirates of Penzance* movie. During his engagement, Gary never missed a show. . . that's eight performances a week for five months. The part requires someone who can do splits, jump up on things, fall (onto air bags) as well as someone who can dance and sing. Says Gary, "It was an athletic event, and the character was so enjoyable."

"In *Pirates*, I could really bust loose, and I got a chance to work with almost everybody who did the movie," says Gary. "I worked with Rex Smith who came back in it for about a month. George Rose and Tony Azito came back immediately after the movie and we worked together for my entire run. It was a terrific experience. I got a chance to work at such a high-energy level that it was just exhilarating."

BACK TO JA

Gary left *Pirates of Penzance* in August 1982 and headed for the Pocono Mountains to make a TV-movie called *Honeymoon Hotel*. When production was completed, Gary was free to accept the invitation of Junior Achievement of Lexington, Kentucky to participate in their Trade Fair last December and he flew in for the December 5/6 weekend to join area Achievers at the Lexington JA Center.

Trade Fair Coordinator Pat Donahue, senior manager of corporate accounting for Jerrico, the firm that owns Long John Silver seafood restaurants, spent the weekend as Gary's escort for the JA Trade Fair. She also treated him to a University of Kentucky versus Villanova game at the Rupp Arena, the home of the UK Wildcats basketball team. According to Pat, "Gary really got into it. He stood up and clapped and joined in the school songs and cheers, just like a college student."

At the Trade Fair Gary visited the booths and spent a lot of time on stage talking about his JA experience and his career.

"He was super to work with," says Pat. "Sunday morning we had a brunch, and between every bite, he must have signed 15 to 20 autographs. He never tired of the kids and he never lost his patience. Each one was treated just as special as the one before."

Says Chuck Newton of JA company WRITER'S ITCH, who interviewed Gary for a story for the JA newspaper sponsored by the *Lexington Herald-Leader*, "Gary Sandy is as down-to-earth a guy as you would want to meet. He really helped to make our JA event a success."

WKRP BECOMES A CLASSIC

Now that WKRP is on its way to becoming a classic, with syndicated reruns in 100 markets around the country, what's the next step for Gary? Cross your fingers that he lands the starring role in a soon-to-be-made movie, about Jerry Lee Lewis, the rock-and-roll star who made a comeback in the 80s. Perhaps best known for his great hit of the 50s, "Great Balls of Fire," Jerry Lee Lewis is a friend of Gary's and according to Gary, "I can sing like him. I get better at the piano each day. I'm a pretty good dancer and a good mover. I think I can play this role hands down fantastically with the same high-powered energy that I showed in *Pirates*."

"This movie is a project that I have known about for a long time. But it is a 'keep-your-fingers-crossed' kind of proposition for me at this point."

GOOD LUCK, GARY!

ACHIEVERS PROFIT FROM DALE CARNEGIE TRAINING®

Do you want to learn how to be more self-confident, how to speak in public and how to be more effective in dealing with others? Dale Carnegie Courses in Effective Speaking and Human Relations can help you achieve these goals.

Dale Carnegie & Associates, Inc., which is represented by licensees across the United States, Canada and 56 countries, is the world's largest adult training organization, and they are adding their expertise to the job of training young people.

Dale Carnegie said, "Take a chance! All life is a chance. The person who goes furthest is generally the one who is willing to do and dare. The 'sure thing' boat never gets far from shore." And Dale Carnegie was right.

Eleven years ago, Junior Achievement and Dale Carnegie & Associates, Inc. joined hands to make a major contribution to young people. While students who join JA are learning the principles of the American business system, there are thousands of Achievers across the United States who are enhancing their personal skills by participating in Dale Carnegie Courses through special Junior Achievement scholarships.

Dale Carnegie & Associates, Inc. initiated the Junior Achievement Scholarship program in 1972. Since then over 14,000 scholarships have been awarded to select Achievers, representing a dollar value of over \$7,000,000. Sponsors and associates across the nation devote their skill and energy to Junior Achievement and approximately 22,400 hours of instructional time has been donated to the program by Dale Carnegie instructors.

The scholarship program was started with the intent of recognizing the importance of youth and offering them a chance for additional training. Dale Carnegie & Associates, Inc. is making a substantial contribution to young people with this program because they believe a solid, promising future is worth time and effort today.

The success stories which come from graduates of the Dale Carnegie Courses are endless. Many Achievers feel that extra training offered through the course is responsible for the success in their professional careers.

Bob DePew, a 1977 high-school graduate, currently is



Achiever Ed Rollins, of Norfolk, Virginia, found the Dale Carnegie Course a life-changing experience. Says Ed, "You don't take the Dale Carnegie Course, you live it!"

employed as a salesman for a subsidiary of Continental Telephone, the world's third largest telephone company. Bob believes the self-confidence and speaking experience he gained from the course have been a valuable asset in his selling career. He can effectively sell his product because he can think on his feet while conduct-



Members of the graduating class in St. Louis, the Dale Carnegie & Associates, Inc. headquarters city. Achievers from l. to r. (front row) Jeff Griffin, Kneely Williams, Kenn Luecke, Mike McAlister, Scott Knoble, Steven House, Ford Frazar, (second row) Kathy Moriarty, Angie Tabaka, Zelda Lockhart, Pat Sefanowycz, Dawn Bieniecki, Cathy Eckert, Harlene Altman, Nicki Nolde, Julie Garrett, Mariane Rice, Peggy Sherman, Jackie Cummings, Susan Schaberg, (third row) Steve Viola, Scott Watson, Tanya Hutchison, Angie Kilgore, Jill Luepker, Joyce Cracchiola, Claire Sutton, Victoria Sutton, Beth Seidel, Denise Wind, Coleen Schweiss, Ingrid Harvey, Anita Wilkerson, Pat Rule, Tom Fanara, (fourth row) Redd Storey, instructor, Bernie Schweiss, Grant Wuellner, Mike Charles, John Crane, Flip Butler, Brian Whitman and Del Davis, instructor.

ing a presentation for company executives. Bob says he looks forward to increasing his skills with additional Dale Carnegie Training.®

Achievers attending college found the training equally important. The increased self-assurance generated from the class acted as a catalyst, and encouraged Achievers to work harder, with added enthusiasm toward their goals. They are also aware of the importance of dealing with people and being able to express ideas effectively.

Debbie Dobbins graduated from the Dale Carnegie Course in Effective Speaking and Human Relations on a Junior Achievement scholarship. The experience and training she gained from these two programs have proven to be invaluable during her three years as a pre-law student at Washington University in St. Louis.

Debbie is the treasurer of the Pre-law Society, a student speaker for the Parents Alumni Association and an Orientation Assistant for the University. She frequently addresses various groups and speaks impromptu. As a result of her

Achievers who have taken a Dale Carnegie Course are a step up on their peers. And the Dale Carnegie involvement in JA actually goes far beyond the 14-week public speaking course scholarship program. Each year Dale Carnegie & Associates, Inc. sponsors and judges the National Public Speaking Contest at the National Junior Achievers Conference (NAJAC) where winners split \$1750. in prize money; and, every year since 1967, Dale Carnegie instructors have trained the Junior Achievement/Reader's Digest (JA/RD) National Speaker's Corps. In the five-day, intensive JA/RD workshop, Dale Carnegie instructors teach young adults better ways to reach the public with the JA story.

Dale Carnegie experience, Debbie enjoys speaking and does it effectively. Through Dale Carnegie, Debbie is confident and at ease when working with Administration officials and parents.

A recent graduate of Washington University, Grad Achiever Ken Skowronski, attributes his success in college to his experience in the Dale Carnegie Course. Ken feels the "professionalism" and self-confidence he gained from the class enabled him to set realistic goals for himself, and motivated him toward reaching those goals. The practice he had in expressing ideas was particularly important because it helped him feel more at ease during job interviews.

There are many of today's Achievers who are not passengers on the "sure thing" boat. They are daring to do more by preparing themselves today for future responsibilities. Through Dale Carnegie and Junior Achievement, they are gaining an in-depth understanding of business and the personal skills and attitudes necessary to succeed.

Achievers

"Blitz"

Greater

Tulsa



Junior Achievement of Tulsa, Oklahoma wanted to extend JA awareness throughout their city and surrounds. On a chilly Saturday in December, they "blitzed" the retail shops of Greater Tulsa talking with store owners and managers, making them aware of just how important JA is and asking that the store display a "WE SUPPORT

JUNIOR ACHIEVEMENT" sticker on one of their windows. Achievers visited 166 small businesses and scored an eighty-two percent success rate. Here Kelly Wilson of JA company SHELLCO, sponsored by Public Service of Oklahoma, affixes a JA sticker while Jim Burdette, owner of Ben Franklin Stores in Broken Arrow, OK looks on.

Milwaukee Begins "Student Business Day"



Elise Southern (right), a 15-year-old sophomore at Bay View High School in Milwaukee spent part of her school vacation at the Everbrite Sign, Inc. plant. Elise, president of JA company TIMELY PRODUCTS, sponsored by Everbrite, along with five other officers spent the day with their counterparts at Everbrite to see how a real company operates. The Achievers attended meetings with their officers and basically observed the real-life decision making of a manufacturing firm.

"Student Business Day" is the brainchild of Everbrite President Richard Sovitzky (left), who is a former JA adviser. Says Mr. Sovitzky, "We feel that bringing the Achievers in and showing them what goes on in real business will help them realize that JA is real business too." He adds, "We hope that more firms will try to do this."

Laureate Interview

Grad Achiever Julie Wetherell, who currently attends Yale University as Junior Achievement's 1982 Disney Foundation Scholarship winner, interviews JA's National Business Hall of Fame Laureate Charles Kemmons Wilson, founder of Holiday Inns of America, Inc. These photos were taken at the 1982 National Business Leadership Conference.



Mr. Wilson, what made you decide to start your own business?

I was hungry! I started working in my early teens to support my mother, since my father had died when I was very young. I bought a used popcorn machine, and the profits from that went into pin-ball machines, jukeboxes, and eventually, real estate. Then in 1951, my wife and kids and I drove out to Washington, DC for a vacation. We got really disgusted at the overpriced, ramshackle dumps used as roadside hotels in those days. I just decided I could do a better job, and later that year I built the first Holiday Inn.

What was the hardest obstacle you had to overcome in building your chain of about 1750 hotels?

Raising money was about the toughest thing. I got a partner who was really good at that — his name was Wallace Johnson — and he raised the money and I did the building. That partnership lasted until Mr. Johnson's retirement five years ago.

Having received a citation from the American Society of Travel Agents, as well as being inducted into the Junior Achievement National Business Hall of Fame, you obviously have received a lot of awards and honors. What do you take the most pride in?

I am truly honored to be a member of the National Business Hall of Fame, but I have to admit that what I take the most pride in is my family. I have five of the greatest kids, they married five of the greatest kids, and through them brought me thirteen grandchildren. All of these very special people are my chief source of pride.

Your present project, since you retired, has been building the Orange Lake Country Club in Florida. Can you tell a little about it?

First of all, it's a time share resort, which means ownership interests are sold in weekly blocks of time. It's like a group of people jointly buying a condominium, allocating specific time periods to each owner, and hiring a manager to maintain the property. It's located four miles from Disney World and Epcot Center and only minutes away from Sea World, Cypress Gardens, Kennedy Space Center, Daytona Beach, Busch Gardens, and more. The resort itself has a twenty-seven-hole golf course, fifteen tennis courts as well as a tennis stadium, an eighty-acre lake for boating and fishing, an Olympic-size pool, a restaurant, pro shops, even a movie theater.

It sounds fantastic! But what inspired you to become a pioneer in the relatively new field of time share resorts?

I wouldn't say I'm a pioneer. I'm probably the first one to do it on the scale I've done. Frankly, I think time share is the wave of the future. It's the only way people in moderate circumstances can own a vacation home for life.

What do you consider the greatest challenge facing business today?

Well, I think something's got to be done to get the building industry going again, because everything depends on it. They've got to do something to get back to where people can afford to buy a house again. Since the interest rate is as high as it is, people just aren't buying houses. And if people aren't buying houses, they aren't buying furniture, they aren't buying appliances — it just all comes back to the house.

Do you have a business philosophy?

Why yes. I believe there really are no problems, just opportunities. And the only thing a person has to do is change a problem to an opportunity.

Do you have any advice for Achievers?

Well, these are my words to live by. First, don't be afraid to be wrong. After all, a broken watch is exactly right at least two times every twenty-four hours. Also, you have to take risks. There are two ways to get to the top of an oak tree; you can climb it, or you can sit on an acorn and wait. And finally, you only have to work half a day. Now it doesn't matter if it's the first twelve hours or the last twelve hours, but you just have to work half a day. You follow these rules, and you should be doing all right.

Thank you very much, Mr. Kemmons Wilson.

Some



Greenville, South Carolina

Unusual



Headquarters

A corporate headquarters building for many American firms is a symbol of prestige. Often a company will hire the most renowned architect of the day to design its headquarters building. New York's Seagrams Building by Frank Lloyd Wright is an example. But individual JA companies do not usually have a separate building to call their headquarters. Thousands of JA companies meet in schools. In fact



New Orleans, Louisiana

Los Angeles, New York, and Dayton, Ohio are among the many cities where JA companies start up and run in the city's public and private schools.

Many cities do have buildings owned by Junior Achievement and they are justly proud of these excellent facilities. Achievers who live in Greenville, South Carolina or New Orleans or Indianapolis or any of dozens of other JA cities throughout the United States are employees of JA companies that meet in recently built, modern JA Centers with ample company meeting rooms, offices, complete workshops as well as an auditorium for group functions and a lounge.

The JA building, in still other localities, may be a remodeled edifice of historical interest. Take, for instance, the former Edward Chauncey Hinman House, now known as

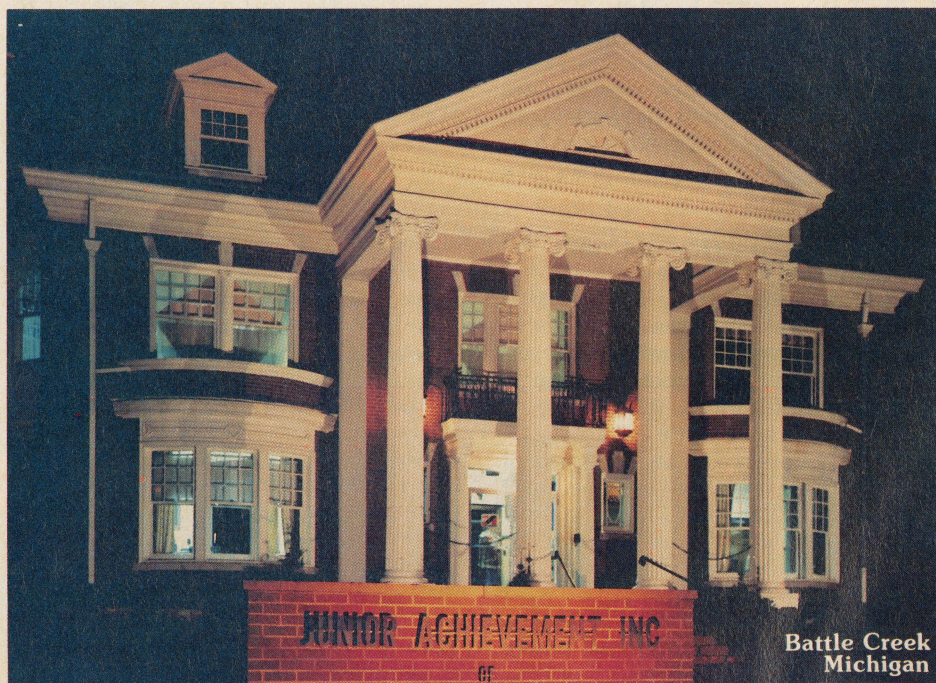
the George McKay Free Enterprise Center in Battle Creek, Michigan. This JA Center has brocade walls and secret panels with hidden buttons which, when pushed, reveal compartments for hiding jewelry and silverware.

ACHIEVER discovered two JA companies with unique headquarters. Miami JA's LEATHER CREATIONS and Boston JA's STARFIRE INDUSTRIES each has an exclusive building as their corporate meeting place.

LEATHER CREATIONS, the first JA company in the Florida Keys, meets in what has to be the most exotic place any JA company has ever used. It is a small building at the Holiday Isle Resort, located just four feet from the Atlantic Ocean out back, and six feet from a fleet of charter boats in the marina basin in front. A palm tree grows through

the middle of the building and out the roof. It looks like something from the South Seas. LEATHER CREATIONS is sponsored by Freelancer Realty and the building houses the leather shop and leather tooling equipment of two of the company's advisers, Carolyn and Brian Nice.

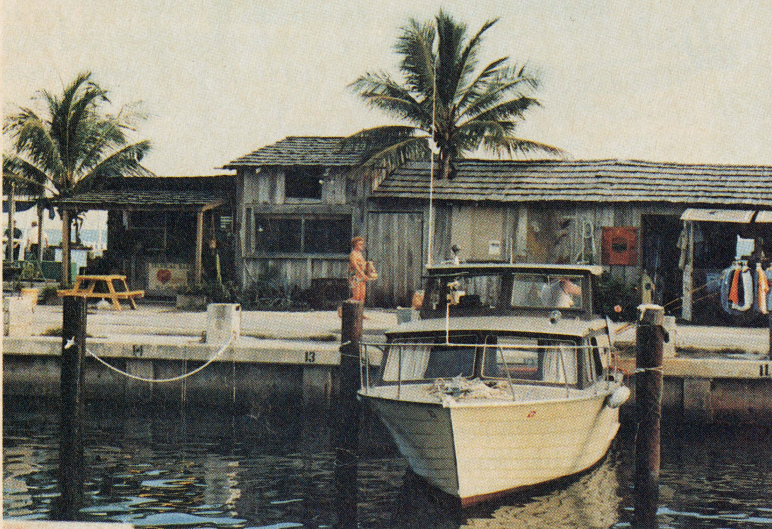
Heading north along the Atlantic Coast, just above Boston, is Wenham, Massachusetts where eighteen Achievers meet on an estate which belongs to sponsoring firm, Commercial Union Insurance Company. Originally built and used as a summer house by an executive from the Mid-West, the estate's manor house now serves as Commercial Union's Training and Conference Center. The estate gives the 15 members of JA company STARFIRE INDUSTRIES a special location in several ways. This year the JA company



Battle Creek Michigan



LEATHER CREATIONS



meets in the carriage house which contains an excellent workshop, but they also have access to the mansion's game room complete with pool table, ping pong table and stereo whenever they take a break. The piece de resistance occurs at the end of the year when the mansion's

formal dining room provides an elegant location for their stockholders' meeting. Stockholders, for the most part parents, are treated to a reception with refreshments, complements of Commercial Union, followed by a tour of the mansion.

Because of their unique "corpo-

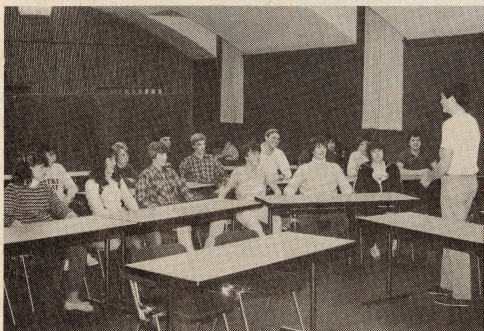


rate headquarters," Achievers in STARFIRE INDUSTRIES think they've got something special going for them. Says President John Guinee, "I look forward to going to such a nice place each week." Adds Assistant Secretary Kathy Belle, "Up there, you feel that it is your own little company."

Wherever a JA company may meet, whether in a school, a center or a special facility, the JA program remains exactly the same. Says LEATHER CREATIONS' President Bobby Stoky, "JA offers the best nuts and bolts knowledge of business available anywhere."



STARFIRE INDUSTRIES



"Remember Ember In November"



By Gregg Wiggins, Grad Achiever

"I want to find out what a term in the legislature is all about. I think I'm going to enjoy it. I know the challenges are going to be fantastic, and just the kinds of things I love to do." These words are from Grad Achiever and Minnesota State Senator Ember Reichgott.

Ember, at age 29, was elected last November to a four-year term representing the suburban Minneapolis areas of Crystal, New Hope and Robbinsdale in the Minnesota State Senate. While winning sixty percent of the vote, Ember carried every precinct in Minnesota's 46th District to become the youngest woman ever elected to that state's upper chamber.

Before becoming one of Minnesota's political leaders, Ember had been one of JA's outstanding members. An Achiever in Minneapolis from 1968 to 1970, she was named the Outstanding Achiever in Minneapolis her final year in the program and was twice a semi-finalist in Junior Achievement's Vice President of Marketing contest. She continued to be active in JA as a Grad Achiever, both in the Minneapolis area and on the staff of the National Junior Achievers Conference (NAJAC).

Ember's duties on the NAJAC staff included being auditorium song leader and also reporter for the Confer-

ence's daily newspaper, and journalism was her initial choice for a career field. But those career plans changed during the year she toured America and Europe as a member of the cast of the *Up With People* performing troupe. *Up With People's* tour through the northeastern U.S. led to her meeting some people who influenced a major career decision.

"I stayed with two host families in a row in Pennsylvania," she explains, "both of whom had lawyers in them. I had never known a lawyer, especially a female lawyer, and these meetings opened a new area for me. Those people became my role models for the future."

The lawyers she'd met had an immediate influence on her. "After basically those two visits," she says, "I came back to my professors and said, 'I've decided I'm not going to be a journalist any more, I'm going to be a lawyer.'" Ember admits it was a very sudden decision, but she never swayed from it.

Even before entering the legal profession, Ember was politically active. The future Democratic State Senator began working with the Party during her early years in college. As a college senior, she served on the Washington staff of Walter Mondale, then a U.S. Senator from Minnesota. "I did some research for the senator,"



Ember submits her Certificate of Election to the Clerk of the Senate at the opening day session.

Ember recalls, "and got a taste of Capitol Hill. I really enjoyed that." After returning from Washington, she also worked on the campaign staff of Minnesota Governor Wendell Anderson before entering Duke Law School.

Ember currently is a member of the Minnesota law firm of Larkin, Hoffman, Daly and Lindgren, practicing primarily business and corporate law. Entering public service as a state legislator will actually cost her money. She explains, "In Minnesota, a seat in the state Senate is considered a part-time position and the pay is considered part-time pay. However, it's difficult for a professional such as a lawyer or doctor to only practice part-time. It's really a matter," says Ember, "that public service is just too costly for professionals to go into. That's why you don't see a lot of medical doctors in the field either."

LAWYERS IN GOVERNMENT

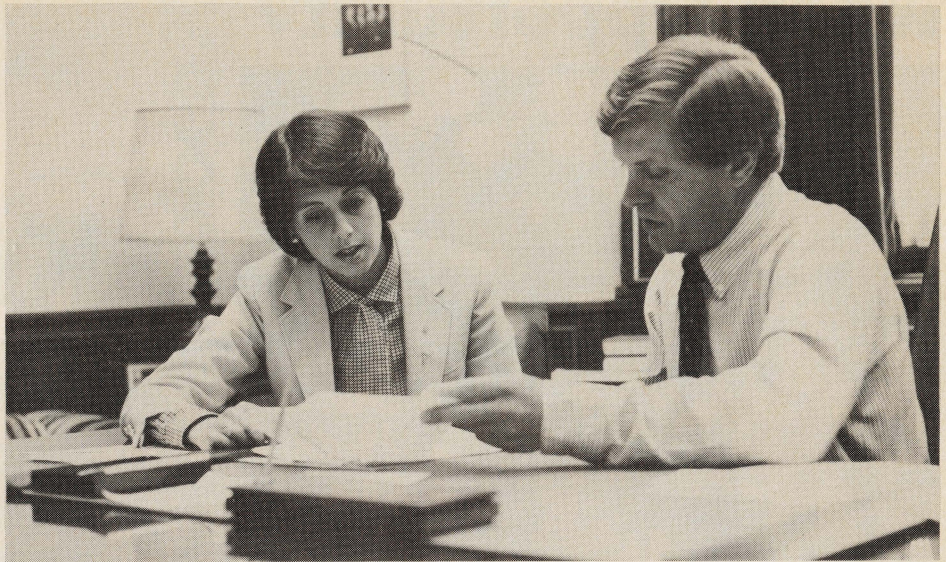
Ember points out one effect of this is the presence of only 22 attorneys in the 201-member Minnesota Legislature.

"I really feel that lawyers are an essential part of any legislative body," Ember explains. "Their input is the only way to really determine the long-range ramifications of law-making."

In addition to a familiarity with the legal aspects of lawmaking, Ember believes the leaders of a state need an administrative background. "I think it's essential for someone to have a good solid knowledge of business, finance and taxes before they get into legislating," she says. "That's crucial." Ember counts on both her law firm experiences and her JA background to provide that knowledge for her.

GIVES CREDIT TO JA

Ember credits her Junior Achievement experience with preparing her for her career. "As early as high school," she explains, "I was already speaking before audiences of peers and adults. The public speaking aspect of Junior Achievement has been probably the single most important factor that has benefited me in my work both as an attorney and now in politics." She also credits JA



Ember meets with Senate Majority Leader Roger Moe.

with giving her the chance to develop in other ways. "The experience of holding leadership positions in the company really benefited me," she explains. "But I also gained so much confidence from going to NAJAC, getting through interviews, and winning the titles. Experiencing all these challenges gave me a good feeling about myself as a teenager."

Ember experienced another challenge during the 1982 campaign... the rigors of the election campaign itself. During the eight months preceding election day, she tried to visit each of the 22,000 households in the 46th District. "That took probably the most concentrated effort I had ever spent on anything in my entire life," she says now. "It meant days when I'd be out doorknocking nine to ten hours on weekends, and weekdays maybe five to six hours." By November, Ember had visited some 75 percent of the homes in her district.

Looking back on it, Ember can smile as she recalls the four pairs of shoes worn out in the campaign, the bites she received from dogs, or the time she found herself calling an ambulance to take an expectant mother to the hospital.

"I met an incredible number of people and learned so much," she recounts, "but I do have to say that the campaign is an incredible endurance contest. It's very hard on candidates, and I think that is another reason why many good, qualified people don't run for office."

BACKS SMALL BUSINESS

Considered a moderate Democrat,

Senator Reichgott will be replacing the son of former vice president Hubert Humphrey. Her goals in the senate this session center on finding ways to stimulate the small business sector.

"That also answers the very difficult problem of unemployment," she says. "Really, labor and business both benefit from the growth of small business." Ember plans to focus on small businesses because statistics indicate that 70 percent of all new jobs in Minnesota come from such small firms. Her proposals would make it easier for venture capital to be invested in small businesses, provide tax breaks to small businesses during the crucial first years, and encourage growth in high-technology areas.

Minnesota politicians with whom Ember has worked in the past praise her abilities. U.S. Congressman Martin Sabo, whose Minnesota congressional district includes Ember's state senate district, says she "has a rare combination of mental sharpness, common sense, and a real commitment to people that will make her an excellent state senator."

Having just begun her first term, Ember has not yet seriously considered future plans. "There's a part of me that's definitely a lawyer," she says, "and I think a career decision will come when I will have to decide if I'm going to proceed in law or proceed in politics."

The consumer product is coke.

When Opportunity

Knocks,

KOKOMO



Top: N.A.T.O. members construct their sales booth.

Right: Two by fours, white paint, red crepe paper and ingenuity win N.A.T.O. a 1st Place, Blue Ribbon.

Ask someone what PBO, GZXP, JAKE, UNOKO, WYBO or NATO are and chances are that person will look and feel perplexed. Is this E.T.'s extra-terrestrial telephone number? Sorry, wrong number. Is this a secret code? Nice try, but wrong again. Those various letter combinations are JA company names and these particular companies were part of the Kokomo, Indiana "Product Fair."

Kokomo, located approximately 50 miles north of Indianapolis, is a city with a population of about 48,000. Kokomo's main industry is the manufacture of automobile components (Chrysler, G.M., Delco Electronics, among others) and the city is experiencing 19.9 percent unemployment. However, Junior Achievement of Kokomo is thriving despite the tremendous economic odds which are operating against the community's industry.

In an all-out sales effort, Achievers took their products to market at the major shopping mall of Kokomo, Markland Mall. This was the first time that JA was given permission to use space in the busiest Kokomo mall, and it gave Achievers the opportunity to sell in an environment bustling with sales activity.

Products, ranging in price from \$1.50 to \$27.00, included Pop Corn Decanters, Pac-Man Puzzles, Cheese



Answers The Door

Boards and Electric Meter Lamps, and the weekend trade fair produced incredible totals for all ten participating companies. Said Bill Miller, president of PBO ENTERPRISES, "The mall outing proved to be a critical turning point in our success. We doubled our sales totals in two days."

The record sales were due to the combination of the busy mall thoroughfare, good products, enthusiastic salespersons, and the well-designed display booths into which Achievers had put a lot of time and creative effort, for they were competing for the cash prizes being awarded to the top three booths.

First place in the booth competition went to N.A.T.O., sponsored by Chrysler Corporation. N.A.T.O. members designed a small, wood-frame house with red crepe paper walls and roof.

"We were going to build the frame of, cardboard," says Kim

Rivers, N.A.T.O. president, "but our executive adviser thought it was a good idea to use wood.

"Since we did not have a lot of profit the first quarter, the money for some of the booth materials came from our own pockets. But some materials, like paint, we asked stores to donate, and we had a pretty good response," remembers Kim.

"Altogether it took us about eight hours to build. We spent two nights out in a very cold garage to complete the four panels. Then, we finished nailing them together in the mall," relates Kim. "And it was very easy to break it down into panels again so we could save the booth for the next mall sale."

Just for the record N.A.T.O. is an acronym for National Achievers Toward Opportunity, and these Kokomo Achievers did make the most of the Markland Mall opportunity with a fine sales record and a first place booth.



Twin Cities Welcomes *APPLIED ECONOMICS*

In the fall of 1982 Junior Achievement ran three pre-pilot programs to test a new economics course developed for high-school students. "Applied Economics" is the name of the new Junior Achievement course and test cities included Ft. Wayne, IN, New Britain, CT (JA of North Central Connecticut), and Minneapolis, MN (JA of Twin Cities, Inc.).

“**A**ppled Economics is a unique way to present the business world to students. It's a different approach that the schools have needed for a long time, and they like the concept.”

These are the words of Robert Seikkula, a Social Studies teacher at Southwestern High School in Minneapolis, Minnesota, and he is talking about the new one-semester, fully-accredited course, researched and developed by Junior Achievement.

Applied Economics (AE) is taking Junior Achievement into high school classrooms for the first time. Minneapolis, one of three cities selected to run pre-pilot classes last fall, is pleased with student and teacher reaction to the lively, easy-to-understand textbook, as well as to the challenging activities that keep students participating at a high level of interest.

Currently the AE pilot program is running in 162 classrooms in 25 American cities. Just like the after-school program, the first nine weeks of the five-day-a-week program involves students in setting up and running a standard JA company. For the first time, many of these teenagers learn about stock sales, capital investment, bookkeeping, production, marketing, and selling a product or service. Because of time limitations, their products must be simple and easy to assemble, so the use of kits is more practical than some of the more intricate products manufactured in standard JA companies, but the lessons they learn by running their own company are just as valuable and lasting.

Departure from the traditional JA program begins in the tenth week. After their miniature company has been dissolved, the students are introduced to computer marketing competitions and hypothetical case studies, which lead into classroom discussions.

“All three parts of the course are interesting,” says Seikkula, “and I'm finding it a challenging teaching experience. Of course, one part of the course will appeal to some students more than others, but for most of the kids, many of whom plan to go right into the business world

from high school, this is the first practical economic education they have had, and that's very important."

SUPERINTENDENT IS JA GRAD

Dr. Richard Green, superintendent of the Minneapolis schools, was instrumental in getting AE into the system.

"We're under an absolute requirement here to raise the standard of economic literacy in the schools, and the good relationships we have had with JA in the past made us more than willing to work with them on their new program," he said.

An Achiever himself back in the early 50s, Green has been aware of JA's high standards for years, and he remembers his JA days vividly and fondly.

"JA was one of the opportunities that the school offered," he recalls. "I heard about it and eventually joined a company that made aluminum pants hangers. And by golly, we went out and sold those hangers and we made a profit. Many of the lessons I learned in that company are still with me."

Green recalls that he started college as a business administration major as a direct result of his JA experiences. His switch to education came through his love for sports and his longing to coach basketball in one of the schools. After graduation, his coaching dreams came true. He was head basketball coach at a Minneapolis high school for many years, and has remained in the system ever since.

Although he was a prime mover in getting AE into classrooms, Green is not directly involved with any part of it at the present time. "But from everything I hear from teachers, Consultants, everyone involved, there's a lot of enthusiasm and a lot of learning going on," he says.

COMPUTER SIMULATIONS

Seniors Jenny Bimberg and Dick Noble were two students in the class who voiced some of the enthusiasm Dr. Green talked about.

"I loved it," says Dick. "I want to go to Brown University and be a business major, and this is the first course I've ever seen that uses a computer except computer math. I liked all the different parts of the program, but naturally, the computer management studies fascinated me most."

"The computer has all this information programmed into it, like salaries and overhead. The class was divided into "companies" and we all had to market and sell shoes. After we'd done our marketing plan and sold our

shoes, the computer told us where we stood—no pun intended—in competition with the other companies."

Jenny liked the first part of the course best — running a company. "I was Vice President of Finance," she explains. "Our product was auto trouble lights, and it was fun to be in a class where you could actually be learning while you were doing something instead of just sitting listening to a lecture or studying from a textbook."

ADVISERS COME TO CLASS

Steve Jacobs, vice president of Dain Bosworth, Inc. securities and investment counsellors was the consultant to Jenny and Dick's AE class. After two years as an adviser in JA's evening program, Jacobs brought a great deal of experience to his classroom role.

"I think this new program is the best application of what the students need and what the long term commitments of Junior Achievement should be — to introduce as many students as possible to the business world."

One of the essentials to the success of AE is the relationship between teacher and consultant. For instance, when the study of stocks and investments came, the teacher deferred to Consultant Steve Jacob's expertise and turned the discussion over to him.

But as a consultant, Jacobs admits he did very little teaching. His major contributions were in setting up the business, helping the officers learn their duties and helping guide the students through the hazards of making, marketing and selling their product. And, of course, as a consultant, Jacobs serves as a "resource person" who inputs real business situations into the classroom.

Minneapolis JA Vice President Dick Barcomb adds some thoughts from the JA staff viewpoint. "Not only does AE get the message across to the kids, but it eases the commitments we're asking our volunteers to make."

"Do you realize that last year, in the Twin Cities, it took 1,300 volunteers to keep Project Business, Business Basics, Junior Achievement and the new AE pilots operating? That's a lot of volunteers."

Barcomb feels that daytime volunteer work, which doesn't take executives away from their families, is more appealing, and no corporation has expressed any reluctance to having its employees take time away from their work schedule to be Junior Achievement Consultants.

Building upon the success of the pre-pilot Minneapolis is now operating eight AE classes in the full pilot program.



Dr. Richard Green

ሕክሕክ Amharic	日本語 Japanese
עברית Hebrew	العربية Arabic
한국어 South Korean	中國語 Chinese

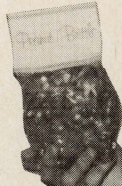
Here is a quiz from the student textbook for Applied Economics. Name this well-known consumer product? Answer on p. 13.

From the ja product line

Achievers produce an enormous range of products in the more than 9,600 JA companies operating this year. Here are some products that are either in liquid form or edible.



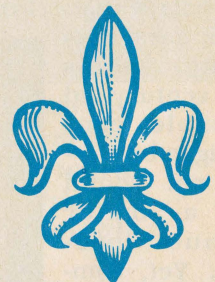
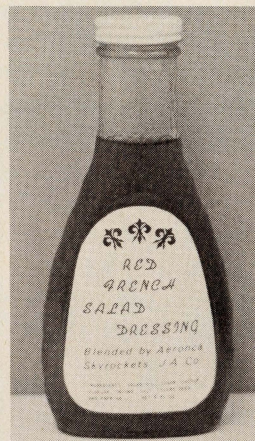
CREATIVE CAPITALIZERS, counseled by A.E. Staley-Sagamore Operations, is producing and selling "Tree Tap Syrup," a breakfast pancake syrup. The Achievers heat the ingredients in a large vat and then bottle it. Each batch is tested by the lab at the counseling firm to check for impurities and bacteria and to make sure that it meets Federal Food & Drug Administration (FDA) standards. Food products are really coming into their own as excellent JA sellers.



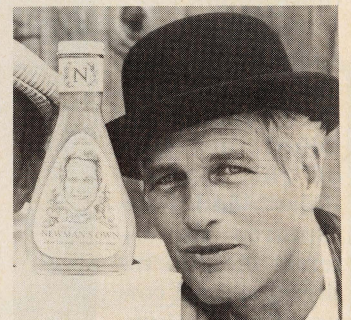
Members of **CENTRAL VALLEY PRODUCTS**, sponsored by Pacific Power & Light, in Corvallis, Oregon hold up their crunchy company product, "Peanut Brittle." They make the candy at the facilities of Bursts Candies and it sells for \$1. a bag. Smiling about their delicious product are (from l. to r.): Rod Stauber, vp production, Kye Brown, cook, and Rob Whiting, assistant cook.



OIL NOVELTIES, ETC., a JA company sponsored by Harris Corporation, in Longview, Texas, produces a "crude oil" souvenir as this year's product. The oil is in a clear glass tube mounted on a piece of one-half-inch Plexiglas®. The information tag explains, "This sample of oil is part of the Oil Field discovered in 1930-31 that focused national attention on East Texas as well after well was brought in . . . The East Texas Oil Field has produced 4.5 billion plus barrels of oil. These wells produced new towns and a livelihood for thousands of East Texas Citizens, and the wells are still pumping!"



Paul Newman, one of the screen's most dynamic stars for nearly three decades, has entered the commercial-food business, and this puts Mr. Newman and a JA company in Middletown, Ohio in direct competition for the salad dressing market. Aeronca, Inc. of Middletown has sponsored a JA company for 37 years, and their 1982-83 company, **AERONCA SKYROCKETS**, produces and sells "Red French Salad Dressing" for \$.90 a bottle. The Achievers enjoy a price advantage as "Newman's Own" sells for \$1.19 to \$1.39 a bottle, but whether the star's dressing or "Red French" has that special four-star quality will be decided by the palates of Middletown's salad gourmets.



Cleveland Markets

"Unique Antiques"

Lee Miller puts on a business suit and rides his bike to call on prospective clients. If you ask him if he sells door-to-door, he will emphatically tell you that isn't where the money is. Lee seeks out local businesses that have reception areas that may need a little extra decorating. He has sold his company's product to all of the town's funeral homes for their smoking rooms. He is so convincing that a local florist offered him a job when he is old enough.

Lee is a member of Cleveland JA's *Unique Antique Graphics Company*, sponsored by Western Electric's Solon, Ohio Service Center. The *Unique Antique Graphics Company* is operated by 31 students from Solon High School and these Achievers are fortunate to have an adviser team with a combined total of 34 years of experience in Junior Achievement programs. That experience, combined with an interesting product and the practical application of computer technology, has made the *Unique Antique Graphics Company* truly unique.

Their product—framed labels from century-old vegetable cans and cigar boxes—may not sound like a major revenue producer. Yet, company sales climbed to \$6,613. in 15 weeks. What is the appeal?

According to antique dealers in the Solon area, these labels have joined the ranks of the "collectibles" and have captured the interest of both individuals and corporations. However, the real appeal is best explained with the sales pitch given by the company's president, Herb Lichtman.

"These labels are 100-year-old pieces of art," says the 14-year old CEO. "The craftsmanship that went into them is extraordinary. An artist had to chip the design for the illustrations out of a piece of stone. This process,



President Herb Lichtman (center) checks the quality of the finished product with adviser Larry Watson (right) and Tom Hershel (left), JA program director. Photo courtesy Western Electric.

called stone lithography, required one stone for every color on the label. Sometimes as many as 22 stones were needed for a single illustration.

"An illustration might be whimsical or it might depict a historical event or figure. All of the labels are printed on 100 percent rag paper and some are edged in gold leaf." Herb concludes with an explanation of how the labels are carefully framed and of the guarantee of authenticity that is included with each label.

Every employee of the *Unique Antique Graphics Company* is as well-briefed as Herb Lichtman and Lee Miller. Each received intensive sales training from their Western Electric advisory team of Jim May, Chuck Mitchell, Larry Watson and Tom Ramsay. But, in spite of their expertise, the adviser team gives credit where credit is due, that it, to the Achievers.

Jim May has high praise for company members. "Take the president, Herb Lichtman, for instance. He developed a computer program that plots sales and marketing goals for the company and the individual salespeople. I believe our company is one of the first JA companies in the nation to use a computer to assist us in our regular business operation.

"Today's teenagers," points out May, "seem to have a better understanding of what a good education will do for them in the future. This group typifies that statement. They are one of the smartest bunch of students I've ever worked with."

See You At NAJAC '83

'JA: Experience The Adventure'



"During the past several months we have been planning and preparing to make the adventure of the 40th National Junior Achievers Conference (NAJAC) as exciting as possible. We are enthusiastically looking forward to it, and we wish to extend a warm invitation to you and your Achiever friends. We hope to see you there this summer, from August 7 through 12, for the best week of your life."

Dan, Jane, Rick & Juju

Business Buddies

Juju Chang, Western Regional Director, is the new Business Buddies coordinator. Business Buddies began in 1979 and, since then, thousands of business pen pals have been linked by mail. If you would like an Achiever pen pal in your own region or one from another part of the country, just fill in and mail this application to Juju. She'll do her best to find you a perfect correspondent. **IMPORTANT:** You must enclose a self-addressed, stamped envelope.

JA Pen-Pal Program

APPLICATION FORM (Please Print)

NAME _____ AGE _____ SEX _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

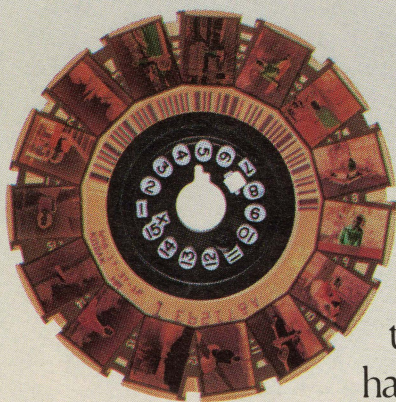
Check pen pal preference: ☐ Male ☐ Female

Part of the country you'd like your Business Buddy to live in _____

Send this application with a stamped, self-addressed envelope to: **Business Buddies**, Junior Achievement, 1594 Murre Lane, Sunnyvale, CA 94087.

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Good times happen fast. This camera won't lose a second capturing them.



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Official sponsor of
the 1984 U.S. Olympic Team