



The Achiever

News of the 38th National Junior Achievers Conference

Thursday, August 13, 1981



M. Root

Execs visit conference

Dennis Hendrix, new national chairman of Junior Achievement, issued a challenge to nearly 400 Business, Industry and Education Day guests at NAJAC yesterday: Make Junior Achievement the leading economic education program for young people in America. Throughout the day, the BI & E guests visited with the delegates and took part in discussion groups.

"Each of us, of course, recognizes that today's youth represents tomorrow's leaders. They can make this country anything they conceive. They have the ability, and they have the ambition. All they need is the opportunity.

"And we, as the senior citizens of today's economy, must see to it that they are provided that opportunity."

Hendrix's remarks came at the reception and dinner highlighting the trek of the nation's top business executives to the yearly gathering of the top members of the Junior Achievement program, gathered for a week at Indiana University.

"We must become more positive about what can be accomplished . . . There is more right in America than there is wrong. We as Businessmen should emphasize this within our own organizations and within our own communities.

Earlier in the day, Conference guests attended the morning general session and had the opportunity to share their ideas and experiences with delegates involved in their group discussions.

A veteran of 14 Conferences, Charles Bright, Elmira, New York, keeps returning to NAJAC to "get that JA feeling.

"I always say this is my last year, but then I come and I see something new," Bright commented. "It's just inspirational coming here—it really does charge my JA batteries." His contributions to JA through the years have led to his selection as a national

Bronze Leadership Award winner.

Similar thoughts were echoed by Dick Smith of Charleston, West Virginia, when he commented, "Whenever anybody starts condemning the youth of America, all they need to do is come to one of these just once. These kids are going to be running the country some day."

M. Root



Heavenly Harp Wins

Harpist Gillian Benet of San Francisco delights delegates and guests at the Talent Show last night, prior to her selection as the top performer. Runners-up were Jeff Love of Central, Ohio and Michele Spears of Louisville, Kentucky.

JA company off to a flying start

Not many JA companies can claim worldwide distribution of their company product, but a company in Fort Worth, Texas can. Metroplex Marketing, sponsored by Bell Helicopter Textron, produced T-shirts which helped pioneer a new Bell Helicopter product at the famous Paris Air Show last year.

The product used the Bell Helicopter Textron logo and name.

The first major step was to get permission from Bell Helicopter Textron, to use its name, which is copyrighted. This wasn't the easiest thing to do because the company had to convince Bell's legal department to accept the idea. Bell Helicopter Textron has never let its name be used commercially. They limited outside use of the name to these two products.

The T-shirts had the logo of the newest Bell Helicopter, the XV15, and the slogan "Going Full Tilt". The tennis shirt had the Bell Helicopter Textron logo.

The XV15 is a tilt-rotor helicopter that takes off with the rotors in the vertical position and then they shift into the horizontal position.

Metroplex Marketing began the year with a goal of \$10,000 in sales and convinced a shirt manufacturer that they could do it. The first day of operations they were over \$4,400 in debt because of set-up costs. Their company had the typical problems of

keeping everyone busy but as the year progressed everyone got involved to meet the goal.

The company produced 1748 units and surpassed its \$10,000 goal by \$4.08. The shirts were marketed in seven Bell Helicopter plants and door to door. Achievers were permitted to sell shirts at a special Christmas event which Bell sponsored for employees and their families.

The idea to use the logo on the shirts came from the adviser team. Adviser Bill Maddox, bought a

supply of shirts and distributed them throughout the Middle East during a business trip. One hundred shirts were taken to the Paris Air Show, Paris, France as a promotional tool for the XV15. These shirts are now all over the world.

The company was led by President John Albritton, a three-year NAJAC delegate, and Vice President-Marketing Keith Halcomb, who is attending his first national Conference. Both came to NAJAC after winning major awards in their local area. B. Jones



Pictured are Jack Horner, Senior Vice-President Bell Helicopter Textron and John Albritton, President of Metroplex Marketing receiving charter and displaying tee shirt.

Officer update

We'd like to thank all Business, Industry, and Education guests for visiting NAJAC yesterday. Their presence was a valuable contribution and made the day special. Thank you also to the B. I. & E. Day guides.



Congratulations to all the Talent Night participants. You were all super and made the Talent Show an unforgettable evening.



Once again, good luck to all contest finalists and candidates.



There will be a meeting for all newly elected NAA officers in the Fine Arts Auditorium, immediately following the general session.



The President's Ball will be held tonight beginning at 8:00 p.m. in Wright Quad. The band will be "Circus"!



The Quote of the Day: I have a premonition, that soars on silver wings, a dream of your accomplishments and other wondrous things. I do not know beneath what sky nor where you'll challenge fate, I only know it will be high, I only know it will be great. Let this only be the beginning. Follow your dreams.

JA offers careers

If you are looking for a career, Junior Achievement may just be the place for you. There are over 600 full time staff members currently serving in career positions that include the following entry level opportunities: directors, center managers, and program directors.

If you are interested in learning more about a possible JA Career, then make sure that you attend the special seminar being held today, at 7:30 p.m. in the Brisco Boys Cafeteria.

Jim Goodman, national JA personnel director will be there to answer all of your questions.



Delegate Develops Silent Selling

Tina Peebles, a 17-year old junior from Pensacola, Florida was the top salesman for her company, "Monteco" and was also selected as "Best Non-officer" earning her way to NAJAC.

Peebles succeeded in selling over one-third of her company's total \$1000 sales of "Char-lites," a product designed to start charcoal without the use of lighter fluid. She achieved this by going door-to-door selling for several months. To the average NAJAC delegate, this may not seem special. But Tina is not the average delegate. She is special; she is deaf.

"At first I didn't get any sales at all," Peebles explained. "But then all I did was type my name, a statement that I was deaf and then a description of my product. The product sold just like that!" she exclaimed snapping her fingers.

Peebles began her experience in JA in the manufacturing of the char-lites; however, she soon switched to sales declaring that she did not like the sawing. She was appointed assistant to the vice president of

finance after another member dropped out of the company, and was able to also be involved in the bookkeeping end of the company.

Peebles sees JA as a valuable experience. She says she has been able to meet people and really build up a good self concept despite her communication problem. She noted that communication is quite difficult for people who aren't accustomed to those who sign (language). She believes that she has influenced many Achievers especially those at NAJAC to meet new people.

A good indication of Peeble's enthusiasm and efforts were demonstrated this week. She taught her group sign language in a discussion. Aided by her interpreter and friend, Grace Keith, Peebles proceeded to explain the significance of certain signs.

"Signs are made for reasons," Peebles said as interpreted by Keith. "'Night', for example, is the action of a moon over a mountain. And 'later' is signed by positioning your fingers so that they resemble the hands on

the face of a clock moving to a position pointing down."

Other "time" words such as now, day, and soon, were taught to the struggling group. Peebles jubilantly spent time correcting members' hands as several members of the group exclaimed "Slow down." "This hard to do." "Try that again."

According to John Puls, an Achiever from Dubuque, IA, he enjoyed the group session. "It's different," he admitted. "It's fun, too. Sign is something I've never seen or done before. The deaf have a language of their own. I can now appreciate their struggle in society to communicate."

Initially, not everyone accepted Peebles in her company either. "The first night of the meeting, everyone ignored me," she explained. "But by the second meeting, six more deaf students from my high school joined."

After members saw what a hard worker Peebles was by achieving such a high sales goal, everyone became anxious to find out what her secret was to selling. She enjoyed teaching others her special techniques she developed. In fact, two of the hearing-impaired members whom she helped, soon became her stiff competitors in reaching top sales.

Peebles feels competition is good. "I try to keep ahead of others," she said. "The other salespeople tried to sell more, but I had to keep going (to be top salesperson)."

Peebles advice to other Achievers who are having difficult times selling is to "keep on trying." "Don't give up," she suggests. "But instead, be interested in what you're doing and you will surely succeed. —T. Wicklin



Tina Peebles

Intercom Aids Communication

Chad Paul knows first-hand what it's been like in the past trying to get messages around the campus during NAJAC week. When he was a delegate in '71 and '72, he remembers the frustration of delivering an "urgent" message—and what message isn't urgent at NAJAC?—to the right place, only to find the intended recipient had just left.

So when he became established in his own company, Chadwick Telephone, with connections with Toshiba Telecom America, he decided to try to ease the communication problems.

Two years ago he took his concern to Toshiba, and was overwhelmed by their sympathetic response. They agreed to ship and install, totally at their expense, the sophisticated intercom system we now use. The Strata III telephones used at the Conference are equipped to handle 12 lines on 24 telephones. Messages are not only transmitted before the recipient can escape, but the main office can keep track of big events taking place on other parts of the campus, and staff members who are

"minding the store" can listen to general sessions and guest speakers.

Chad is just another example of the

old adage, "NAJAC delegates never die, they just keep contributing to NAJACs of the future."



A typical scene in the broadcast bureau room. Gregg Wiggins, Washington, D.C. manfully struggles with three telephones at once, while Marti Randall, Kingston, N.Y. stays cool with Strata III.

E. Thomas

Little seeks JA assistance

"I came to see you today, because I have two problems that I'm sure you can help me with." The words of Royal Little, beginning his address Wednesday morning before the nearly 3000 Achievers who attended the general session.

Mr. Little was in a bind, and he wanted help. His problem? How he can give away \$200,000 a year.

For most of us that would not be a problem—how many of us have \$200,000 to give away? But Mr. Little's problem stems from his desire to help people, his concern for the Junior Achievement program, and the message the program tells about business.

The "father of conglomerates" as he is known on Wall Street, has long been a supporter of JA. Therefore, it was only fitting that the first JA company conglomerate in the country was counselled by Textron, Inc., the first American conglomerate.

It was out of this concern that Royal Little decided to establish a fellowship program at the Graduate School of Business at Harvard University. Initially the full tuition fellowships were open to all people who were in the JA program for at least one year. The fellowships have now been expanded to include people who have served as JA advisers for one full year.

The number of universities which are participating in the program has also grown. Now, in addition to Harvard University, the following institutions will be or are presently participating in the program: Stanford University; University of Chicago; University of Michigan; Cornell



Royal Little, Entrepreneur and founder of Textron, Inc. signs copies of his book for Achievers. Little donated 4000 copies of his book.

University; Tuck School of Business, Dartmouth University; Wharton School of Finance, University of Pennsylvania; Duke University; Babson College; and the University of Rhode Island.

In order to be eligible for the fellowships, an applicant must have been either a JA member, or a JA adviser for one year, and have a minimum to two years work experience. The individual must first gain acceptance to an institution participating in the program. Once accepted he then applies for the JA fellowship. For the most part, applications for the fellowships are handled directly through the participating institutions. The participating institution then, has complete control

in awarding the fellowships. Individuals must have their local areas verify their JA participation. Neither Junior Achievement, nor Mr. Little participate in the selection process. Inquiries about the fellowships should be made directly to the institution involved.

Little told the delegates the reason he established the fellowship program, "some years ago I realized that many of the Junior Achievers have a chance to get scholarships at college, but I felt that nobody had put the frosting on the cake. All those Achievers, who had learned about business, I felt should have an opportunity, if they wanted to do so, to get fellowships at our leading business schools in the country."

Forty fellowships will be made available each year. Each will include up to \$5000 toward tuition. The Universities involved provide matching funds.

Little, the author of *How to Lose \$100,000,000 And Other Valuable Advice*, told delegates that the fellowships were available. But, his problem is, that no one is aware of them!

"We have announced this program, but believe it or not, we just aren't getting the applicants to compete for these fellowships, and this is because we cannot get an TV publicity, or any publicity, to get the word across, and I figured that I would come out here and we could get you Achievers to get the word across," Little declared.

He also asked the delegates to make sure that they tell their families and friends about the fellowships, and that they should consider themselves when they complete their undergraduate education.

The Achievers, who were all clutching copies of Little's book, cheered and waved the book aloft when mention was made that he had donated 4000 copies to the Conference.

He revealed another problem—a wrong decision in a promotional campaign, which left him with a surplus number of books. He then announced that he was "still making mistakes," and offered the surplus books to JA areas across the country who may want them for promotional events.

Souvenir Shop Sells Out

Even with travel, food, and lodging expenses paid up for the week, Achievers still manage to find a place to spend their money and help pay for the Conference as well—the official NAJAC souvenir shop. The shop is a popular place to visit, featuring a variety of Conference mementos. T-shirts are the hottest item, but sales of key chains, charms, stickers, belt buckles, pens, pencils and mugs are also brisk. New items this year include sun visors, NAJAC buttons and polo shirts.

According to Chuck and Debbie Lovelace who are running the souvenir shop, this week sales set new records. So far, gross sales have reached over \$10,000 and this is the only income NAJAC receives other than individual delegate fees. Chuck has run the souvenir shop for four years and says Achievers tend to be "impulsive buyers."

Not only does the souvenir shop supply lifetime keepsakes from NAJAC it is also the place to order panoramic and delegation pictures. These can be ordered for a fee of \$5.00 for the panoramic picture, and \$4.50 for the delegation pictures. The pictures will be delivered directly to the Achievers by mail at their home

when they are completed. Chuck recommends that Achievers allow plenty of time for delivery.

For those of you who have not made it to the souvenir shop yet—you have one chance remaining: This afternoon from 4:00-7:00 p.m. in the basement of McNutt. The last items left will be going fast.

The souvenirs are ones that delegates will treasure in their hearts forever. And after all, it is for a good cause—NAJAC. —J. Harrington



Souvenir shop

News capsules

BEVERLY, MASSACHUSETTS... A commuter train filled with homeward-bound sunbathers collided head-on with a freight train channeled onto the same track because of construction. Massachusetts State Police officials said four persons were killed and 27 injured.

TEHRAN... Iran's new president, Ali Rajai, angry over a congratulatory telegram from Francois Mitterrand, called the French President a liar on a Tehran radio broadcast. Rajai also accused Mitterrand of turning France into a "center of Hell".

KEYSER, WEST VIRGINIA... An explosion in a rocket propellant factory along the Potomac River in Keyser, W.V. killed two workers in the factory and debris scattered over more than 1,000 feet.

GDANSK, POLAND... Solidarity leaders, conferring at Gdansk as the Polish government launches blistering attacks on spreading protests, have urged restraint by local union leaders while they develop the union's next course of action.

TOPEKA, KANSAS... Police conducting a 'sting' operation by video-taping their purchases of stolen goods were themselves stung by two burglars—who ripped off the police's videotape equipment.

WASHINGTON... Selective Service announced that the names of young men who have registered for the draft will be posted in their communities in the next few days. Brayton Harris, Selective Service deputy Director said that the posting is required by law.

INDIANAPOLIS... Striking air controllers failed to discourage "good to heavy" passenger loads yesterday. Indianapolis International Airport reported that commercial flights approached 80 percent of normal operating schedules.

DALLAS... While Larry Hagman may play the villainous J.R. on TV's *Dallas*, he's a hero to the American Cancer society. The actor will sponsor a nationwide contest for suggestions on how to quit smoking. Grand prize is three days in Hollywood

Achiever Expression

Hang it up

Junior Achievement of Northern Wisconsin would like to share some product information with other areas. A \$3,000 sales project of the WI company, United Ryan Industries was plated hangers. This past year, the company was contacted by a Tacoma, Washington JA company, Wirehouser, whose advisor was familiar with the success of the WI product and wished to duplicate it in Washington.

If your area is looking for a proven product and would like additional information, the Vice-President of production from United Ryan Industries is present at the conference.

Contact Russ Hermus, group 45, or the other representatives, Keith Runnoe, group 39, or Diane Schmidt, group 48. They will also be reached at JA of N. WI, 402 Commercial St., Neenah, WI 54956.

They will provide diagrams, pictures of machines, material lists, instructions, and set-up plans. Please send a S.A.S.E. (self addressed stamped envelope for reply)

NAJocks

Briscoe won the football championship yesterday by beating McNutt 6-0. Briscoe's Team comprised of group 48 & 50 scored with an interception return and a long pass play. Congratulations Briscoe.

The Trade

When our reporters first heard the expressions "the trade," our minds raced endlessly at all the possible explanations for this simple two word phrase. We hit the campus in an attempt to learn the tricks of "the trade."

Slowly, we weaved our way through each delegation, and approached the subject of trading.

As we progressed in our research, we learned that trading involves some form of physical contact. Some con-

tact is more extreme than others.

To most, a kiss is reasonable compensation. Very few still use the traditional handshake as a means of payment.

Let me say that a thirty-six hour bus ride from Tucson did nothing to dampen that group's enthusiasm to engage in friendly exchanges.

Nor do plane trips poop out a pucker.

To close, we learned two necessary rules: inhibitions you may have had are usually lost; and Certs are a necessity.

TODAY'S REUNIONS

#	Year	Time	Place
12	'80	4:00	McNutt Flag.
13	"	"	"
46	"	4:30	"
1	"	1:00	"
15	"	4:00	"
32	'79	5:00	"
27	'80	4:30	Foster Flag.
33	"	4:15	"
60	"	4:00	Briscoe "
23	'80	4:15	McNutt Flag.
57	'80	4:00	" Flamerroom
37	'80	1:30	Foster Flag.
28	'79	4:15	" "
35	'80	4:00	McNutt Flag.

Late Dates

Many delegates complain about the early 'lights out' enforced by those 'rotten' group counselor pink finks. They can't understand why they have to be in bed so soon.

They don't realize how lucky they are!

The same 'rotten' pink finks are constantly busy from 6:00am to at least 2:00am with some duties lasting much later.

In addition to leading groups to their destinations, the counselors must write a short comment about each delegate in their group everyday. This record is used by the staff to determine who will become grad staff next year, the 'next generation' of pink finks.

There are also executive pink finks which the group counselors report to who make all the plans for the units and divisions. All group activities are cleared through the many channels of the NAJAC staff.

These people who work so hard and are dedicated to making NAJAC the best week of our lives, deserve our thanks. They give up vacation time from their jobs and return year after year, refusing sleep for six days while keeping a protective eye over us all.

THURSDAY P.M.
Ham, Fish, Potatoes
Broccoli, Apple
Cobbler, Pears
FRIDAY A.M.
Juice, Scrambled
Eggs, Coffee Cake
FRIDAY NOON
Beef Noodle Soup,
Cheeseburgers,
Fries, Julianne
Salad, Chocolate
Chip Cookies, Fruit

Comin' to America

Thirty-three of the delegates at this years NAJAC hail from other countries: The Bahamas - 19, Puerto Rico - 13, Trinidad - 1, Great Britain - 2 and France - 1.

All of these delegates are anxious to meet and exchange ideas with everyone here. Let's all do our part as JA Ambassadors.



Information



Attention Atlanta, Gainesville and Griffin, Georgia delegates! A **MANDATORY** meeting for departure instruction will be held today at 4:45 p.m. at the McNutt Flagpole.

Happy Birthday to Kris VanWagnen, 18 today, from the Jackson, Michigan Delegation, and to Sharon Falardeau, 16 tomorrow, from the Rhode Islanders, and Renee Erich, 17 Tomorrow, with love from Orlando & Jeff.

The Cleveland Delegation announces the following: 24 achievers in one bus seat and 32 in the back.

Foster Fever is spreading! Symptoms include tired feet, sore throat and hallucinations of blue checks everywhere. If you have any or all of these, go immediately to the Foster Information Desk.

JA of Central Iowa needs your help in putting their state back together. Please bring your piece of Iowa to the N.E. Corner of the Coke tent today at 4:15.

The Texas Secret Society announces the secret of the "lone star" sticker: gold star, Official honorary Texan for 50 years after obtaining 5 Texas Handshakes; silver star, 25 years - 3 Handshakes; blue star, 15 years - 2 Handshakes; red star, 10 years - 1 handshake; green stars or "greener-beaners" are very special and very rare. The receipt of this (limited to only 15) becomes an official honorary Texan for an entire lifetime.

Vampires at NAJAC? Group 50's new mascot? During Tuesday nite's bed check, counselor Chuck Ciolino noticed a strange shadow in Dan Rowe and Spud Ster's room. The shadow was reported to be a bat! Several attempts to trap the bat with bedspreads failed so the room was evacuated. The mysterious bat finally left the room, assumably to find more hospitable quarters, or a better belfry!

Belated Birthday Wishes for Janine Buffington, from Group 54, and Jim Prentice from the New Orleans Delegation.

Delegation Meeting of Charleston West VA, Ashland, KY and Lexington, KY will be held Today at 6:30 pm at Sembower Field.

Group 56 defeated Group 55, 14-7 in football Tuesday. Kalamazoo, Michigan delegation meeting t day at 4:00 under the Briscoe Flagpole.

Minneapolis is proud to announce 6 members of it's delegation making it to the semi-finals: Administration, Manufacturing, Best Sales, Manufacturing company of the Year, Finance and Marketing. A special recognition to Finance and Marketing who made the Finals. As of 6 pm Wed.

Indianapolis recognizes the delegates from their area who made the Finals in President and Finance competitions.

Attention Briscoe Bunnies! Group 42 is Foster Dorm is holding 2 rabbits for ransom. They're asking for 42 boxes of Fruit Loops by 4:30 today at the Foster Flagpole - or else!

The Toledo Delegation would like to extend it's congratulations to Ruth Bable on her 18th Birthday!

The Louisville Delegation wants to wish Steve Bottorff a belated (1 day) Birthday. We Love You Steve!

Get out and vote!!