

# ACHIEVER

<sup>TM</sup>

The Junior Achievement National Magazine

NOVEMBER/DECEMBER 1981

75 CENTS

**INDY ACHIEVER  
STARS WITH  
TONY RANDALL**  
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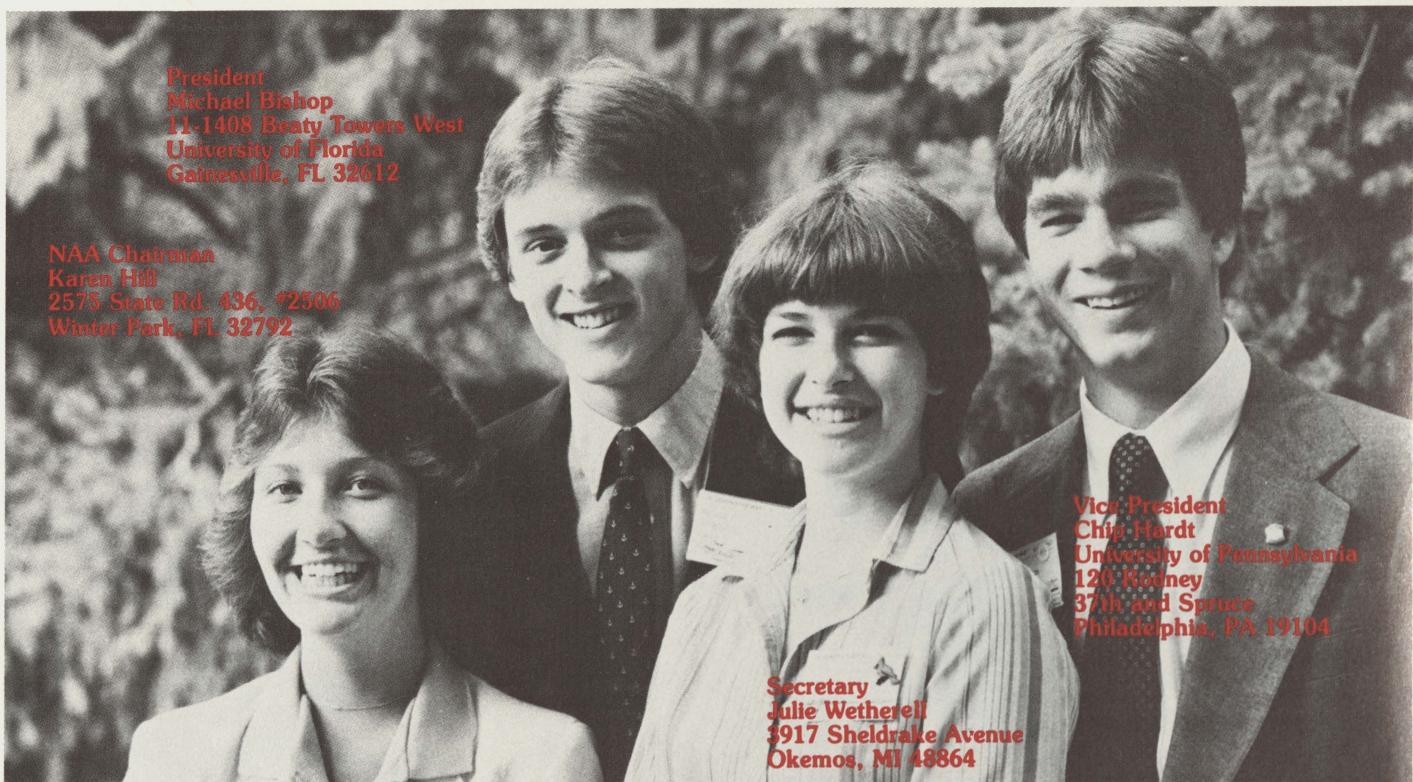
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WINNERS**  
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# INTRODUCING YOUR NATIONAL OFFICER TEAM

*"As your elected officers, we are really eager to plan NAJAC 1982 and to make it the very best ever! To do this, we need your help. Write us with your suggestions. We're looking forward to hearing from you."* Michael - Chip - Julie - Karen



## BUSINESS BUDDIES 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 to: **BUSINESS BUDDIES**, Junior Achievement, 3917 Sheldrake Avenue, Okemos, MI 48864.

Remember: We cannot fill your request unless you enclose a stamped, self-addressed envelope.

Meet your new Business Buddies (BB) coordinator, Julie Wetherell. Julie, the 1981-82 National Conference secretary, is looking forward to finding pen mates for those Achievers who want to write to each other.

During the past two years, under former National Secretary Patty Zillian, the program was joined by thousands from coast to coast and expanded to several foreign countries. Many satisfied "customers" wrote telling her how happy they were with their buddies, and some even managed to visit each other.

If you want to make a contact in another part of the country, fill in and mail the Business Buddies application form to Julie right away. Don't forget to enclose a stamped, self-addressed envelope with your application.

# ACHIEVER™

November/December 1981

Volume IV Number 2

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**EDITORIAL CREED:** To inspire a commitment from the young people of this nation to preserve American Free Enterprise, the foundation of all our individual freedoms.

## MAGAZINE STAFF

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ACHIEVER magazine is published four times each school year (September, November, February and April) @ \$.75 per copy. \$3.00 per year. Copyright ©1981 by Junior Achievement Inc.

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Junior Achievement Inc., a national organization dedicated to providing practical and realistic education and experience in America's free enterprise economic system, meets the standards of the National Information Bureau (NIB), New York. The NIB is a nationally recognized organization whose purpose is to maintain sound standards in the field of philanthropy.

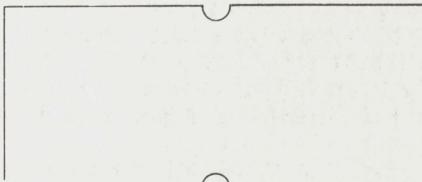
**Are You Moving?**  
Please let us know  
four weeks before your move.

Name \_\_\_\_\_  
New Address \_\_\_\_\_  
City \_\_\_\_\_ Zip \_\_\_\_\_  
State \_\_\_\_\_

MAIL TO:

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Stamford, CT 06901

Attach address label here.







**Stephen and co-star in the Indiana Repertory Theater's production of Eugene O'Neill's "Ah! Wilderness" last spring.**

# EMPIRE

**M**y life is at its peak right now," declares Indianapolis Achiever Stephen Preusse, a junior at North Central High School with an acting career that is the envy of his peers.

Stephen is a hazel-eyed blond whose acting career began in 1977 after his family had moved to Indianapolis from Florida. Casting around for activities to keep their family busy and happy in their new home, Mr. and Mrs. Preusse took

Stephen, his brother, Rick, and sister, Karen, to a nearby mall.

The Junior Civics Theater booth caught Stephen's fancy. He enrolled in the program, and stayed with it for three years, playing parts in such productions as "Pinocchio" and "The Emperor's New Clothes."

#### **WORKED WITH TONY RANDALL**

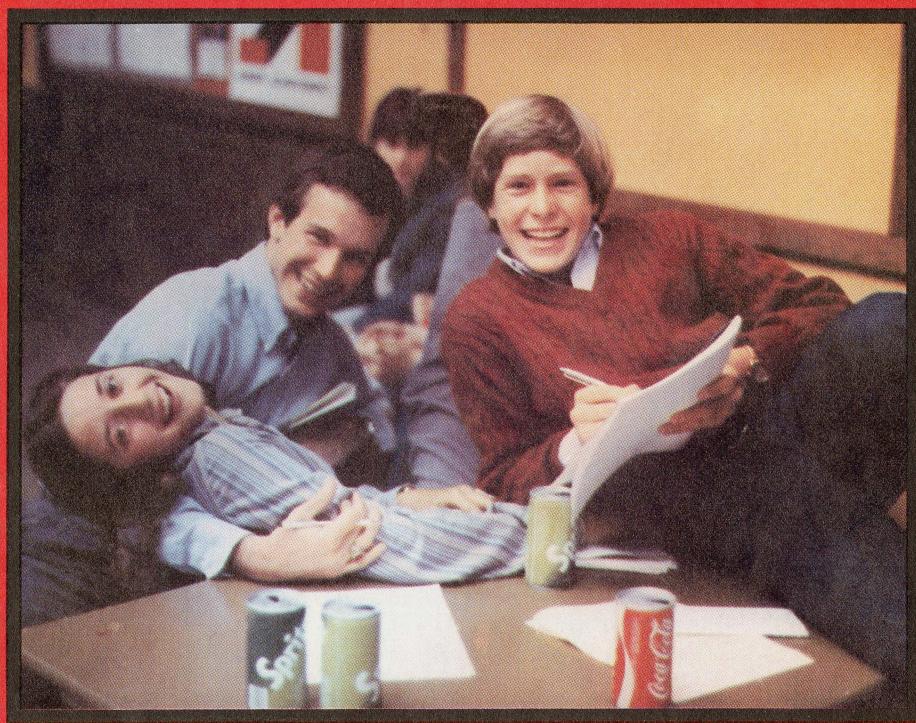
His graduation to the Starlight Theatre's production of "The Music Man," starring Tony Randall, in 1978, was an exciting time. "Tony Randall was really nice to work with," Stephen says. "And he helped us kids in the chorus a lot. He's also very efficient. If he tells you to do something, you do it. After the show, he made sure we all had time to have our pictures taken with him."

His greatest triumph as a sophomore was winning the part of Richard, the 15-year-old in Eugene O'Neill's play, "Ah! Wilderness." "Traditionally, this part is played by an older man who

*Top left: "The Sound of Music"—1979. Stephen (right, kneeling) with the von Trapp family at the Beef & Boards Dinner Theater.*

*Lower left: "Shenandoah"—1979.*

*Lower right: "Ah! Wilderness"—1981.*



### **Off Stage**

Above: Tony Randall autographs the official "Music Man" programs for his River City Band members, including Stephen (far left).

Left: Stephen (right) clowning with two Indianapolis Achievers at the JA center.

can act like a 15-year-old," Stephen explains. "But I was fifteen, and I knew I could do the part."

#### SELLING TO THE CAST

Director David Rotenberg, the Indiana Repertory Theater's guest director, agreed, and last spring Stephen plunged into rehearsals for opening night, April 24. Rehearsals began March 31, so as the school term neared its end, Stephen toted his books and notebooks to the theater to study whenever he was not part of the action.

He figures it takes him an average of a week to memorize his lines. "After that," he says, "I'm free to schedule my own time for studying or, for that matter, selling our fantastic JA products to other members of the cast."

#### BEST CHILD ACTOR

Stephen has a dozen or more shows to his credit now, two of which won him the Encore Award for Best Child Actor. His portrayal of Peter Pan in "Peter Pan," and Patrick Dennis in "Auntie Mame," won him the coveted award in 1978 and 1979.

Stephen describes the Encore Award as "a kind of mini-Emmy." Nine Community Theaters are involved in the judging. The 50 or more shows judged during the season are narrowed down to four for the finals.

"When I won that award two years in a row, it made me aware of myself as an actor. I consider my acting ability a gift. When I perform on stage, I like to make people happy, or make them think."

#### TV COMMERCIALS

In addition to his stage career, Stephen has been working frequently as a model and appearing in television and radio commercials. In fact, those who live in the Steak N Shake Restaurant chain area have seen Stephen on your television screens. He's the young man in the Park Tudor school letter jacket happily sipping his shake and smiling at you.

Stephen claims that seeing himself on TV is "really weird." "I sit watching the commercial and say to myself, 'Is that what I look like? Is that what I sound like?' I guess it is, though, because kids at school I don't even know come up to me and say, 'Hey, aren't you that kid on TV?'"

Although his stage and television career is blossoming, Stephen says broadcasting is the area that attracts him the most. He earned his Third Class radio license, which allows him to broadcast, in a high school summer TV course. After that, for two summers, he disc jockeyed a daily show on the local WJEL-FM station, spinning records, giving news and weather reports, and talking about "anything I could think of to keep the show moving."

#### THREE FOR NAJAC

President of his JA Company, the Moonlighters, sponsored by GTE, Stephen credits his brother and sister with getting him interested in JA. Rick, a junior at Vanderbilt University, and Karen, a sophomore at Purdue University, both were ac-



Stephen stars as Peter Cratchit in "A Christmas Carol" by Charles Dickens. Shown here in December 1980, he will repeat his performance for the Indiana Repertory Theater this coming December.

tive in the Indianapolis program, and this past summer both were on the JA Grad Staff at NAJAC. Stephen made that a threesome as a second-year delegate to the conference, and on Business, Industry & Education Day, when his Mom and Dad arrived in Bloomington, the conference became a family affair.

Add membership on the Varsity Tennis and Golf Teams, and singing and dancing lessons, and Stephen Preusse emerges as a very busy Achiever whose eventual ambition is to begin his own business, and "act on the side." With all this energy and talent being poured into his future, Stephen may have reached one "peak" of his life, but the ultimate pinnacle is still a long way off.

*Editor's Note: Stephen demonstrated his charismatic selling style when he convinced the **ACHIEVER** interviewer to buy a set of super aluminum hangers made by his JA company.*

# For many 3M people, the end of a busy day doesn't come at 5:00.



They work into the evening, on weekends, or even on holidays.

For others.

For Junior Achievement, United Way, Red Cross, Scout troops, Big Brothers, school boards and dozens of other community causes.

Part of their reward is knowing that, through their voluntary efforts, life in St. Paul and the surrounding communities becomes somehow better. We are proud of these employees and pleased to acknowledge their many contributions.

Junior Achievement adviser Janice T. Shimokubo (center) and Junior Achievement national board member Donald E. Garretson (left) are among the more than 22,000 3M employees in Minnesota. Showing his J.A. company's product is Steve Chalupnik of Mounds View High School. 3M sponsors and provides advisers for 14 J.A. companies in the St. Paul area.

**3M**

*Humor is part of the irrepressible spirit of a free people. Only a secure and confident democracy can tolerate the freedom to laugh at its own foibles and laughter has a marvelous capacity to keep things in perspective.*

*"Just Joking" samples some humor on the Washington, DC scene including a cartoon by Chuck Vadun, a former Achiever who later became a JA adviser, a clever quip from former president Gerald Ford and an imagined quip by President Ronald Reagan.*

# JUST JOKING

## "AS SEEN IN DATAMATION"

### WAS IT A JA PRODUCT?

Back in the mid '70s when Gerald Ford was President of the United States, he was given a "Phone-Lamp" which sounds like it might have been a JA product. Here is what President Ford said as his response to the gift.

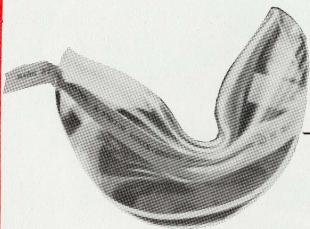
"I'm very grateful for this very unusual gift, a lamp made out of a phone. But I have to tell you, I'm a little worried about it. I'm in enough trouble now without saying to someone, 'Excuse me. I have to answer the lamp!'

"Someone just told me that the lamp works, but the phone doesn't. That's all right. Maybe that's what we need these days—more light and less talk."



"WE'RE LOOKING FOR COST REDUCTIONS. CAN JUNIOR ACHIEVEMENT BUILD A NUCLEAR SUBMARINE?"

### A POSSIBLE JA PRODUCT



SOME DAY YOU MAY BECOME PRESIDENT.

And if President Reagan were presented with this plexiglass fortune cookie, he might very well ask, "Why doesn't JA make a good plexiglass jelly bean?"

*The plexiglass fortune cookie is a JA product from Honolulu, HI.*

### CREATE A QUIP

ACHIEVER would like to hear from you. If you were to present your JA product to someone famous, what do you think they would say? We'd also like your jokes and cartoons. For each entry we print, we will mail you a check for \$5.00. Mail all entries to "Just Joking" ACHIEVER, 550 Summer Street, Stamford, CT 06901

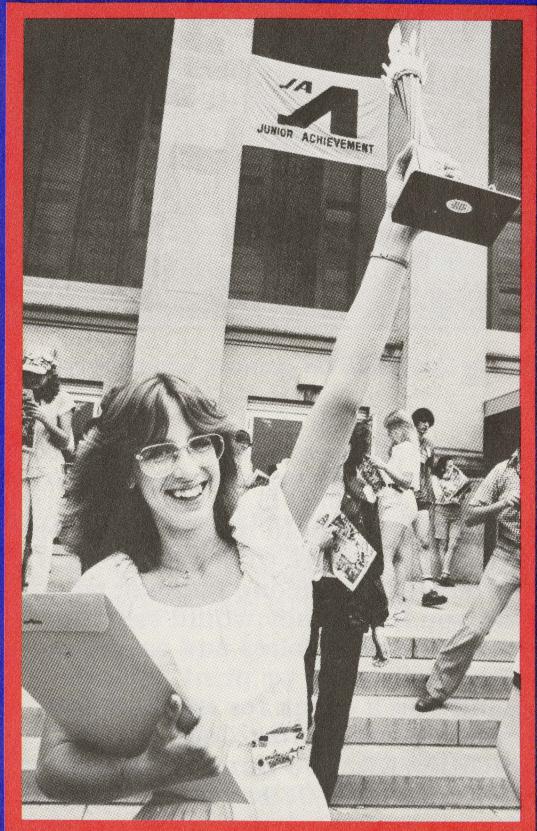
The National Junior Achievers Conference (NAJAC) is held each August on the campus of Indiana University. NAJAC is one of the best experiences you can have in JA. Ask anyone who has ever attended this conference.



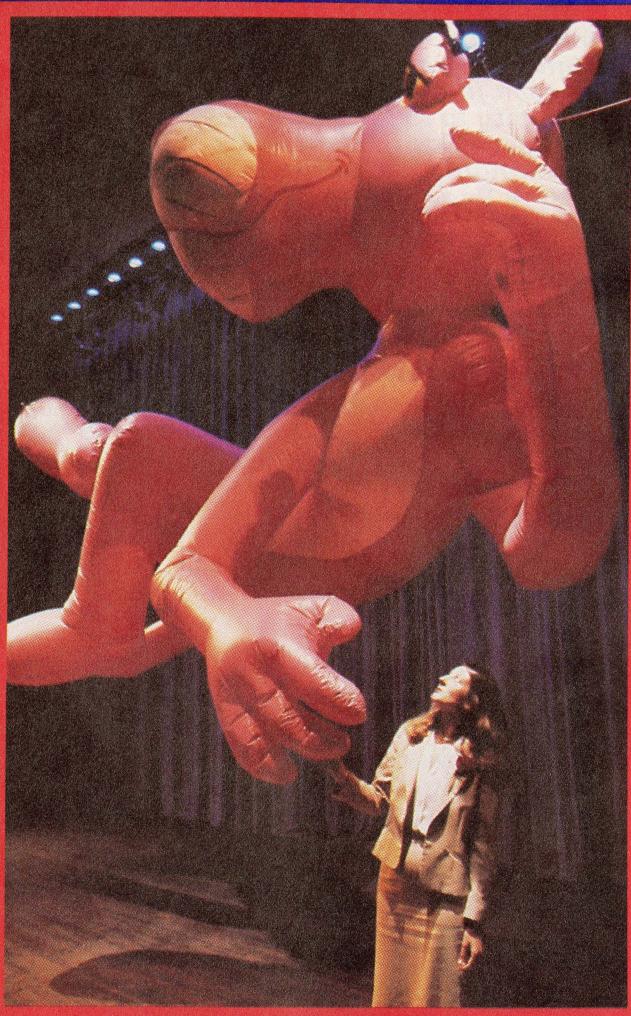
# NAJAC

"The National Junior Achievers Conference is continually challenged to provide you with the greatest opportunity to enjoy and learn from each other's company," says Jacksonville, Florida Achiever Michael Bishop. Mike won the presidency this year at the 38th and will serve as conference president at the 39th NAJAC in 1982.

The theme of the 38th NAJAC, "JA Leading The Way," had a different meaning for each delegate. For most, NAJAC provides the chance to make new friends or greet old ones. For some, NAJAC leads the way to scholarships, cash grants and trophies awarded in the many competitions held here. For all who attend, NAJAC promotes enthusiasm for the pro-business American spirit.

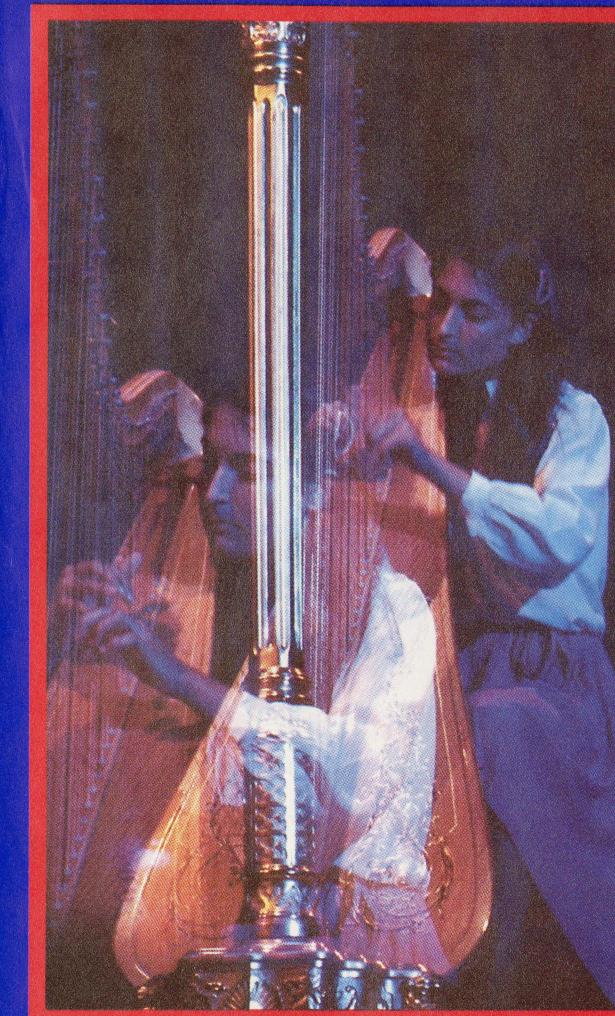
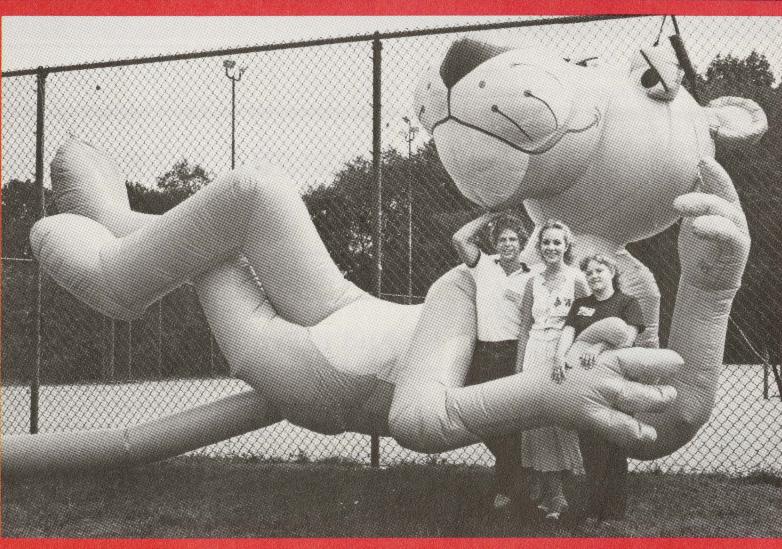


1981

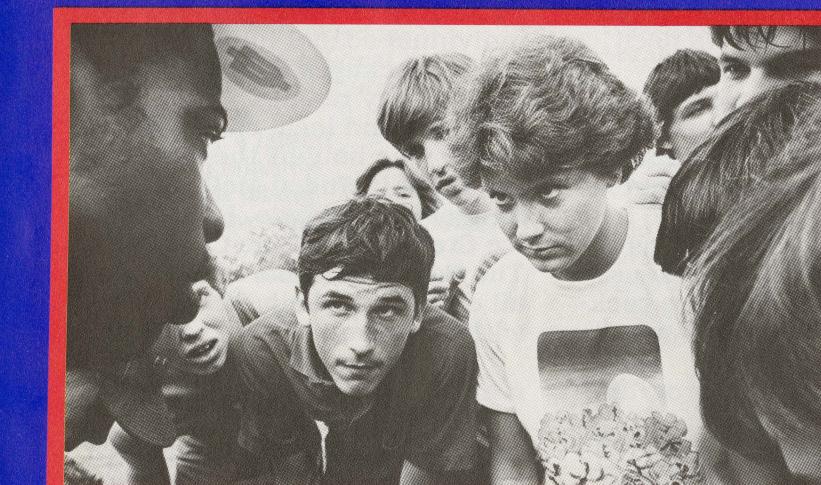


Part of the 1981 NAJAC story is about the Grad Achievers who came back to show current delegates the direction JA had led them. One of these was Ann Wawer, a former Achiever in Hartford, CT and now a partner in Robert Keith & Co., maker of cold-air inflatables. Robert Keith & Co. projects sales in 1981 of \$6 million worth of inflatables, which are actually giant advertising displays like the 50-foot Pink Panther on stage with Ann as she spoke to delegates.

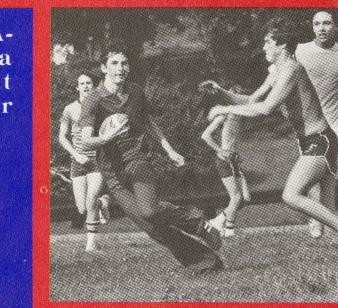
The Pink Panther was also loose on campus and three unidentified delegates were delighted to be photographed caught in his grasp.



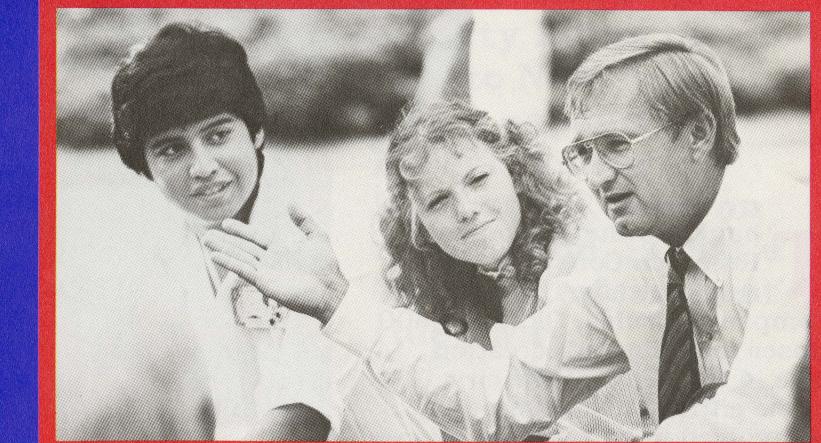
Some very fine musicians performed in the Talent Show competition where Harpist Gillian Benet of San Francisco won top honors.



Sports are an important part of NAJAC relaxation. First the camera was in the huddle and then it caught the play as the ball carrier makes a big gain.

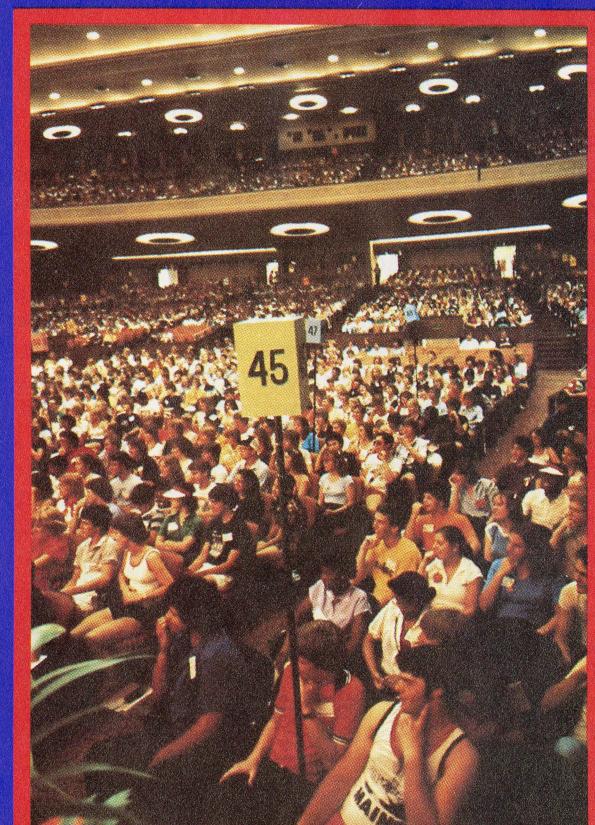


On Business, Industry & Education Day (B, I & E Day) some 300 top leaders fly in to attend NAJAC. All over campus on B, I & E Day small circles of delegates and executives form and America's senior business leaders take advantage of the opportunity to share their ideas and experiences with Achievers.



JA National Chairman Dennis R. Hendrix, president and chief executive officer, Texas Gas Transmission Corporation, discusses inflation with delegates.

NAJAC is a very special experience. Ask any of the 2,995 delegates who were there this year.



**NAJAC is exciting.  
Go for it in JA!**

# Tulsa

# Achievers

## Take Their Own

**T**hanks to the JA company, Research Consultants V, sponsored by The Williams Companies, Tulsa, Okla. is \$500 closer to having a recreation lake in the heart of the city.

The entire Tulsa community is involved in an effort to raise the more than \$6 million needed to build a low-water dam across the Arkansas River. The resulting lake will become a fishing and boating area, and the park that will be built around it will add to the beauty of the City of Tulsa.

Research Consultants V based their decision to contribute \$500 to the low-water dam on the results of their own survey. According to Bobby Faith, president, a survey they completed for Downtown Tulsa Unlimited indicated that 81 percent of Tulsans favored the project. "Since we had faith in our own findings, and those findings showed the people of Tulsa are behind the project, we decided to get behind it, too," Bobby says.

But the big money-maker that made their contribution possible was a fast-food survey they developed, in cooperation with local personnel departments of five fast-food chains. The surveys were directed to high school students, and asked such questions as, "If you had your choice, in which of the local fast-food restaurants would you prefer to work?" "Why?" "What jobs do you prefer?" "What days and hours are best?" A "Help Wanted" sign in the window

turned out to be one of the most important ways a restaurant could advertise its need for part-time employees.

In the 6,165 completed surveys that were returned to them out of 14,417 handed out, "ReCon V" also tabulated reasons why students who had worked in one of the chains hadn't liked the job. Reasons ranged from "There were cockroaches" to "The hours were too long."

Computer time and programming donated by Computer Services and estimated at \$793 helped offset initial expenses.

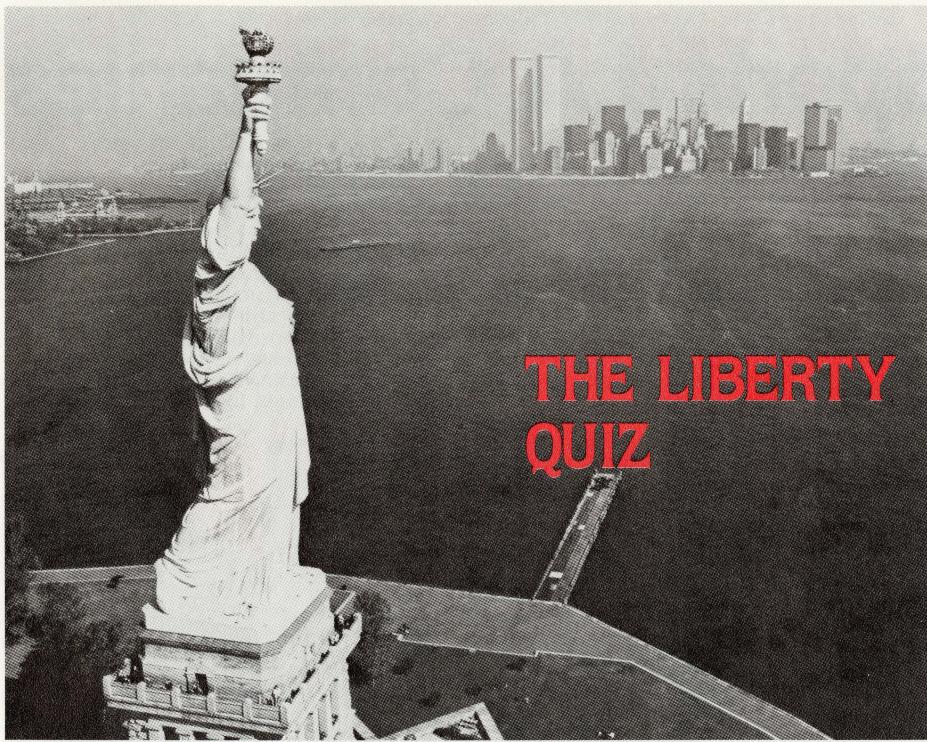
Vice President of Marketing Kim Bowers explained that they offered three different packages to prospective clients. For \$1,000 they could buy the major package which included 250 survey printouts and the results of all the schools in Tulsa, as well as over all city figures.

Packages costing \$500 and \$250 offered fewer surveys and individual school tabulations, but all packages included the over all city results.

Chains and local establishments who bought the survey packages included McDonald's, Ken's Pizza, Arby's, Braum's Ice Cream, East Side Cafe and The Back Porch Barbeque, and all expressed their satisfaction with the results.

"Selling the survey was a real challenge," says Kim, "But the hardest part was in the very beginning, selling the idea of a survey, done in the high schools by an outside organization, to the Tulsa Board of Education."

Perseverance paid off, though, not only for their own market research experience, but also for the whole city of Tulsa which is now \$500 closer to their city's beautification program.



## THE LIBERTY QUIZ

*Photo courtesy N.Y. Convention & Visitors Bureau.*

The Statue of Liberty is a colossal figure which stands 151 feet tall. This world renowned statue is made of hand-hammered copper plates over an iron skeleton and weighs 225 tons. Are you ready to test your knowledge about this imposing landmark in New York's harbor?

1. What does the Statue of Liberty stand for?  
Prosperity      Escape  
Freedom      Wisdom

2. What was the original name of the island where it stands?  
Ellis Island  
Governor's Island  
Bedloe's Island  
Plymouth Island

3. What is the name of the island today?  
New Haven Island  
Oporto Island  
Guam  
Liberty Island

4. What country gave the statue to the United States?  
France      Italy  
Great Britain      Spain

5. During what U.S. celebration was it given to us?  
The end of the Civil War  
Washington's birthday  
Centennial of the Declaration of Independence  
Labor Day

6. Who had the original idea?  
Edouard de Laboulaye  
Queen Victoria  
Albert Einstein  
Benjamin Franklin

7. Who was the artist that created it?  
Auguste Rodin  
Frederic Auguste Bartholdi  
Pablo Picasso  
Winslow Homer

8. Which president dedicated the statue?  
Grover Cleveland  
Dwight Eisenhower  
Theodore Roosevelt  
Abraham Lincoln

9. In her right hand she holds a torch. What is in her left hand?  
A diploma      A bag of money  
A dove      A book of law

10. Who maintains the statue?  
National Parks Service  
Environmental Protection Agency  
U.S. Coast Guard  
C.I.A.

11. If the Statue of Liberty's waist measures 35 feet in diameter and her right arm is 42 feet long and 12 feet in diameter at its thickest point, can you guess the length of her index finger?  
6 feet      8 feet  
4 feet      10 feet

12. Which president declared the statue a National Monument?  
Franklin D. Roosevelt  
John F. Kennedy  
Harry S. Truman  
Calvin Coolidge

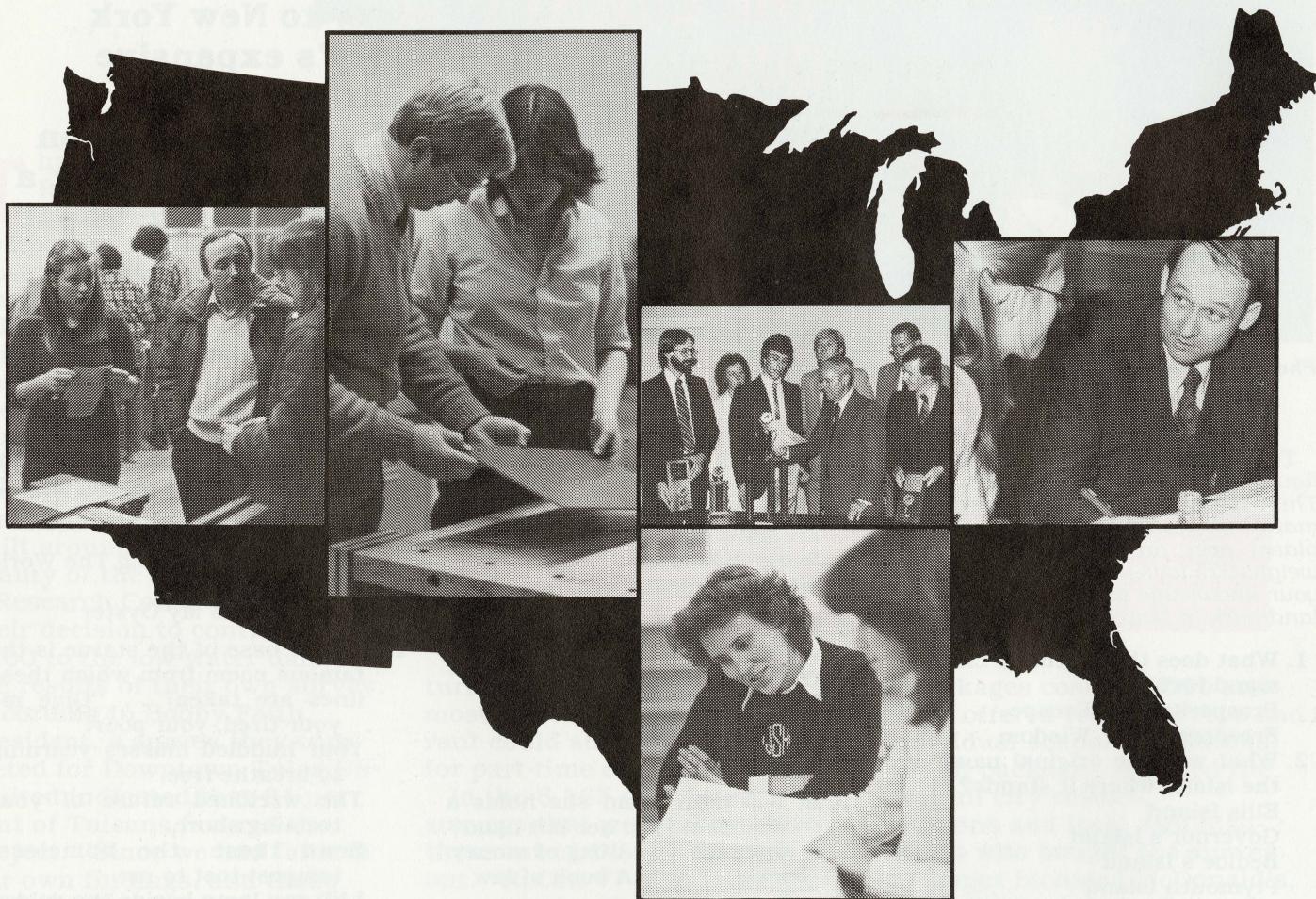
Open to visitors every day of the year, the stately Statue of Liberty lights the way to New York City's expansive harbor. Lower Manhattan, seen on the horizon, is just a 15-minute ferryboat ride away.

13. The statue has an official title given to it by the artist. What is it?  
Joy To The World  
Liberty Enlightening The World  
Freedom's Child  
The World Is My Oyster
14. At the base of the statue is the famous poem from which these lines are taken: . . . "Give me your tired, your poor,  
Your huddled masses yearning to breathe free,  
The wretched refuse of your teeming shore.  
Send these, the homeless, tempest-tost to me.  
I lift my lamp beside the golden door."  
What is the poem's title, and who wrote it?  
The New Colossus by Emma Lazarus  
A Gift of Love by Lewis Carroll  
Sea Fever by John Masefield  
Beautiful Dreamer by Stephen Foster

---

Answers to Quiz: 1. Freedome 2. Bedloe's Island 3. Liberty Island 4. France 5. Centennial of the Declaration of Independence 6. Edouard de Laboulaye 7. Frederic Auguste Bartholdi 8. Grover Cleveland 9. A book of law inscribed in 1886 10. National Parks Service 11. July 4, 1776 12. Emma Lazarus 13. Liberty Enlightening the World 14. The New Colossus by Walt Whitman

# Du Pont Supports J.A. Companies at more than 50 Locations Throughout the U.S.



You'll find Du Pont people from offices, plant sites, and labs throughout the country lending their support to local Junior Achievement Companies.

Others serve on advisory boards at the local, state, and national level.

J.A. and Du Pont . . .  
there's a lot of good chemistry between us.



# "... And Now For The Winners!"

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

To help prepare you for entrance into the business world, Junior Achievement has its own form of competition, to select the best JA companies and personnel and reward them. Winners at the national level split almost \$20,000 in scholarship awards and savings bonds in addition to prizes already won at the local and regional levels.



**CREATIVITY ON TAP** will be saluted by American business at the National Business Leadership Conference taking place on March 18, 1982 at the Hilton Hotel in Pittsburgh.

## MANUFACTURING COMPANY OF THE YEAR -

Sponsor: National Association of Electrical Distributors

1. **CREATIVITY ON TAP**, San Jose, CA  
**John Dawson, Carolyn Hoff, Kathy Ko**
  2. **THEE ASSOCIATES**, Minneapolis, MN  
**Kathy Noren, Paul Sandmann, John Stowe**
  3. **CREATIVE ENTERPRISES**, San Jose, CA  
**Ronald Fong, Judy Jue, Mary Jue**
- Finalist: **WATT-A-LAMP ENTERPRISES**, Los Angeles, CA  
Keith Coleman, Beth Maxwell, Randy Salter

## SERVICE COMPANY OF THE YEAR - Sponsor:

Educational Communications, Inc.

1. **ACHIEVERS IN RADIO**, Des Moines, IA  
**Lisa Guthrie, Paula Krystopolski, Brenda Sackett**
  2. **OLD DOMINION REGICARD**, Richmond, VA  
**Pam Busch, Candice Crawford, Rodney Neely**
  3. **EAT TO THE BEAT**, Battle Creek, MI  
**Gail Schwartz, Roger Schwartz, Charles Walker**
- Finalist: **WJAB**, Nashville, TN  
James Miner, Dara Modglin, Rita Williams

## BANKING COMPANY OF THE YEAR - Sponsor:

American Bankers Association

1. **BUSY BEAVER BANK**, Portland, OR  
**Liz Clayworth**
  2. **THE PEOPLE'S BANK**, Atlanta, GA  
**Rebecca Muir**
  3. **NICKEL AND DIME SAVINGS BANK**, Midland, MI  
**Laurie McCann**
- Finalist: **SOUTHSIDE ACHIEVERS' BANK**, Richmond, VA, Jon King

## OUTSTANDING YOUNG BUSINESSMAN/WOMAN -

Sponsor: National Federation of Independent Business

1. **Theodore Monroe**, Lexington, KY
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  3. **B. David Lennert**, Cincinnati, OH
- 
1. **Carol Maier**, Minneapolis, MN
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- Finalists: B. David Lennert, Cincinnati, OH  
Theodore Monroe, Lexington, KY

## PUBLIC SPEAKING - Sponsor: Dale Carnegie & Associates, Inc.

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  2. **Frank Chen**, Albany, NY
  3. **Michael Bishop**, Jacksonville, FL
- Finalists: David Procter, Salt Lake City, UT  
Bruce Johnson, Louisville, KY

## BEST SALES - Sponsor: Sales and Marketing Executives International

1. **Peter Gabriele**, Providence, RI
  2. **Heidi Bair**, Lancaster, PA
  3. **David Hanson**, Lansing, MI
- Finalists: Juanita Strong, Canton, OH  
Rick von Gnechten, Honolulu, HI

More winners on page 19.

# Special



# Success

**L**earning Disabled (LD) adults frequently have problems finding and keeping jobs. They face prejudices in getting hired, and their handicaps may make many types of work hard for them.

A study made by the President's Committee on Employment of the Handicapped notes that the same prejudices that face adults in business face children in school. It is still difficult for public schools to recognize that a student can be perfectly competent in reading and writing and have a total inability to see figures in their proper sequence and, therefore, be unable to do the simplest math problem.

Some of the many different types of learning disabilities are: inability to read; inability to do arithmetic; inability to write; impairment of the ability to speak or understand our language; impairment of visual perception. Suffering from one or two disabilities turns the world upside down for the LD-teenager.

## HARD SCHOOL LIFE

One 16-year-old boy wrote to the President's Committee, "I have had what I consider a pretty hard school life so far. I can't honestly say that I've had a whole lot of fun."

"I could not read or write in the fifth grade. I was always in trouble. The schools just plain blamed me, and, of course, my folks. But my mother and dad supported me because they knew I was getting the shaft."

Since that time, Congress has passed "The Education for All Handicapped Children Act" to provide a free appropriate public education which



Positive Industries members (from left) Carl Lockett, Barbara Ann Wood, Brian King and President Tracy Gilbert work on their company product. Photo by Don Nelson, courtesy Battle Creek, MI, Evening News and Sun.



Here Comes The Light members are (from left) John McWeeney, president, Paul Gentile (standing), vice-president of marketing, Walter Williams, Cindy Sampler, vice-president of administration, and Kathy McKay (back row, right). Back row left: Pratt & Whitney's Thomas Dillon stands with ACES teachers David Bengini and Marion Fitch, who are two of the Here Comes The Light advisers. Photo courtesy Pratt & Whitney Aircraft of North Haven.

## on being 17, bright

A high school junior talks about what it is like to have a learning disability.

One day a substitute teacher picked me to read aloud from the textbook. When I told her "No, thank you," she came unhinged. She thought I was acting smart, and told me so. I kept calm, and that got her madder and madder. We must have spent 10 minutes trying to solve the problem, and finally she got so red in the face I thought she'd blow up. She told me she'd see me after class.

Maybe someone like me was a new thing for that teacher. But she wasn't new to me. I've been through scenes like that all my life. You see, even though I'm 17 and a junior in high school, I can't read because I have dyslexia. I'm told I read "at a fourth-grade level," but from where I sit, that's not reading. You can't know what that means unless you've been there. It's not easy to tell how it feels when you can't read your homework assignments or the newspaper or a menu in a restaurant or even notes from your own friends.

My family began to suspect I was having problems almost from the first day I started school. My father says my early years in school were the worst years in his life. They weren't so good for me, either. As I look back on it now, I can't find the words to express how bad it really was. I wanted to die. I'd come home from school screaming, "I'm dumb. I'm dumb — I wish I were dead!"

With the bad reports coming from school, and with me moaning about wanting to die and how everybody hated me, my

## and unable to read

parents began looking for help. That's when the testing started. The school tested me, the child-guidance center tested me, private psychiatrists tested me. Everybody knew something was wrong—especially me.

It didn't help much when they stuck a fancy name onto it. I couldn't pronounce it then—I was only in second grade—and I was ashamed to talk about it. Now it rolls off my tongue, because I've been living with it for a lot of years—dyslexia.

At high school the teachers are good and everyone is trying to help me. I've gotten honors some marking periods and I've won a letter on the cross country team. Next quarter I think the school might hold a show of my pottery. I've got some friends. But there are still embarrassing times. For instance, every time there is writing in the class, I get up and go to the special education room. Kids ask me where I go all the time. Sometimes I say "to Mars."

I've told this story because maybe some teacher will read it and go easy on a kid in the classroom who has what I've got. Or, maybe some parent will stop nagging his kid, and stop calling him lazy. Maybe he's not lazy or dumb. Maybe he just can't read and doesn't know what's wrong. Maybe he's scared, like I was. —David Raymond

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Editors Note: David graduated cum laude from Curry College in Milton, Mass. on May 24, 1981.

emphasizes special education, to protect the rights of handicapped children and their parents, and to assist states and localities to provide such education."

## TWO OF THE MANY SPECIAL EDUCATION PROGRAMS JA PROVIDES THROUGHOUT THE COUNTRY

Because of Junior Achievement's approach, the JA high school program is having singular success as part of the special education program in Battle Creek, MI. Three of its graduates found jobs last year — two as full-time assembly-line workers, and one as a salad maker in a local restaurant. All are earning self-supporting salaries and nobody's getting any "handouts." That's the way they want it.

That's the way they wanted it when they were working with 15 of their peers in Positive Industries of Battle Creek. Positive Industries was a full-fledged JA company, from sale of stock to liquidation. Members took pride in the quality of the ice scraper they manufactured, and the fact that their sales totaled \$2,500.

Paul Seager, the group's teacher and adviser, who has been teaching special education classes for 18 years, says, "We were told they couldn't do this — that the students couldn't sell, but they can."

Seager claims that he has never seen a program that has done so much for so many. "Producing and merchandising a product helps the students increase their self-motivation and develop positive self-images," he says. "They can make the transition between 'I can sell this product' to 'I can sell myself so I can get a job.' "

## JA LIGHTS UP THEIR LIVES

New Haven, CT is another area that has introduced JA to ten multi-handicapped students attending the Village School for special education.

Lou Esposito, first president of a JA company in the New Haven area in 1955, and currently a consultant with Area Cooperative Educational Services (ACES), says, "From the beginning, the weekly trip to the JA center in mini-buses became a high point in their educational routine.

The special Here Comes The Light JA company is sponsored by Pratt & Whitney Aircraft of North Haven. Much as they looked forward to the JA classes, selling the auto lights they manufactured was a problem because going from door-to-door was beyond their physical capacity. So they brushed up their sales talks and set up their booths in the Pratt & Whitney plant, successfully conducting their own mini-Trade Fair.

As in all JA companies, these students are learning about business while they run their own company. They are mostly older students who will soon face the end of their formal education, and their JA experience will help them meet the challenges of finding work.

Editors Note: ACHIEVER is grateful for information supplied by the Connecticut Association for Children With Learning Disabilities, 20 North Main Street, Norwalk, CT 06854.

# THE HISTORICAL CORNER

By Joseph J. Francomano

*Joe Francomano, who retired from his 44-year career in JA in June 1980, has often been called "Mr. Junior Achievement." Back in his teens, he was an Achiever for three years before joining the staff. He is a man with a sense of history and a sense of humor, and his commentaries on JA from 1919 to the present day are featured in ACHIEVER. This is Part V of a serialized account of the history of JA from 1919 to the present. If you wish to obtain Parts I - IV, send \$1 to cover postage and handling to: ACHIEVER, 550 Summer Street, Stamford, CT 06901.*

## The Famous Waldorf Breakfast

The last chapter of *The Historical Corner* concluded with reference to the major fund-raising meeting held in December 1941, two days before the bombing of Pearl Harbor. On December 5, 1941, at the Waldorf-Astoria in New York, 751 top-level corporate executives sat down for breakfast at 8:00 o'clock in the morning for the purpose of launching Junior Achievement on a national scale.

The meeting was a tremendous success, both because of the numbers which attended and their importance in the business community, and also by virtue of the pledges given to support the project.

Unfortunately, the advent of the war created a new crisis for Junior Achievement, and in the weeks following the Waldorf breakfast, decisions had to be made either to go ahead as originally planned or to shelve the entire expansion project for the duration of the war — however long that might be. The final decision was a compromise and expansion plans were modified.

### THE WAR YEARS — 1941-1945

The war years for Junior Achievement became of necessity a period for marking time. The entire country was caught up in the frantic activities of building and expanding both the military and the manufacturing capacity of all business and industry to meet the war economy demands. In addition to limiting the expansion of Junior Achievement, the war brought about several other changes which had lasting effects on the program.

The military drafts had an immediate effect on JA personnel both from the staff and the Achiever membership. Several JA cities lost their directors to the services, and due to the expanding needs of industry, replacements were difficult to find. A couple of cities had to suspend operations on a full-time basis after losing two or three staff people, and operated on a part-time reduced scale.

The JA membership which had been 16 to 21 years of age dropped most of its older members, 18 years and older, to either the services or to the war industries.

It was, of course, difficult to get the time and attention of top business leaders who were deeply involved in the war effort. It is a measure of the value of JA that in the face of all this adversity the program was actually started in seven new cities during the war years.



A nurse from the Public Health Nursing Association examines the JA premature baby incubator.

### ACHIEVERS GO TO WAR

Perhaps the most interesting change that took place was in the type of products JA companies produced. Those of us in JA realized that our "youth power" could also be harnessed to the war effort. After all, we had skills, tools, machinery, motive and youth power. We soon found that many adult companies used large quantities of simple blocks and wedges of various sizes and shapes in packaging parts and machinery. So JA companies "went to war" and produced these wooden wedges to specifications for local companies.

In Chicago, the enterprising JA companies got a contract to manufacture 10,000 pants hangers for the Army, and, in addition to a profit, got a lot of publicity as well.

In Pittsburgh, they came up with two great ideas. One was an asbestos-lined box to be used for carting off incendiary bombs. It was approved by the Civil Defense and was sold locally. The other was to manufacture baby incubators. The adult companies making these incubators were into war products and had reduced production, causing a shortage. With the help of medical authorities, a wooden incubator was designed and approved. The JA company produced several for local hospitals.

One JA company located an abandoned locomotive at a nearby railroad siding. Result — they went into the scrap metal business. They got hold of acetylene torches and their JA company spent all year cutting apart the old locomotive which was sold for badly-needed scrap iron. Shortages of many items provided all sorts of opportunities for Achievers with ingenuity to find new and different products.

It is interesting to note that Achiever membership, involvement and attendance during the war years remained relatively high due, no doubt, to the curtailment of many recreational activities.

In 1945 when the war ended, the JA program was operating on a full-time basis in twelve cities besides New York: Pittsburgh, Middletown, Ohio; Chicago, Cleveland, Newark, Boston, Hartford, Milwaukee, Atlanta, Dayton and Springfield, Mass. On this base, the modern JA program was built.

# Secrets Of Selling

By Carl E. Brinnel  
Executive Director  
Western and Central Mass.

A series designed to help Achievers develop professional sales techniques.

**A** sales presentation without a close is like a JA company with no Achievers. It's incomplete. For some reason, amateurs and pros alike have difficulty "closing" the sale or asking for the order. What sense is there to getting a prospect's attention and showing them your fabulous product if you don't ask for the order? There are generally two mistakes made.

1. The Salesperson babbles on, hoping the sky will open and a thunderbolt will motivate the prospect to say, "I'll buy, I'll buy."
2. The Salesperson uses a "closing" statement like, "Do you wanna buy one?"

Instead, try these three ways to ask for an order.

1. **The Either/Or**—The oldest probably, but effective. Instead of asking a question that can be answered by a "No" (which you never do) you give the prospect a choice. Examples:

- "Do you like the green or the orange?"
- "Do you want one or two?"
- "Mom, do you want to drive me to or from the movies?"
- "Cash or Charge?"

2. **Three little words**—"May I suggest . . . ?"  
"May I suggest one for your home and one for your office?"  
"May I suggest that the brown one be placed right over there?"
3. **Use your sales book**—Your sales book is a powerful piece of paper. After you feel you are ready to close, all you have to do is ask, "What is the correct spelling of that name?" and write it down. If the prospect doesn't stop you, you have a sale.

Another use of the Sales book is to have it filled in (also works on radio contracts) and ask them to "O.K." it. Don't say, "Sign here please." Offer them a pen at the same time. Your sales book should always be visible and not ripped out at the last minute. You'll scare your prospect to death.

One last thought: When is it time to close? Try a "trial" close. All you do is ask an opinion.

- "In your opinion, Sir, I'm sure you can see how this 'glip' would save you money."
- "Don't you think that's beautiful?" If the answer is, "Yes," then close the sale.

## NEXT: OBJECTIONS

## "MORE WINNERS"

**PRODUCT FAIR** - Sponsor: Commercial Development Association

1. **Blown Glass Figurines**  
Midland, MI
2. **Golf Ball Dogs**  
Honolulu, HI
3. **Multi-purpose Cheeseboard**  
Milwaukee, WI

Finalists: Stainless Steel Trays, Baltimore, MD  
PVC Upright Chair, New Haven, CT

**JA BOWL** - Sponsor: Gino's/Rustlers

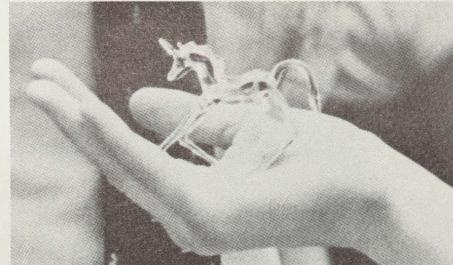
Restaurants  
1st Place: West  
**Ofray Hall**, Topeka, KS  
**Jim Thorson**, Colorado Springs  
**Robert Ulrich**, Salt Lake City  
**Howard Witkin**, Los Angeles

2nd Place: South  
Kevin Driscoll, Orlando  
Beau Sagona, New Orleans  
David Shafer, Atlanta  
Bryan Walls, Nashville

### TOP TEN ACHIEVERS ASSOCIATIONS

1. **Bridgeport, CT** FINALISTS: Lafayette, IN  
Lansing, MI
2. **Portland, OR**  
Marion, IN
3. **Louisville, KY**  
Westchester, NY
4. **Columbus, OH**  
Winston-Salem, NC
5. **Ashland, KY**

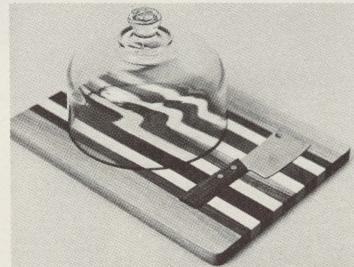
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#2



#3



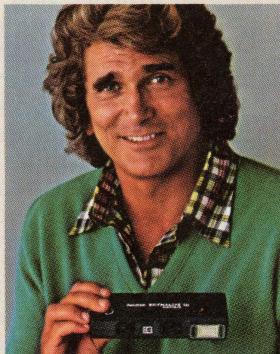
# A very Gifted Camera



There's one Kodak camera that people give and receive more than any other. That's the Kodak Ektralite 10. It has electronic flash built right in, so you're always ready in a flash.

And it's a slim, compact camera that's aim-and-shoot simple. That's gift-giving solved in a flash.

**Kodak Ektralite 10 camera**



*America's Storyteller*