

# ACHIEVER™

The Junior Achievement National Magazine



May 1980

Vol. 2, No. 4

## ***The Conference Scene***



Looking like he's on the movie set of a 1930s movie, Joe Francomano (top), as he looked in 1938, could be a song-and-dance man or a tender-hearted thug, depending which way the script is written. Pictured with him is the late John St. Clair Mendenhall, the co-director of Metropolitan Junior Achievement of New York City.

"Joe Francomano has been a great source of inspiration to me in my 31 years in Junior Achievement. He is certainly going to be missed by all of us."  
**Henry Heffner, Regional Vice President**

"Working with Joe was one of the greatest experiences I've ever had. He helped me so much in my career with Junior Achievement — more than anybody."  
**John M. Spencer, Regional Vice President**

"First of all Joe Francomano is 'Mr. Junior Achievement.' His logic and his sense of humor have contributed most to his being helpful to Junior Achievement."  
**David Eustis, Regional Vice President**

## From Achiever To JA Executive Vice President

The Junior Achievement Assembly held in Brooklyn's Boys High School in the fall of 1933 was responsible for changing the entire life of at least one student present.

National Executive Vice President Joseph J. Francomano, who retires in June, was hearing of JA for the first time, and the unique program seemed just the thing to help him toward his goal of becoming an architectural engineer.

For the next three years, Joe was one of Junior Achievement's most outstanding teen tycoons, and for the past 44 he has been one of its most outstanding proponents as an adviser and professional staff person.

### FIRST CO-ED COMPANY

When Joe joined his first company, Ornamental Gift Shop, there was no such thing as a co-ed company. "Not that we had any intention of being the forerunner of women's lib," says Francomano with a wide smile. "It just so happened that Ornamental Gift Shop was making a product at the time that took an enormous amount of steel wool finishing, and we boys got tired of doing all that work.

"So we had a meeting and decided the solution was to invite our girl friends to join the company. That solved the problem. Or, at least, it put it onto someone else," he confesses. "However, since three marriages resulted from that one company, as the March ACHIEVER pointed out, I don't think the girls minded."

After graduation, Francomano set out after his goal, attending Brooklyn Engineering School and continuing to speak in behalf of JA throughout the New York area. In 1936, while working in his first job with Ram-busch Decorators, he made his once-in-a-lifetime decision and joined the New York Staff of Junior Achievement as a full-time employee.

"I still remember my first expense account," continues Joe. "It was for something like 78 cents and covered meals and transportation. Those were the days when a subway fare was still a dime, and for 15 cents you could get a good club sandwich and a cup

of coffee."

Joe has contributed many talents to Junior Achievement over the years. "My noisiest contribution," he likes to stress, "is that song beloved by a generation of NAJACers 'I've got that JA Feelin, Up in my head, Up in my head, Up in my head.'" He still has a fine tenor voice.

In 1948 when Junior Achievement became a national organization, Joe shifted his field of operation from NY to the entire country. He cherishes the memory of a Founders' dinner in 1964 when Charles R. Hook, chairman of Armco, and S. Bayard Colgate, chairman, Colgate-Palmolive Company, thanked him publicly for being personally responsible for their interest and involvement in making JA a national program. (Both companies today are represented on our National Board of Directors.)

### GETS SATISFACTION

From 1948 to the present time, Joe has worked constantly to expand Junior Achievement, and has been responsible for the successful organization of the program in more than 50 cities, and eight foreign countries. His greatest satisfaction is knowing that through his efforts, JA has opened the door to success to many thousands of Achievers.

In addition to expansion and national fund-raising duties, Francomano wrote and compiled the first policy manual for JA and was instrumental in developing and establishing several program plans which still are in operation.

Francomano is looking forward to his leisure life on Long Island, New York with his wife, Charlotte. His son, Ronald, is employed in the computer division of IBM in Bethesda, MD, and daughter, Cathy, is a financial analyst for Exxon in Mt. Vernon, NY and lives in nearby Pelham. The Francomanos have two grandchildren.

Looking into the future, Joe smiles again and says, "Live up the future and live down the past. That's my philosophy."



Special Olympics, p. 7



KANSAS, p. 8



Japan, p. 17

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#### FRONT COVER PHOTOGRAPH

**Cover Story:** Each year, during the winter months, Achievers throughout the United States attend regional and sectional management conferences. Known by such acronyms as COJAC, JAMCO, PRIJAC, etc., Achievers conferences make for a busy two to four days in the lives of their 400 to 1,400 delegates. Besides making friends and exchanging ideas with Achievers from other areas, conference participants enjoy agendas that combine serious discussions and contests with sports, dances, games and good food. See pages 4 through 7.

In the cover picture Charlotte Achievers Maureen Langan, Barry Matthews and Angie Bleacher (left to right) gather 'round their mongrel canine mascot at JAMCO in Raleigh, NC. (photo by Buddy Brockman)

#### BACK COVER

Known as the highest Junior Achievement conference in the country, COJAC was held in Colorado Springs' beautiful Estes Park. Here some 500 Achievers gathered 8,500 feet above sea level to add new dimensions to their understanding of the private enterprise business system.

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# My Conference Diary

by Allison Stein

*Allison Stein is a Camden High School junior, involved in her second year of Junior Achievement. She is President of People's Voice, sponsored by the Camden Chronicle, and the editor of her company's newspaper.*



**COJAC** A busload of Achievers heads for the conference.

## Friday

We may have been the last to arrive in Raleigh, but the Columbia delegation was ready to get started. Wendy DeLong had gotten us all "I Love You, Columbia" T-Shirts and taught us some cheers. Our delegation marched into orientation arm-in-arm, chanting in unison. "WE WANT THAT GAVEL AWARD," given to the Conference's best delegation.

As we finished registration, the first general meeting was just beginning. From the next room we could hear Charlotte and Raleigh battling it out with "We've got spirit, how 'bout you?" Somewhere in the din Augusta, GA and Greensboro got their message across. Amid the cheers, we were welcomed to JAMCO and Raleigh, and Conference Coordinator Paul Lynch assigned the discussion groups to various meeting rooms.

My first workshop discussed management problems and how to deal with them. (And I thought *my* company had problems!)

Before the evening's scheduled dance, and during leisure time, the hotel lobby became a focal point. Everyone seemed to congregate by the couches, in the hallway, doorways . . . you get the idea. This was the first chance many delegates had to get to know each other. (And by the end of the conference, several delegates were to become very well acquainted.)

**ROJAC** A little spirit is added to the conference by Richmonders (left to right) Tom Brockenbrough, Danny Briere, Dawnee Tate, Teresa Kannan and John Laughlin.



**JAMCO** Delegates pack the auditorium as the conference is called to order. (photo by Jim Gaskell)

**JAMCO** Achievers listen intently as John Savage, author of the book, The Easy Sale, and guest conference speaker, makes a point. (photo by Jim Gaskell)



## Saturday

I spent the morning studying for the JA Bowl. Joe Futral kept telling me to read the financial page. Gerald Walker and I would make up Columbia's team for this year's event.

My morning workshop dealt with communications. In the next workshop, we tried to use video equipment to analyse the effectiveness of our sales presentations, but due to technical difficulties. . .

Only lunch now stood between us and the opening round of the JA Bowl. When the hour of judgment arrived, Gerald and I had to face the music, the scorekeeper and the crowd. In the preliminary competition, the questions ranged from "Name two of the six objectives listed on the inside back cover of the current JA Manual," to "How many animals of each species did Moses take on the Ark?" (Moses?? On the Ark???)

Gerald and I left the platform feeling, "We blew it, but we did our best." I'm told my jaw hit the floor when we were named finalists.

Somebody in our delegation started singing 'Ain't No Stoppin' Us Now.' There wasn't. Gerald was cool. . . I was out for blood.

Question: "What is the current prime interest rate?" Columbia was the only team to attempt it—15¼, 15¼—straight off the morning's financial page. I could have kissed Joe Futral! We definitely have a shot at the top three now.

There had been more good news earlier in the day. Finalists for several contests had been announced in a General Meeting. Bruce Napier was a finalist in Public Speaking, and Wendy DeLong was a finalist for Outstanding Young Businesswoman.

For my afternoon workshops, the group became the board of directors of the New City Telephone Company; faced with pleasing our customers and making a profit at the same time. During the afternoon, Wendy went through her finalist interview for OYBW, while Bruce delivered his contest speech to a General Session at dinner. Both were confident that they had done well, but we'll all have to worry about contest results until tomorrow.

The JAMCO talent show was after dinner, and all three of Columbia's entries had made the finals—a vocal duet, a violinist, and a comedy monologue.

After the talent show, the evening wound up with a Fifties Dance. During the evening, Frances Hull (President of Columbia Achievers Association and a Region V Regional Coordinator for the NAA) and I realized that Johnathan Rotter of the Columbia delegaton was at his first conference. Frances and I promptly adopted him and, being NAJAC veterans, we introduced him to the *real* conference life — turtlehood, bunnyhopping. . . and picking up addresses.

**JAMCO** Olivia and Newton John, in real life, Charlotte Achievers Sandra Thomas and Bill Davison, rest for a minute at the "Greaser/1950s Disco" which was a high point of the Raleigh JAMCO. Bill had to wash his hair 12 times to get all the vaseline out. (photo by Buddy Brockman)



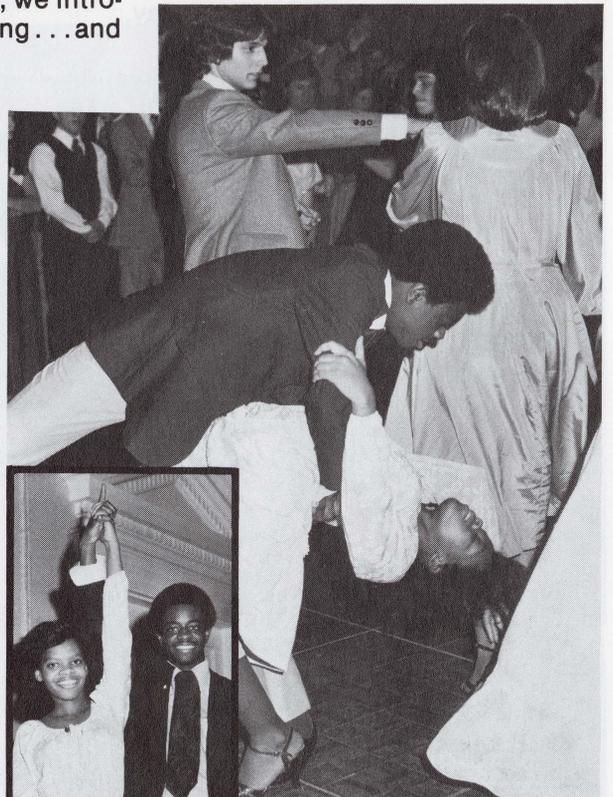
**JAMCO** From the expression on Executive Director Robert Wells' face (far right), it must be a contestant from Fort Wayne, IN, getting the double gong at the Chicago conference "Gong Show." (photo by Rose Mary Lentz)



**JAMCO** Volleyball is part of the fun for Achievers at the Bowling Green, OH, conference. (photo by Jim Gaskell)



**ROJAC** Chantee Cade and Thomas John show the dancing skill that won them the title "King and Queen of the ROJAC Dance."



**PRIJAC** Jaime Fortuno, president of the Achievers Association of Puerto Rico, presents a recognition award to Michael Liss for being the founder of PRIJAC.



**SOJAC** Executive Director Chuck Lovelace, Cleveland, TN, enjoys a dramatic moment just before presenting the "Damn Doll", otherwise known as the Best Delegation Award, to the Columbus, Ga, delegation. To determine the best delegation, points were awarded for contests won, and deducted for delegates who lost their name tags for being late to meetings. JA of Nashville, TN, hosted the Southern Region Conference (SOJAC).



**Sunday**

The workshop this final morning was a critique of the conference. This was our chance to praise the pink finks and complain about the food. But, it had been a good conference and I wouldn't have changed a thing, except maybe the food.

We had wanted to be a delegation Columbia could be proud of, and it was now time for the announcement of contest winners and the end of the conference. How much brass we would take home would be known shortly.

Charleston, S.C. won for the best product and talent; the Outstanding Young Businessman was David McCurry of Asheville. . .Wendy had captured first place in the Outstanding Young Businesswoman Contest! Bruce won Public Speaking! The awards didn't stop there. Gerald and I took home the third place trophy for the JA Bowl, which was won by Augusta, and Max Hernandez of our delegation got a Conference Leadership Award. It was the most ever won at JAMCO by any Columbia delegation.

Our delegation went to Raleigh proud of Columbia, proud of ourselves. A little pride will go a long, long way.



**JAMCO** Derrick Young headed the Chicago delegation that took one of four gavel awards recognizing outstanding group participation during the conference. His brother, Wayne, was 1978-79 National Achievers Association chairman. (photo by Rose Mary Lentz)

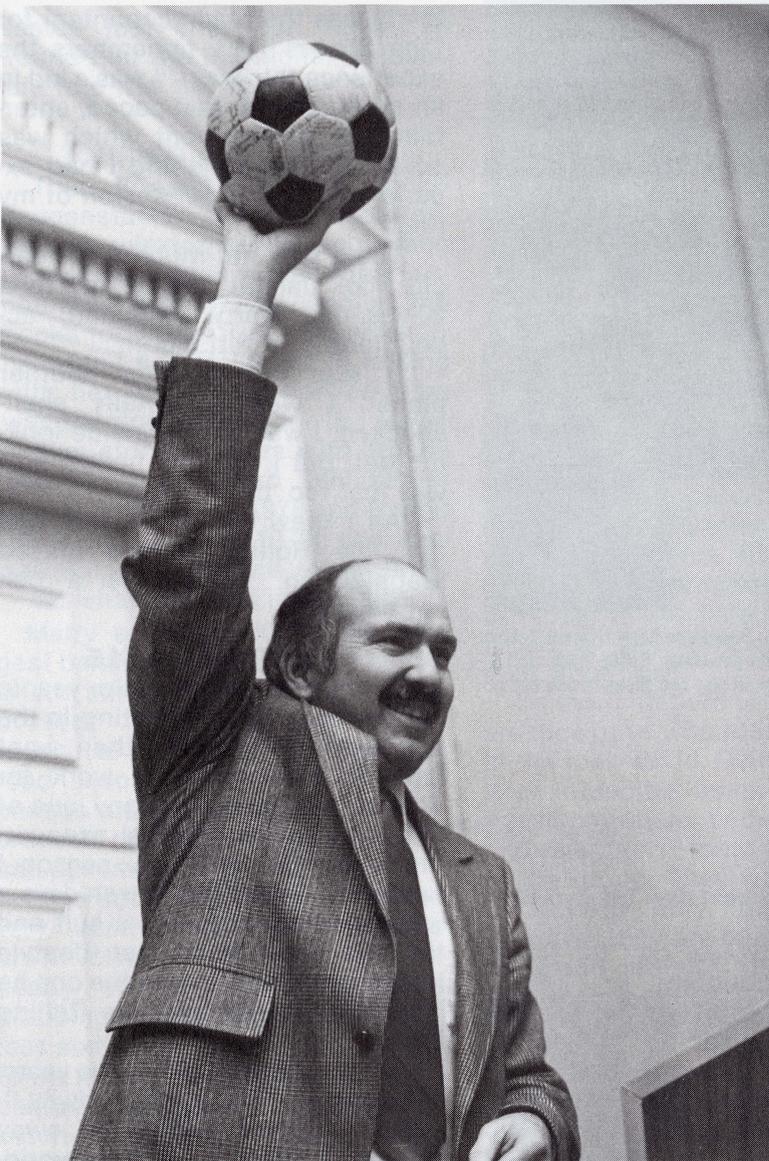


**ROJAC** The Norfolk, VA, delegation proudly announces, by way of an old-fashioned Rebel hand sign, "The South is going to do it again." The moment of pride took place during ROJAC in Rye, NY.

Special Olympics is an international program of physical fitness, sports training and athletic competition for mentally retarded children and adults. Almost 1,000,000 of these special individuals now take part.

# ROJAC Achievers Back Special Olympics

Scranton, PA, Achiever Nicholas Hamchak displays the \$800 worth of stock bought by ROJAC delegates. Money from sale of the stock when companies liquidate will be presented to the Special Olympics Committee in June.



Tom Songster, athletic director of the Special Olympics sponsored by The Kennedy Foundation, proudly holds aloft a soccer ball initialed by all the delegates to ROJAC who pledged their volunteer services to Special Olympics events during the coming year.

Achievers in the Northeast are discovering that they can make a difference in the lives of other young people who need special consideration. As part of the Region I Conference, ROJAC delegates pledged to help Special Olympics programs.

Hartford has taken the first step toward keeping this promise. Three hundred Hartford Achievers have volunteered to be "Huggers" at the Special Olympic games on June 6, 7 and 8 at Southern Connecticut State College in New Haven. On a one-on-one basis, Huggers are assigned Olympics participants, and are on hand to welcome them, encourage them, cheer for them, and congratulate and praise them. They present the pins and ribbons to the competitors, and share their pride in accomplishment.

The Kennedy Foundation Special Olympics Committee in Washington, DC, has received a directory from Region I listing all Junior Achievement area addresses, telephone numbers and contacts, and as games are organized, more and more Achievers will be offering their services and talents to help this very special group of athletes.





Marty Rothman (right) stands with Kansas members (left to right) Steve Walsh, Dave Hope, Kerry Livgren, Robby Steinhart, Phil Ehart, Rich Williams, and promoters Rich Engler and Ed Traverseri (kneeling). Robby holds aloft a plaque presented to Kansas for audience appeal. Kansas was the first band ever to play two shows in one day at the Civic Center in Pittsburgh, PA.

## ON THE ROAD WITH MARTY ROTHMAN

by Rick Grimshaw

**8:00 a.m.** Wake up in your hotel room. Eat breakfast.

**9:00 a.m.** Pay the hotel bill for your party of about eight people, which has stayed overnight and will check out this morning.

**10:00 a.m.** Gather the members of your party—who are also your clients—and leave with your luggage and equipment in rental cars to the city's airport. Arrive about one hour before your flight. Depart for your next destination.

**2:00 p.m.** Arrive at your next destination. Your local contact has the cars ready, with engines running, outside the baggage claim area. Leave for the hotel. Arrive and check in for the one-night stay.

**5:00 p.m.** You and your clients go to the hall where they will work later. Everyone checks out the equipment, the arrangements and the details. Go back to the hotel for dinner.

**8:30 p.m.** You and your clients arrive back at the hall. They perform before a packed house, to several encores. You, meanwhile, are negotiating their payment and other arrangements with the show's promoter.

**11:00 p.m.** The show is over. Your clients return to their rooms at the hotel.

**12 midnight.** Everyone is headed for bed.

*Rick Grimshaw is Program Director for JA/Columbia Empire (Portland, OR). Prior to that, he was an award-winning radio journalist.*

**8:00 a.m., the next day.** The cycle begins again.

This is a typical day for Marty Rothman, accountant.

He is *not* your typical, ten-key calculator, suit-and-tie, "big eight" accounting firm accountant.

Marty Rothman—former Achiever, University of Pennsylvania graduate, certified public accountant—has had as his clients: Kansas, Styx, Jethro Tull and the Rolling Stones.

He is an on-the-road accountant for rock bands.

How did an Achiever from Pittsburgh get involved in such a high-paced, big-money, non-stop job?

Remarkably enough, it was a pair of happenstance meetings with people who had connections in the music and rock industry.

Let's let Marty tell the story.

"It was 1970. I was on a committee to advise the Dean of Residential Life at the Wharton School of U-Penn. A girl on the committee found out that I was interested in accounting and recommended me to her father in New York, who ran an accounting firm. Because of that chance meeting, I became a royalty accountant for the firm in the following summer, 1971."

The first taste of the lifestyle he now enjoys came during the summer of 1972. At the tender age of 20,

Marty was the road accountant for "the Stones". He remembers the experience this way: "I was a kid in an adult, jet-set, fast-paced, entertainment environment which was so far beyond anything I had experienced in any dimension of my life.

"There was not much a 29-year-old Mick Jagger had to say to a 20-year-old Marty Rothman, accountant from Pittsburgh.

"It was like visiting another planet. I was so totally shell-shocked. I was on the inside looking out, but I couldn't believe it. I was just too 'blown away.'

"All I knew before the tour was that the Rolling Stones played 'Satisfaction.' I was never a rock fan before."

### TRADITIONAL ROLE

He returned for his senior year in college that fall, graduating in the spring of 1973. Marty then went back to Pittsburgh to work for Touche-Ross and Company, one of the eight major national accounting firms. "During the tax season, I worked 17-hour days, seven days a week, and always wore a suit and tie." He soon found that lifestyle incredibly different than the one he had experienced with the Rolling Stones.

"I was miserable. After two years, it was all I could do to get away."

So, in the summer of 1975, away he went. Marty put all of his worldly possessions in his car, all of his money in his pocket and drove around the country for a year to visit many friends, a significant number of whom resulted from his JA experiences.

JA, he says, gave him "that independent spirit." He found that he could take care of himself, take care of business, and survive.

His travels brought him to Los Angeles, where he visited Karl Flemke, JA's executive vice president in Southern California, who had been the chief JA staffer when Marty was an Achiever in Pittsburgh.

"Karl was the first adult who was my friend. I was probably just a snotty-nosed 16-year-old to him when I would pound my fist on his desk and tell him what was on my mind. He was the first adult who would listen."

In L.A. Marty became a controller for a physician group—a job that

lasted just one year. Again, he found that the traditional accountant role was not for him.

### TOURING ACCOUNTANT

Then, in early 1977, the second happenstance meeting occurred. He was relaxing by the pool when he met a girl who worked for an accounting firm which handled the books for Jethro Tull. She asked if he would be interested in talking with her boss. That conversation was the door-opener for the never-ending string of tours with groups that followed: Jethro Tull (Winter and Fall 1977, Fall 1978 and Spring 1979); Styx (Winter 1979); and Kansas (Summer 1978 and Winter 1979).

So what does his job entail?

Marty explains, "Only the biggest bands make enough money to afford someone like me along to protect their interests. They recognize that the cost of paying a road accountant's salary and expenses are recovered with the increased reward and pay that person assures.

"The rock and roll business is very lucrative. Billions of dollars are involved. This brings out the seedy characters. Everybody's grabbing for the stars' money. Unless somebody is along like myself to be the policeman, those people can be successful in grabbing as much money as they can for themselves.

"I'm here to make sure the performers make the most money. I'm with the promoter settling the account for the show while the band is performing...in the box office negotiating the amount the band will get for the evening.

"I also control the expenditures. Nothing is spent without my nose being put into the middle of it."

The amounts involved can be staggering. Marty recounts, "The Rolling Stones—probably the top rock band in the world—commanded between \$100,000 and \$500,000 *each day* they were in their 1979 outdoor tour. Jethro Tull gets a minimum of \$15,000 each evening plus a percentage of the house. The minimum for Kansas is \$25,000 each show. The specific amount for each performance varies based on the city, the size of the hall, ticket prices and the past relationship with the promoter in that area."

### ROCK PERFORMERS

Marty certainly has some stories to tell about the big-name performers involved in the rock industry.

On Mick Jagger (Rolling Stones): "The whole world revolves around him. I would be the same way he is if the car waited for me...the plane waited for the car...and the concert waited for the plane. It would mean nothing for him to pick up the phone and call India for three hours. He knew I would be scurrying around and paying the bill."

On Ian Anderson (Jethro Tull): "An incredible character. His ego is as great as his talent. He fancies himself as British aristocracy. He has streaks of amazing generosity, but most of the time he's as tight-fisted as any full-blooded Scotsman would be."

On the members of Styx: "These are nice guys who rose very rapidly in the rock world. Dennis DeYoung is an incredible talent who doesn't travel anywhere without his wife and daughter. Home is everything to the group. They work Thursday to Sunday only, then fly from wherever they are back to Chicago to spend Monday to Wednesday with their families."

On Kansas: "This is the most down-to-earth, nicest group of guys you would ever want to work with. I feel like I'm part of a family. These are just down home, good ol' boys from Kansas. They don't need special things in their dressing room like other groups—just some cold cuts, cheese and fruit will do.



Kansas band members and their wives enjoy a meal at Marty's grandmother's house in Pittsburgh. "Whenever we pass through Pittsburgh, everyone begs for a meal at Grandma's," says Marty.

"That's the reason I'm touring with Kansas. After a show, they ask two questions: 'How did we do?' and 'How did the promoter do?' Most acts don't care about the promoter like that.

"Every rock star I've ever met

puts his pants on one leg at a time and is the same as everybody else in the way they live their life—it just happens to be under a microscope and with lots of money involved."

### DYNAMIC LIFESTYLE

How did Marty's JA experience prepare him for his dynamic lifestyle?

"JA was the best thing that ever happened to me. Before JA, I was a shy, introverted, insecure bookworm. It was soon apparent that anybody with initiative, ability and motivation could accomplish great things. I was welcomed—I was encouraged. I learned a lot about business.

"But, most of all, I grew an incredible amount personally."

It's a hectic, unbelievable pace on the road with Marty Rothman. What keeps him coming back to it after months on end of nonstop travel?

Marty answers that question this way: "It's definitely high finance and big money. I love negotiating... confronting and solving a situation so that everyone's happy. I enjoy dressing as I see fit. If I feel like wearing shorts one day, I'll wear shorts—or jeans and a t-shirt.

"I work hard for a long period of time (several months)...but when I'm off the road, I can sit by the pool for four months if I want to. That's not a bad lifestyle—one a lot of people don't have.

"I've been to the 'real' accounting world. I'll stay here for a while, but I can always go back. I still own a suit and tie (for weddings and funerals he says) and I can get out my diploma and be an accountant. For now, that wouldn't provide me with the freedom to enjoy what I'm doing.

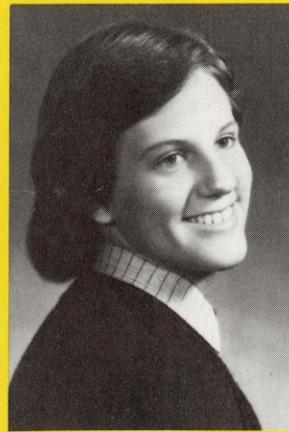
"The life is fast-paced, with high excitement. It takes a lot of energy from you, but it gives you the freedom and the money to enjoy your freedom when you're done. That's why everybody is in the business, from top to bottom."

Marty Rothman, accountant and former Achiever, then told me he had to conclude our conversation. You see, he was flying from Los Angeles to Miami the next morning to join the start of the winter tour of Kansas.

To rejoin the fast-paced, exciting lifestyle he has grown to love.



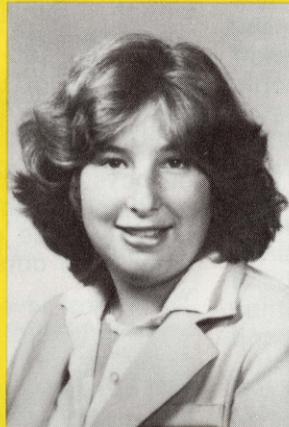
What was your most important experience in JA this year, and how do you think it helped you grow? Has JA influenced your career plans?



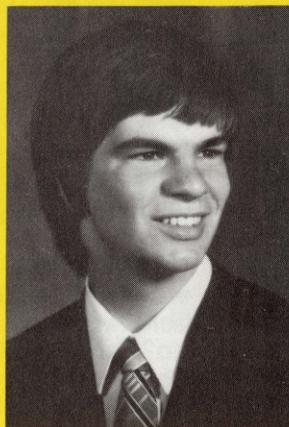
"The chance to go to NAJAC was the high point of my JA year. That week gave me a broader insight into what the business world goes through. I was a guide, and talking to the representative from Alcoa who was my charge was really interesting."  
**Darci Chisholm (17)**  
Saginaw, MI



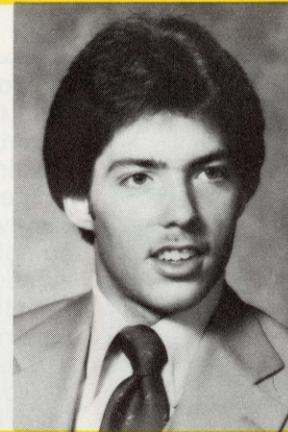
"I see a change in all the Achievers, including myself. There is a greater pride in the free enterprise system as we begin to understand it. You can't take pride in something you don't understand. As president of my company I've been getting good leadership training, but I've also been working hard on sales. I want to be a lawyer, and practicing sales is helping my ability to talk to people."  
**Jimmy Davis (17)**  
Spartanburg, SC



"Last year I was an assembly line worker in a JA company and this year I'm treasurer of my company. I'd rather be an officer, but I'm glad of last year's experience because it has helped me understand the worker's point of view. I'm finding I like keeping the books so much that I'm thinking of going on to be an accountant. My father likes that because he's an accountant too."  
**Tricia Madden (16)**  
Lexington, KY



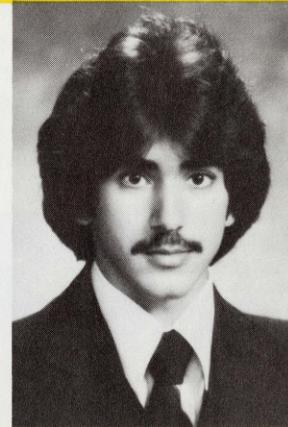
"I'm an exchange student from Australia and came here to learn more about America. The United States has much stronger feelings about free enterprise and freedom in business than Australia, and one reason is that people have made a strong decision supporting free enterprise. Junior Achievement is one of the root benefits of the system."  
**Ross Sanders (18)**  
Omaha, NB



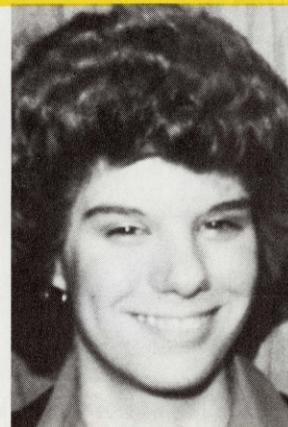
"JAMCO '79 was the most rewarding experience of the year because, as a travel leader for my delegation, I learned that goals cannot be accomplished without the help of others. Through the experience, I have grown personally, directing my attention to the goals of others and how I can help them obtain them. It has given me insight and made me less self centered."  
**Steve Jones (17)**  
Charleston, WV



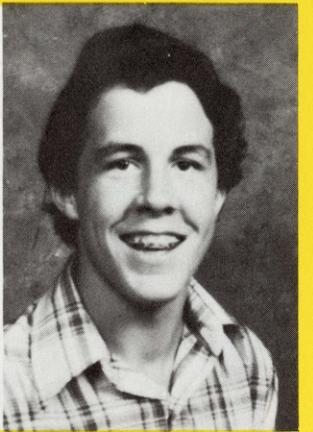
"The most wonderful thing that happened to me in JA, and maybe the thing that has changed my life the most, was when I was awarded the Dale Carnegie scholarship. I'm a fourth-year Achiever, and have been able to appear on local TV and go behind the scenes. Because of that experience, I'm thinking maybe I'd like to go into broadcasting."  
**Michele Eyckelshymer (18)**  
Phoenix, AZ



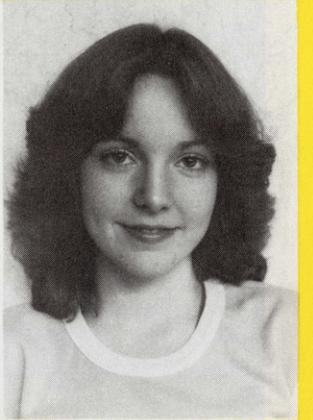
"I guess NAJAC would definitely have to be the most terrific thing that happened to me. Just to be able to see how important and big JA is and how it touches so many people. I learned so much from talking to other Achievers and brought it all home to use in my JA company as well as in my own life. As a matter of fact, I'm hoping to major in Youth Agency Administration in college next year."  
**Brian Paiva (18)**  
San Diego, CA



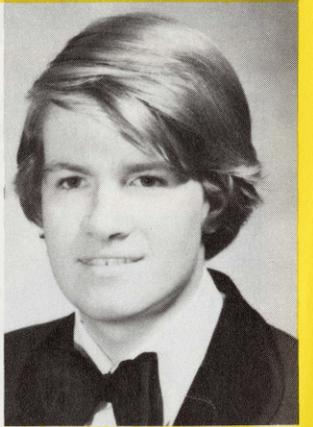
"I not only learned a lot about business, but also *how* to learn. I learned how much book work is necessary to make a sale, how to share the credit and how to make the sale. I think I'm more mature because of this year in JA."  
**Renae Lilligard (16)**  
Minneapolis, MN



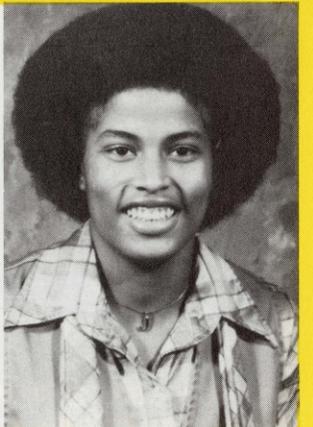
"At the Trade Fair this spring, Kathy Lynch asked me if I wanted to make my television debut. I agreed, and talked to a couple of people from WTWO-NBC. I liked the feeling that people were listening to me and I might have some influence on kids joining JA. This is my first year, and it has given me a sense of direction I didn't have before."  
**Danny Hicks (16)**  
Terre Haute, IN



"I've learned a lot this year, especially how to sell a product quickly. Our company mostly sold as a group and learned how to be a team. We also learned to face it when we made a mistake."  
**Janice Barnett (16)**  
Lake Jackson, TX

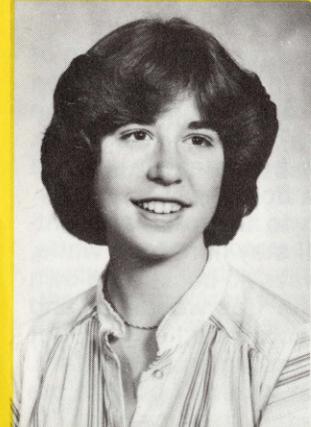


"I'm president of my company, and it's no piece of cake or bed of roses, but it's teaching me that you can't quit and you have to face difficulties head on. One thing JA has really decided for me is that in college I want to be a business major."  
**Kevin Lily (17)**  
Westchester, NY

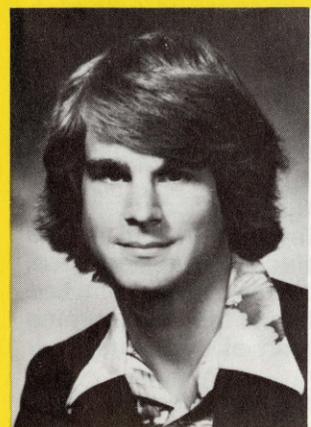


"Being made president of the company was the most exciting thing for me. I learned how to deal with employees and business problems, and how it would be to have my own business. I always wanted to be an accountant, but JA pushed me into wanting my own firm."  
**Karen Williams (17)**  
Wichita, KS

# Achievers Speak Out

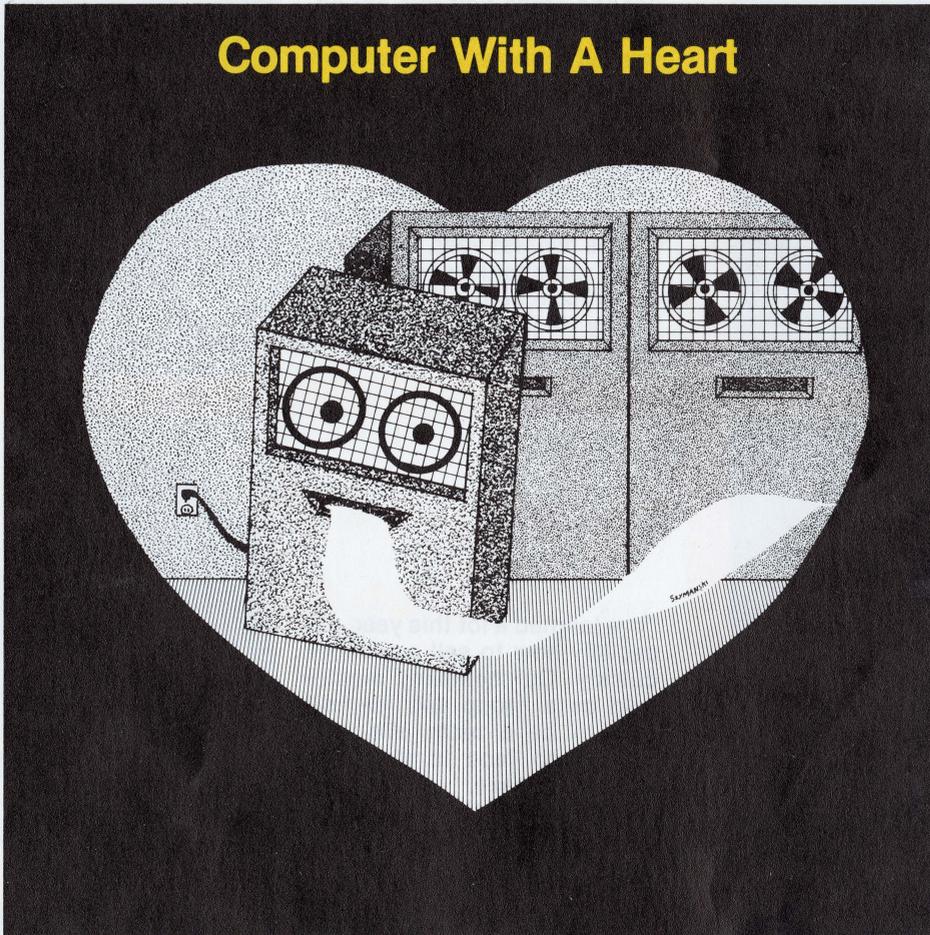


"JAMCO in San Jose, CA was really special. I've met a lot of people and made lasting friendships, but all during the year I've been learning about teaming with people and how to handle managerial and leadership problems."  
**Eileen Kearney (16)**  
Reno, NV



"I'm a fourth year Achiever and this year I was president of my company. Working along side people and helping them with their problems has been the most outstanding thing I've done. I'm going on into a music career and hoping the things I've learned in JA will help me in a musical career."  
**Phillip Caro (18)**  
Pensacola, FL

## Computer With A Heart



“Stop searching for that ‘perfect’ mate with help from our computer,” urged JA computer company, DATAMATION, which

operated in Waterloo, IA last winter. After months of producing biorhythms charts and mailing labels, DATAMATION, sponsored

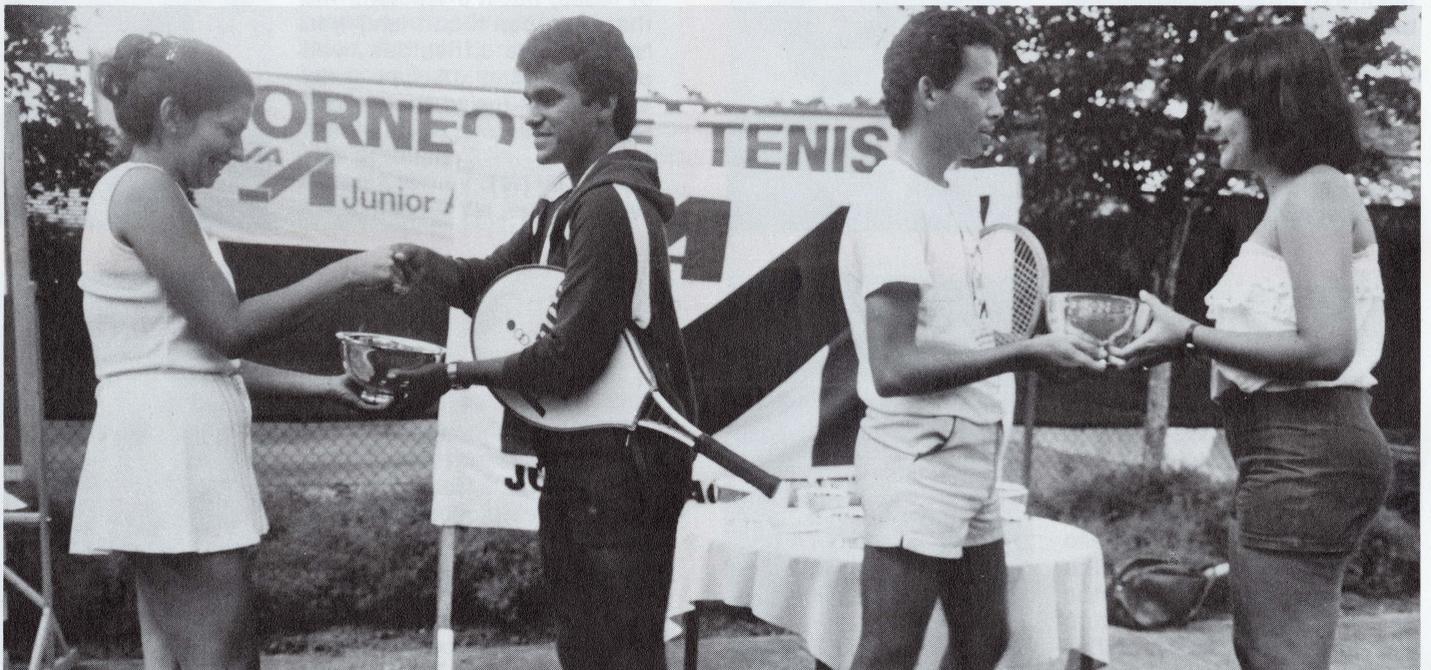
by John Deere Waterloo Tractor Works, hit on the idea of a computerized dance as their big money maker.

The program, designed by Adviser Benny Leach, was entered and compiled by several Achievers assigned to the company’s Systems Development Department. The fun began when ticket buyers filled out a questionnaire listing their own personality traits and those of their ideal companion.

With the aid of the computer, the input was sorted, compared, manipulated, and finally processed into matches. In the first step of the program, the machine searched for a perfect match — one in which both questionnaires matched in all qualities desired.

Since this is as rare in life as a skunk without a stripe, a second step followed in which the program examined weighted questions. Each Achiever who paid \$3.00 for the program and ticket to the dance received three names to choose from the night of the big event.

“There probably weren’t any ‘perfect’ matches,” says Benny. “But everyone had a good time, and the computer choices were generally considered not only a success, but also ‘a computer date they won’t forget,’ which was one of our promises.”



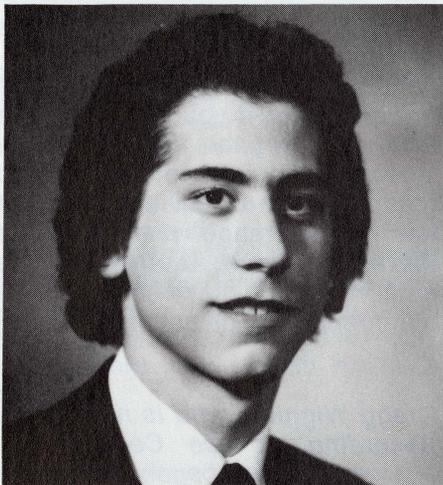
San Juan Achievers Janet Rancano and Nannette Ortiz hand trophies to Class B. Doubles winners Jerry Martinez and Jorge Monserrate at JA of Puerto Rico’s 2nd Annual Fund Raising Tennis Tournament. Citibank covered most of the tournament costs, and a \$75 entry fee covered double-room accommodations, JA and Citibank T-shirts, tennis balls and a dinner dance. The tournament grossed more than \$1,500.

## Detroit Achiever's Design Is Tops

Seventeen-year-old Tony Viscogliosi, Detroit's Outstanding Young Businessman of 1979, puts his JA business know-how to work for him in the summer running his own landscaping and maintenance business.

For the past three summers, he has kept as many as eight employees working full time, and this summer should be no exception. "I was recently awarded a big summer job to redraw the landscaping, of the Dearborn Country Club where I was #1 caddy for four years," he explains. "I took architectural drawings to the club, and, using my JA skills for figuring costs and profit, submitted the bid which won me a \$1,300 contract."

Tony runs his business alone, doing all the bookkeeping and record keeping himself. He simplifies the paper work to a certain extent by subcontracting all services, thus relieving himself of the responsibility of deducting income or social security taxes from wages.



By the time he was in the eighth grade, Tony had already realized that he wanted to do well in life and wanted to be at the top financially. During those early days he and a friend were in business running parties for little kids, but he wanted his own company and wanted to be president.

JA was exactly what he was looking for. During his first year he was vice president of personnel, quality control, purchasing and advertising

## Photography Contest Winners

ACHIEVER congratulates the four winners of the photography contest which was sponsored and judged by Eastman Kodak Company. The prizes, four Kodak cameras, were awarded by Eastman Kodak and have been sent to the winners.



**1st Prize**  
Colorburst 250 Camera  
Denise Danaher  
Lafayette, IN



**2nd Prize**  
Kodak Instamatic X-35F Camera  
Carolyn Bauman  
Moscow, PA



**3rd Prize**  
Kodak Ektra 1 Camera  
Tom Skibinski  
Princeton, IL



**4th Prize**  
Ektralite 10 Camera  
Janet Murga  
Ambridge, PA

manager. "There were only 10 people in the company," he concedes, "so we all had to double up and that included working on the assembly line. Even so, we made \$600."

Tony credits his Italian ancestry and his grandmother's wizardry with the family vegetable garden for his success in the landscaping field. "My grandmother could feed the whole family from her garden in Dearborn where we live on an acre and a half," he remembers. "I started gardening with her and developed a feeling for growing things so that I just grew into gardening."

Tony believes careful planning is the key to success. "When you go on a trip, you plot it on a detailed road map, and I'm doing just that with my life and future career," he says. After graduation from Dearborn High School where he is presently a senior, Tony will aim for an architect's degree at the University of Michigan and operate a small construction company. His confidence that he will succeed is bolstered by the fact that his father

has a successful construction business now, and Tony has learned the building ropes in much the same way that he learned the gardening ones.

"Then, of course, there's always Plan B," Tony concludes. "That is that I get my law degree, go on to become a U.S. Senator and eventually become President of the United States. I always did want to be President."



Grad Achiever Connie Skaggs, Bucyrus, OH, makes a convincing witch for this prize-winning float. The handsome JA float, complete with gingerbread house, was part of the Bratwurst Festival parade last August, and won first place in the Civic category. Future Achievers, Dawn and Mike Motter, are Hansel and Gretel.

## Diamonds In Her Future

by Gregg Wiggins, Grad Achiever

Not every Junior Achievement company is a rousing success. While some companies amass impressive profit figures and win awards by the dozen, others struggle to remain afloat in a sea of red ink, hoping only that the food will be good at their area's Awards Banquet.

Those borderline operations can still be valuable to their members, former Achiever Kathleen Warnock of Baltimore, MD, feels. "My best experience," she says, "came in a 'bad' company. It gave me a chance to do everything."

### PREFERS SMALL GROUP

Kathleen spent three years in the program in Columbia, SC. She moved to Baltimore after graduation and worked as a grad staffer in the Baltimore program. Kathleen found the single-center program run in Columbia more to her liking than the larger, multi-center Baltimore JA program. "I think that I got so much from my Columbia JA experience," she explains, "because it was so small, and I could work with kids from all over the area, every school, every part of town."

Kathleen is still part of a small group; one of the few, but growing number of women sports journalists. She began as a reporter for her high school newspaper in South Carolina and continued in the field through her collegiate career. "My very first day at UMBC (University of Maryland in Baltimore County)," she recalls, "even before my classes, I went to the *Retriever* (UMBC newspaper). It was something familiar; something I'd done."

### NO DISCRIMINATION

Kathleen's abilities quickly led to her taking up the responsibilities of Sports Editor, and then Editor of the *UMBC Retriever*, as well as a post in the Sports Department of the *Baltimore News-American*. She does not feel she's ever had any problems due to a conscious bias against her. "Editors just don't know how to deal with women in these roles," Kathleen feels. "It's not discrimination. It's just new to them."

Outside the newspaper office, Kathleen found few problems with the athletic figures of the Baltimore area. "The sports information director (at UMBC) and I never had any problems. I could talk baseball better than he." Her comments about dealing with coaches could have been given by a sportswriter of either gender. "I got along fine with the coaches," Kathleen says, "as long as I parroted what they said."

Kathleen's only complaint is with image. "You still find yourself, stereotyped," she explained. "You are a 'woman' sportswriter. You cover 'women's' sports."

### PARTICIPATES, TOO

A senior, she not only has covered sports during her college career, but also is a varsity athlete. Kathleen fences for the UMBC Retrievers, (rated 7th by the National Intercollegiate Women's Fencing Association) and for Salle Palasz, a Baltimore-area fencing salon.

Before taking up the foil in college, "the closest thing to athletics I did in high school," Kathleen remembers, "was marching band. UMBC has no band or football team."



Kathleen Warnock, in full attire, prepares to represent UMBC in NIWFA competition. (photo courtesy UMBC Retriever)

Her first experience with fencing came in a Physical Education class, where, Kathleen says, "I got the basics and I said, 'this is for me.'"

Mentally, Kathleen draws an analogy between fencing and another ancient, though less physical, sport. "It's like chess," she explains. "You learn the moves quickly, but it can take a lifetime to put the moves together."

### INSIDER'S LOOK

Kathleen also has gotten more of an insider's look at professional sports than many professional journalists, having spent time working for both the Baltimore Orioles and Baltimore Colts organizations. She prefers baseball to the NFL.

"It's not violent," she explains, "not like football." Kathleen feels that the "nuances" are more readily apparent to the fan in baseball than in football. She also laughingly admits to preferring baseball "because you can sit back between plays and tell everybody how much you know."

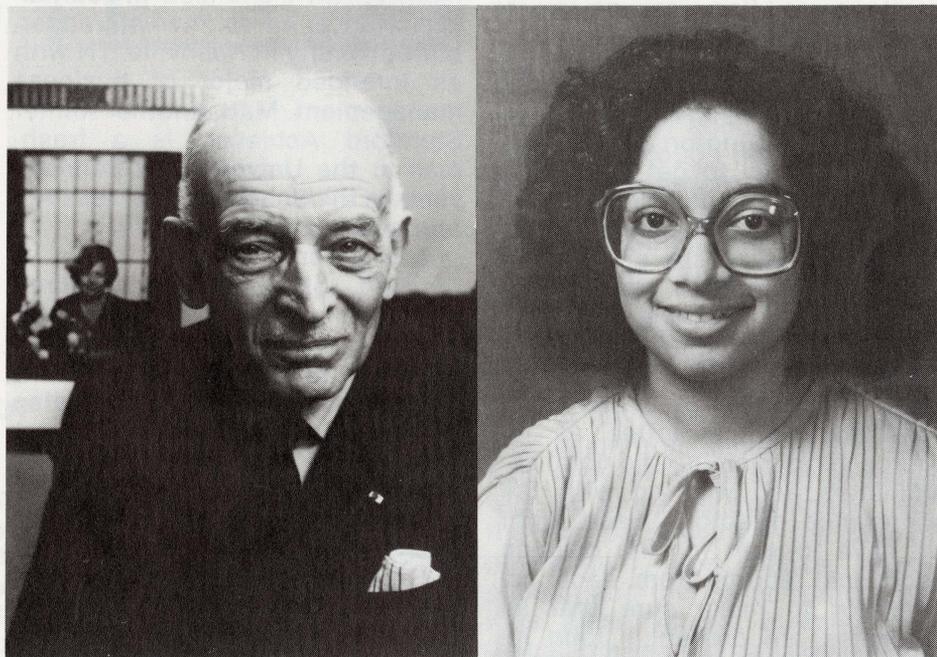
Her fondness for the summer game goes deeper than mere support for a successful home-town squad like the defending American League champion Orioles. That becomes apparent from Kathleen's comment, "I was born in Philadelphia. You know the meaning of hopelessness if you rooted for the Phillies during the 1960's."

Her immediate plans are to graduate from UMBC this year, but her longer range plans include journalism and, someday, the authorship of a play set among the diamonds and bleachers of baseball.

*Gregg Wiggins, who is now Head, Recording Service Center, U.S. Marine Corps., began his radio career with a Charleston, SC, JA company in 1973. Gregg began working for his JA company's sponsoring radio station and continued part time while he went to college. In 1976 he graduated from the University of South Carolina with a degree in Broadcast Journalism and went to work for station WZLD in Columbia, SC where he became Program Director. In 1979 he moved to his present position in Washington, DC.*

# Achiever/Laureate Interview

*"my life was not a business story, . . . but . . . a love story"*



General Georges Frederic Doriot, 1979 Business Hall of Fame laureate, and Teresa Hord, Grad Achiever and sophomore at Harvard University majoring in economics, met at the 1979 National Business Leadership Conference. Teresa was one of five Reader's Digest Speakers Corps members selected to take part in the afternoon panel discussion at the Conference. She was an Achiever in the Terre Haute, IN, program.

## When did you come to the United States?

I came in 1921, thanks to my dear family's savings, to study industrial management at the Harvard Business School. Originally, I intended to return, but everyone was nice to me, so I stayed.

## Could you tell me something about the Harvard Business School during your days as a student?

The curriculum included industrial management, marketing, production, distribution, accounting, statistics and banking. I didn't have a specific professor who had the most influence on me, but I do owe much to some of the prominent professors who were teaching at the time: Professors Oliver Sprague, Arthur Stone Dewing, and John Callan.

## Have you always taught at Harvard?

No, following business school I went

to work in New York in a banking firm. However, the Harvard Business School asked me to come back as Assistant Dean of the Business School around 1927. After two years, I taught industrial management as a Professor of Industrial Management. I lasted at Harvard for 40 years.

## Did you always love teaching?

Teaching scared me. I was always scared when I went to class. I was being given an opportunity and I wanted to do well because I loved my students. I felt close to my students and recall incidents when I talked to students and their families well into the night.

During those years, I had classes lasting an hour-and-a-half to two hours. The students complained a little bit, so I came down to an hour-and-a-half non-stop.

## Why do you think there is such an

## increased demand for people with M.B.A. degrees?

There are several reasons. There's more to know about methodology. In the past, one was able to join a company as an apprentice, but that experience would be limited to one field. Now everything's related — production, finance, etc. — so you should be exposed to all these things in school. And the world of business is always changing, always improving.

There will always be a demand for very good M.B.A.s who are morally correct, hard-working, devoted to their work; who want to be good citizens and who regard money as a reward for a job well done instead of an end in itself.

**In accepting the Laureate award at the 1979 National Business Leadership Conference you said you told Mr. Peter Bohr of FORTUNE magazine . . . "My life was not a business story, that he could not write a business story about it, but my life had been a love story." How did you feel about being honored by The Business Hall of Fame?**

It was the most outstanding day I've had. The young people who spoke were wonderful and I have much respect for them. The businesspeople were outstanding and broad minded, and good citizens. They're good for their people.

## I understand you had an 80th birthday celebration in Boston recently. Were any of your former students there?

Some of them, like Kenneth Olson, chairman of the board, Digital Equipment Corporation; James D. Robinson, III, chairman of the board, American Express; James Henderson, president, Cummins Engine Company; and Philip Caldwell, president, Ford Motor Company.

## What was the most important aspect of your life?

My marriage was by far the most important aspect of my life. My wife, Edna, an American, ran the French library in Boston for many years, and since her death two years ago I have taken over that task.

*Editor's Note: Both Georges and Edna were inducted into France's Legion of Honor, one of the few couples ever thus doubly decorated.*

## Getting Ready For NAJAC 1980

NAJAC

For the past 16 years, Grad Achievers have worked at the National JA office making preparations for the National Junior Achievers Conference (NAJAC).

Currently, a staff of five college students, all Grad Achievers, named John Szymanski, Lou Ursone, Lisa Cortese, Mark Kirtley and Matt Roggenburg, spend about five months of the year working on NAJAC, which will take place the week of August 17 at Indiana University in Bloomington.

"We do anything and everything and anything," says Lou, a former Stamford, CT Achiever. "In the three years that I've worked here, I've been involved with so many different projects that I could go on for hours. But, basically, I've been busy developing discussion topics and contest exams."

Lisa, also a former Stamford Achiever, explains, "We edit and rewrite all the NAJAC materials as they are needed. It's a team effort; we all work together."

John, this year's registrar, picks up the discussion. "We strive for a smooth-running conference. We process each delegate, staff and visitor registration card individually, with a lot of blood, sweat and tears."



Lou Ursone (left) and John Szymanski behind-the-scenes in the "NAJAC" room in Stamford, CT. John's art work appears on pages 12 and 17 in *ACHIEVER*.

Though the conference officially begins on Sunday evening, the five arrive in Bloomington on the preceding Tuesday to get everything ready for staff and delegate arrivals. "We're up at 4:00 a.m. Sunday morning to set up the arrival tent, and don't stop until around 2:00 a.m. Monday morning," admits Mark, remembering last year.

During the week-long conference, they work out of the main conference office acting as resource people, aiding the dorm coordinators and working with the conference director. "Each night we have to wait for the division bedcheck reports from each coordinator to make sure that all delegates are present," John reports. "But most of our work takes place long before the Conference."

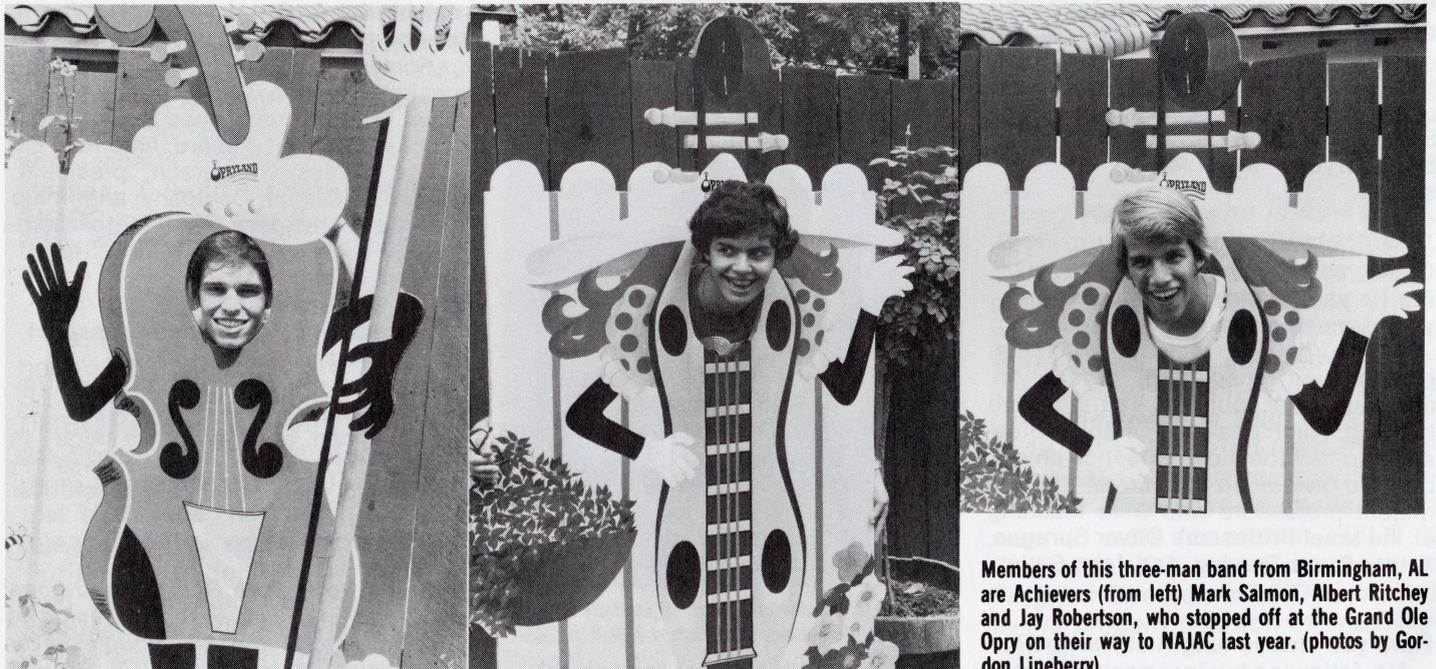
"Much of the ground work for the conference is begun in January when we're all home on our semester breaks from school," recounts Matt. "This is when the applications for first-year graduate staff positions are due and evaluated."

When they are not working at the National office, Lisa and Lou attend the University of Connecticut in Storrs. They both plan to graduate in May 1981; Lisa with a degree in management, and Lou in journalism. Mark is a freshman at Vanderbilt University in Nashville, TN with an intended major of business management. Matt, another former Stamford Achiever, is a freshman at the University of Pennsylvania in the School of Business Administration in Philadelphia.

The perennial father image of the staff, John, is a senior at Sacred Heart University, Bridgeport, CT and will graduate this month with a degree in both illustration and elementary education. John also serves as a program coordinator for Junior Achievement of Western Connecticut.

To permit John to be in two places at once, Lisa and Lou, acting on a recommendation from last year's Registrar, have decided to buy John a pair of roller skates to get around the Indiana campus a little easier.

## Achievers Stop Off At Nashville's Opryland



Members of this three-man band from Birmingham, AL are Achievers (from left) Mark Salmon, Albert Ritchey and Jay Robertson, who stopped off at the Grand Ole Opry on their way to NAJAC last year. (photos by Gordon Lineberry)

山口県宇部市西則貞  
デボラ・フォアマンタカ



## Student Life In Japan

by Deborah Foreman-Takano

Well, here it is May, and we're one month into the new school year. Well, you aren't, but all the students in Japan are. The school year begins in April here, and runs the year round, with a four-week break in August after the first trimester, a two-week winter vacation in December/January, and a two-week winter vacation after the school year ends in mid-March. Otherwise, the school system resembles the American one, at least outwardly—six grades of elementary school, three of junior high school, and three of senior high, as well as two-year junior colleges and four-year colleges and universities.

But Japanese students up through graduation from high school are generally busier than their American counterparts. School is in session six days a week (Saturday classes are held only until noon) and club activities, in addition to academic subjects, are programmed right into the school day. In addition, each student has assigned duties in the cleaning up of the classrooms and hallways. When students aren't at school, they are at home doing mountains of homework or attending one of the numerous "cram-

ming schools" in the evenings where they can get some extra classes in such troublesome subjects as English (a required subject) or mathematics. This regimen is designed to prepare them for that bane of every Japanese student's existence, the Entrance Examination.

While the college entrance examination is the one most students are worried about, it is not the only one. There is a national exam given, as well as another, separate exam prepared by each of the individual colleges and universities.

Compulsory education in Japan runs only through the ninth grade, so if students want to continue on to senior high school, they must take the entrance examination to one of them—which, in addition to the academic, "college prep" type, include commercial and technical schools. If, however, they want a full-time job, either after completing junior high school or after graduation from senior high or college, they will most likely be faced with an entrance examination for that job, particularly in the case of government jobs, banks, newspapers, and the larger companies. It is these various examinations that all the years of Japanese study are leading up to.

But junior high and high school



Stacks of huge casks of sake, the Japanese brew made from rice, decorate the front of the Sumo arena where Deborah Foreman-Takano is standing. This is a traditional decoration where Sumo is being played. Debi, a Grad Achiever, teaches English in Japan.

students also have the opportunity for another avenue of development within their chosen club activities. A student chooses one club to belong to when he enters junior or senior high, and sticks with it throughout his three years at the school (although seniors in high school are usually forgiven their duties in their clubs because they are expected to be buckling down to extra-hard study for examinations).

The club is designed to provide a center for the limited social activities allowed high school students. There are many kinds of clubs, some types quite familiar to American students, such as sports teams (part of the "club" setup in Japanese schools), chess clubs, and bands and choruses; and some quite unusual by our standards, such as flower arranging clubs and mandolin clubs.

Students up through high school don't as a rule participate in any group activities which are not directly connected to their schools; they simply don't have the time or place for them. All energy is thrown into their studying and their club activities.

For all the hard work they must do every day, Japanese students still seem to find time to be cheerful, to cultivate individual hobbies and to be curious, endlessly curious, about the world outside of Japan. Some have pen pals in foreign countries to whom they write in English. Much of the same music in the American Top Forty climbs the charts in Japan, too; although record albums here are expensive, about twelve dollars each, and no discounts are given. Many admire Americans in particular for what they call our "guts" and our "pioneer spirit." I am flattered by this, and return the compliment. I admire, among other things, the focus many Japanese have on situations, not only political and financial but cultural and social, in the world around them. In the world of students in Japan, there are both things which compare and things which contrast with the life of the American student. I am enjoying learning from their way of life; and seeing how it, too, produces people who function well and smoothly in an ever-changing society.

# ON FILE

## "Roots" In Naples

Green thumbs in Naples, FL beat a path to the J Alpha V JA company this spring to buy their plant-starting product called "Roots."

A satellite program of JA, Naples has special problems of lack of facilities and equipment, Adviser John Garbo pointed out. Knowing this, the J Alpha V company put its R & D committee to work to find a product that would be useful and attractive as well as simple to manufacture. Roots was the result.

Adapted from a product that Andrea Geyer, the company president, spotted at the NAJAC Product Fair, Roots requires 2 x 4 clear fir wood blocks cut by a carpenter. The company drills holes for glass tubes and then sands, stains, varnishes and packages the product. The company worked in space provided for them by Bill Barnett BMW-Toyota dealer in his new-car building.

Adviser Garbo notes that the only regret is that J Alpha V was not able to meet the demand of all the gardeners in Naples before the company had to liquidate.



Instead of searching for "old" roots, these Achievers in Naples, FL are making kits to start new ones. Working on the plant starters are (clockwise) Alan Howard, John Niepold, Andrea Geyes, president of J Alpha V, Chris Braun, Stewart MacDonald, Katie Sproul and Kelly Ruff.

## Youngstown, Ohio Pampers Its Plants

JA company Renaissance of Manufacturing also had the gardening market in mind when it introduced Gro-Plant to Youngstown, OH. Gro-Plant is an ingenious product mounted on a wooden base which has been spray painted either black or white. A heating duct inserted in the base and another across the top distribute

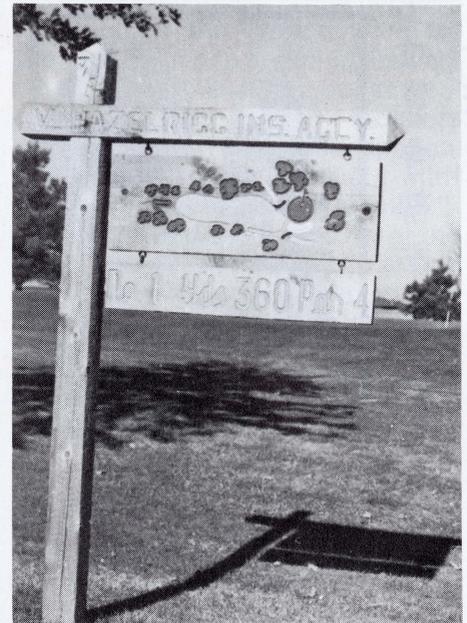
warmth evenly to promote plant growth, and a light bulb inserted in the top duct puts a little sunshine in their lives.

The decorative hanging unit has a dual personality, too. A two-way switch makes it possible to turn the light bulb high for grow-power or low for a night light.

National Management Association sponsors this company whose product took first place at the Region II Staff conference product show, and sales for the year show the gardening market was ready for it.



Junior Achievement's Plymouth center in Detroit has a company making a truly unique product. Jim Steffen, a second year Achiever and president of Gemini II displays the American phone lamp which his company produces. The patriotic conversation piece is red, white and blue with a white receiver. Gemini II, sponsored by Western Electric is currently producing and selling the lamp for \$39.95.



Two JA companies, Sunny Sales and J.A.S.T. (Junior Achievement Standing Tall), both sponsored by Remington Arms Co., Inc. in Kansas City, MO, have had a good year making and selling golf tee markers. The rustic markers provide a lasting scene of the golf hole and permanence in the advertiser's display, while the rough-hewn natural finish cedar does not detract from the beauty of the natural surroundings. Achievers sell the markers to advertisers for \$100 and charge the participating golf clubs a flat rate. One sale and you're a member of the \$100 sales club!

## Grad Profiles

**ACHIEVER** magazine would like to print your story if you were an Achiever prior to the beginning of your present career and/or start-up of your own business. Please fill in the coupon and return to: Editor, ACHIEVER, 550 Summer Street, Stamford, CT 06901.

Name \_\_\_\_\_

Street \_\_\_\_\_ City \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_ Phone \_\_\_\_\_

Years in JA \_\_\_\_\_ Area \_\_\_\_\_

Describe Your Work \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

# Trade Fairs And Mall Sales Coast to Coast

In Seattle it's "Rain Festival" T-shirts; in Mobile it's Alabama clocks. But whatever the products, Achievers in 50 states have been busy preparing for and holding Trade Fairs and Mall Sales during the past few months. While a well-run trade fair in a large area can bring in thousands of dollars, money is not the whole object. Achievers in small and intermediate areas work just as hard, have as much fun and gain the same retail sales experience for their efforts.



Cassandra Thurman and Darlene Houze tend the STEMCO Booth which helped make them a "rags to riches" company in Mobile, AL. Starting 1980 with zero sales dollars, the JA company counselled by Stauffer Chemical Company topped off the year at the Bel Air Mall Trade Fair with \$1,100.



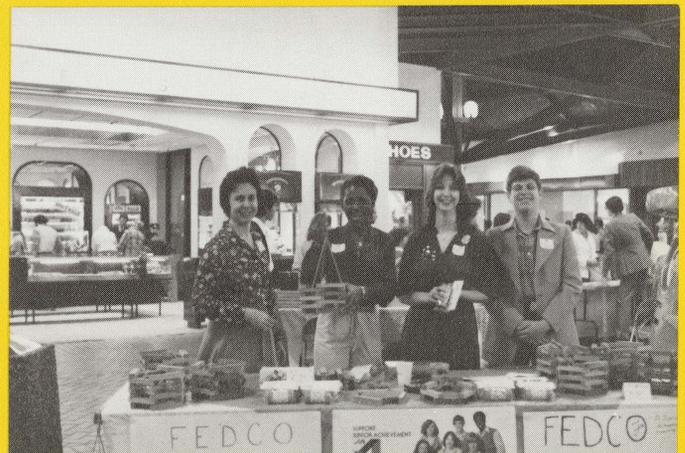
Achievers from Pro-Co, Seattle, WA, counseled by Burlington Northern, display their sales techniques which tied them for "Best Company of the Show," and earned them four "professional operation" awards. Achievers from left to right are Brian Barney, Sherrie Hans and Kelley Skie.



Atlanta's Executive Vice President Gerald Scott and daughter Mary Beth purchase a child's coat rack from Eddie Doublet, president of LO-CO, a JA company sponsored by Lockheed-Georgia Company. Total sales for Atlanta's January Trade Fair exceeded \$9,300.



At the JA Trade Fair, Achiever Holly Williams, DJ for WBFT, gets a couple of musical requests from (left to right) Cara, Lisa and Raymond Bruntun when they aired an all-request music show. The JA radio station is sponsored by WBEC, Pittsfield, MA. (photo by Springfield Union staff photographer Benny Bak)

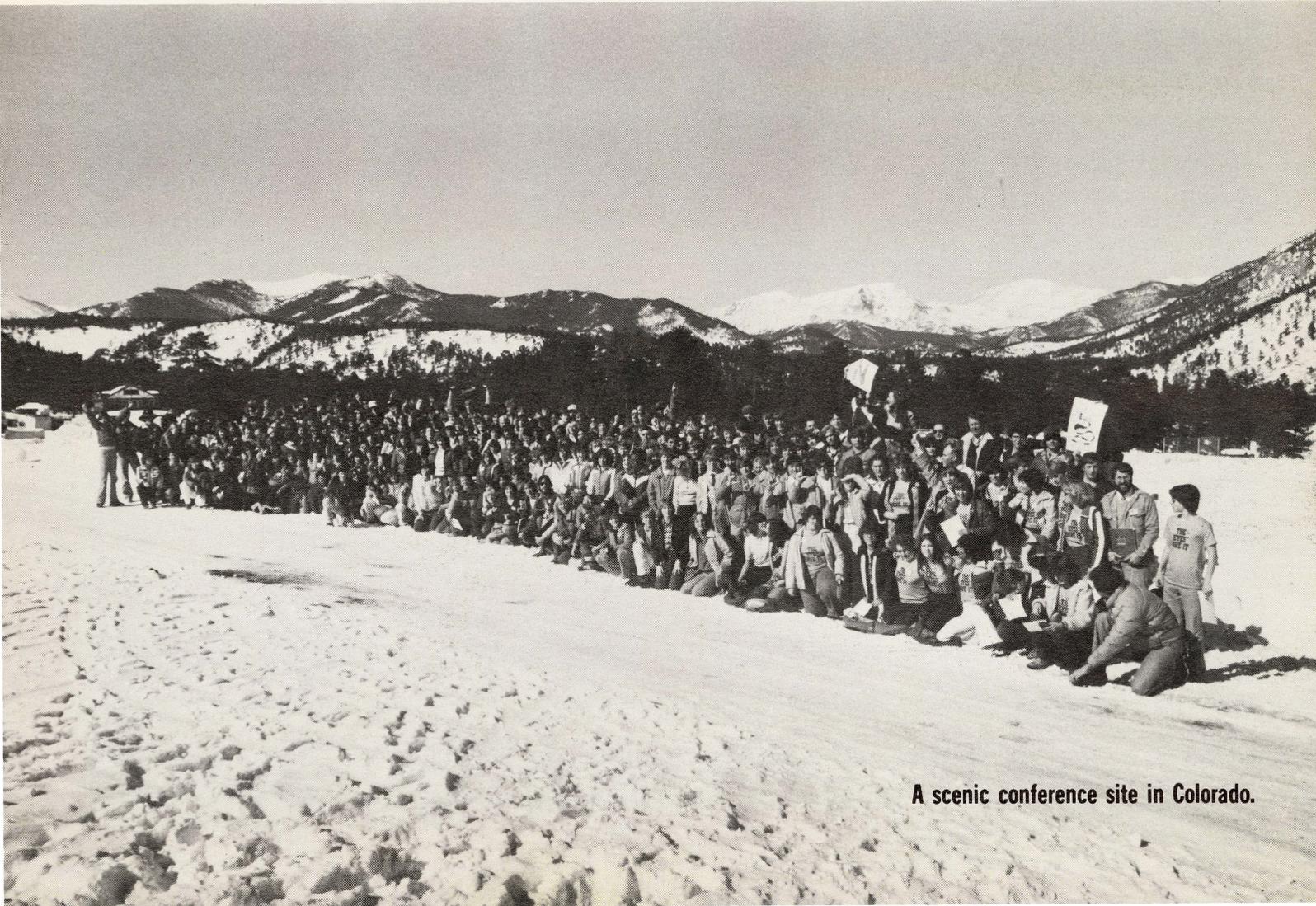


During the Baton Rouge, LA, Trade Fair, Anita Harper, adviser, Carolyn Dyles, Debbie Guedry and Scott Clements, all members of Fedco JA company, sell plant hangers and room deodorizers. Fidelity National Bank sponsors the company. (photo by Joan Young, program director)

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little pride  
will go a long,  
long way.**



**A scenic conference site in Colorado.**