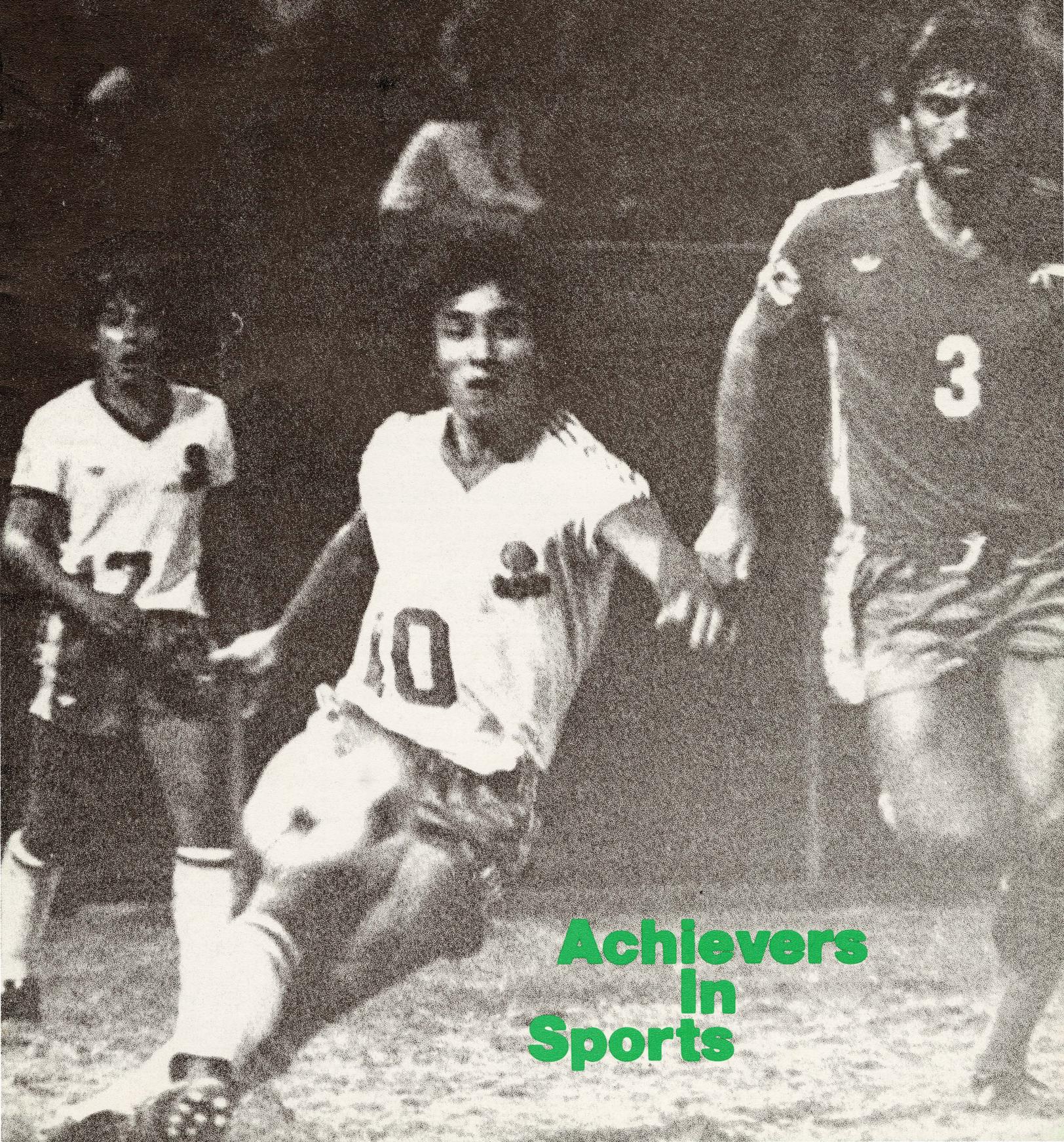


ACHIEVER[®]

Vol. 1 No. 5

A Junior Achievement National Publication

September 1979



**Achievers
In
Sports**

From the Editor's Desk

ACHIEVER magazine is about the more than 200,000 personalities who form JA companies during each school year. It is about a large group of teenagers and a smaller group of adults pursuing a common goal.

This is the Back-To-School issue of *ACHIEVER*, and it emphasizes SPORTS. Since September not only marks the beginning of the school year, but also is the wind up of one sport (The baseball season), and the beginning of another (The football season), the *ACHIEVER* staff decided to take a look at a few of the Grad Achievers we'd heard about in professional and college sports. This issue also covers local JA program sports events as well

as some individual Achievers in sports.

ACHIEVER magazine will appear every other month during the school year. Publication months for Volume 2 include November, January, March, May, and the following September. The November issue will be devoted to SALES TECHNIQUES and SIGNIFICANT BEGINNINGS. The start-up phase of JA companies begins in October. Many careers have grown from JA participation and many important firsts have occurred in JA contests, NAJAC, and through other special JA conferences, awards, and scholarships. What great firsts have happened in your life through JA? If you have a specific approach

to selling, or have developed sales techniques or tips you'd like to share with us, let *ACHIEVER* know, or tell your local JA staff. They'll tell us, and *ACHIEVER* will be about you.

Look in the November issue for stories and photos on NAJAC and a report on JA scholarships. Did you know that JA has scholarships available which total more than \$1,000,000? The Midwest Region alone (IN, IL, IA, KS, MN, MO, NB, ND, SD and WI) awards \$285,575 in scholarship funds. National scholarships are given by the Disney Foundation and by a private endowment to the HARVARD BUSINESS SCHOOL. Watch for details in November's *ACHIEVER*. ▲

ACHIEVER PHOTOGRAPHY CONTEST

Sponsored by Eastman Kodak Company

Enter the *ACHIEVER* BLACK AND WHITE ONLY photo contest. Beginning now, all current Achievers may participate. Pictures can be about any JA activity including Project Business and the Pride Campaign. Pictures will be judged on clarity, composition, contrast and subject interest. There is no limit on the number of entries you may submit, but pictures must be 3 x 5 or larger.

Use the official entry blank to submit pictures to your local JA center or mail directly to *ACHIEVER* Photography Contest in Stamford. IMPORTANT: Each photograph must be protected by two pieces of cardboard. Do not write on the back of the entry. Each entry must be identified as follows: Your name, address, telephone number including area code, Your JA area, name of activity and identification of those in the picture. SAVE ALL NEGATIVES!

All entries must be submitted by February 29, 1980. Three qualified judges, one from Eastman Kodak and two selected by *ACHIEVER* magazine will choose the winners.

PRIZES



1ST **Colorburst 300**

2ND **Instamatic X-35F**

3RD **Kodak Ektra 2**

4TH **Electrolight 10**

ACHIEVER PHOTOGRAPHY CONTEST

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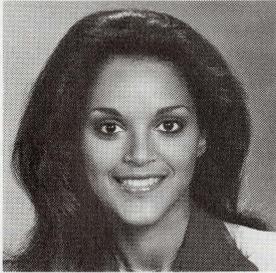
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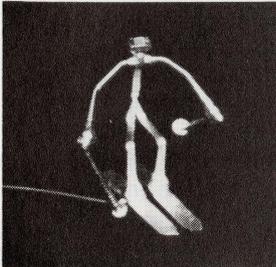
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Jayne Kennedy



Pam Boulier

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COVER: The photograph shows Miguel Avila in action on the soccer field. Miguel is a Grad Achiever, the leading soccer goal scorer at the University of Santa Clara and an Alternate for the U.S. Olympic Soccer Squad. An interview with Miguel begins on p. 4.

ACHIEVER Magazine

Alumni Subscription - \$3.00
 550 Summer Street
 Stamford, CT 06901

If you are an alumnus of Junior Achievement, and you wish to remain in touch with what's happening in JA programs throughout the country, send this Subscription Form with your \$3.00 check to **ACHIEVER**. (Current JA members should subscribe to **ACHIEVER** through their JA company.)

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Miguel Avila

by Robert Miles, Grad Achiever

Robert Miles, who worked for a JA newspaper company in Camden, SC (See story, p. 12) telephoned Miguel Avila, a Grad Achiever, at his home in San Jose, CA. Robert commented: "The telephone still has one huge drawback. It is a horrible way to try and acquaint yourself with someone else. Since this interview was done entirely over the phone, I have no way of knowing what Miguel looks like, or where he lives, or how he talks face-to-face with a person, or anything like that. But in spite of this problem, I found out enough about Miguel to know that I liked him and that I definitely wanted to write this story."

HEARING his name, you might suspect that Miguel Avila is not American born. You would be correct. Miguel was born on September 11, 1958, in Cartagena, Colombia, where he lived until March of 1969. That year his family moved to California where his father believed that his children could get better educations.



Miguel Avila (left) with members of his family.

Miguel said that the hardest part of the move was the cultural change. He gave an example of this, pointing out, "In Colombia it is customary for almost every family to have a maid to do the household chores, but in America these jobs are usually taken care of by the family itself."

Miguel was fortunate, however, to be able to speak English fluently before moving to the United States, so he did not have that barrier to overcome.

WANTED AMERICAN SPORT

Miguel, who is an outstanding soccer striker at the University of Santa Clara, decided when he was 10 years old that he really preferred

a familiar American sport over soccer.

"I sort of played soccer in South America," he explained, "but there it was one of our street games. It was never really organized.

"Then I came to the states and I picked up basketball. I didn't play soccer again until high school when I got cut from the basketball team during my sophomore year. The reason I got cut, ironically, was because I wasn't quick enough on my feet. So, because I had had some previous experience and because I wanted to play a sport in high school, I started playing soccer. I got some really good coaching and I just kept playing from high school through college.

Miguel's decision to take up soccer was a wise one. It has secured him many awards and honors at the University of Santa Clara, where he is beginning his senior year.

HIGHEST SCORER

One of these honors was his recognition for being the highest goal scorer at the university last year. That alone is a terrific honor, but, in addition, Miguel was chosen as an alternate for the U.S. Olympic Soccer Squad. To add to all of this, because he is only a senior, he still has at least another year to receive additional college and world recognition.

To be so talented in soccer, one might wonder if Miguel Avila is just a "jock." Right? Wrong. The 20-year-old athlete is just as gifted academically as he is athletically. I was personally impressed to learn that Miguel is attending college

solely on academic and other scholarships, not athletic.

"There's nothing for soccer because we had no soccer scholarships at Bellarmine College Preparatory School," Miguel explained. "When I went to Santa Clara I got a \$2,000 loan-grant from the university based on my academic performance and my financial need. I was also lucky enough to have, besides the \$2,000 scholarship, an \$800 California State grant, a Hewlett-Packard scholarship for \$750, and a JA scholarship for \$250."

I learned that Miguel also works to help contribute toward the cost of his education. "In the past summers, I worked for Hewlett-Packard, where I did key-punching and stock handling, which is warehouse work.

SUMMER SOCCER CAMP

"For the summer of 1979 I've been working at a soccer camp which is one of many soccer camps for kids. Usually, I work only during the summer, but last year I was Resident Assistant at Santa Clara, which you would call a job, and also Intramural Coordinator."

When I asked Miguel if he had any particular hobbies other than soccer he answered, "I have quite a few hobbies. I love any kind of music. I write poetry and I draw. I play the trumpet. I used to play a lot, but I don't have much time for it now. I like to build models, mainly airplanes."

Since Miguel is presently majoring in psychology at the University of Santa Clara, I asked him whether he was planning on going into business or soccer, or both.

"I am looking for a career in soccer right now, especially professional soccer," he said. "I think eventually, because soccer careers aren't that long, I'm going to have to have a second career. I'll probably go into psychology and/or business, because I hope to get my M.B.A. while I play soccer.

WANTS TO HELP

"I'm really attracted to psychology because I'm attracted to working with teenagers with problems and families with problems. I'm

talking about teenagers on drugs or with pressure from peer groups. Since I've come out of the teenage bracket myself just recently, I know what it's like. I'd like to help teenagers stand up for their beliefs and resist peer pressure."

I began to wonder what Miguel's experience in JA was like. I asked him to tell any ways that Junior Achievement has helped him in his soccer career or in college.

"I was in a leadership position the whole time I was in Junior Achievement," said Miguel. "I was president of the three companies of my last three years in JA. I was president of the Achievers Association in '74 and '75. In all of the contests I went into, I was always put under some kind of pressure that I had to respond to.

UNDER PRESSURE

"On the soccer field, that's the way it is too. I am under pressure that I've got to respond to. My experiences with that kind of pressure in JA have really helped me a lot, both in my soccer career, and in my college work. There I'm under that kind of pressure and competition all of the time, especially in the sciences.

"Also, in JA I had to deal with a lot of people on the business level and also on the people-to-people level. It's already helped me a great deal. Even though working with people in a team situation is very important, working with people in everyday life is also very important. JA has helped me work and get along with people better. I know it's going to help me when I get out of college and have to go to work."

So Miguel, in the ten years he has lived in the U.S., has not only adjusted to a different culture, but has seized many opportunities for personal growth. I was impressed by Miguel from the moment our conversation began. The interesting thing was, though, that his scholarships and awards didn't impress me nearly as much as he himself did. I always have a terrible time trying to talk to a total stranger, but Miguel could do it with ease, and I admire that characteristic in a person. ▲

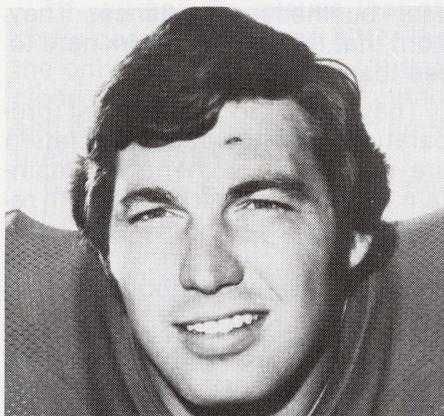
EDITOR'S NOTE: The ACHIEVER staff wishes both Miguel and Robert a successful academic year.

's Wide World of Sports

About 40 million people now play tennis in this country, twice as many as six years ago. Perhaps 25 million run, half of them in compulsive earnest, a 200 percent gain in five years. Seventy-five million bicycle, also up. Sixty million fish, 19 million ski, and — can this be right? — 22 million roller skate. Sports is an interest shared by most of us, if not as individuals, then as team members or as spectators.

ACHIEVER decided to take a look at some of the many Graduate Achievers who are involved in competitive sports. While sports participation by teens is at an all-time high, the number of individuals who head for a career in sports is very limited. And, looking at the "Big 3" American team sports, football, basketball and baseball, the sex is usually limited to men.

ACHIEVER spoke with Billy Shields, offensive tackle for the San Diego Chargers. Billy told us that his participation in JA began at Banks High School ten years ago in Birmingham, AL. As President of the Bank Board for three years, 1969, 1970 and 1971, Billy said he learned responsibility in handling money and balancing accounts.



When asked about the Chargers chances for success this season, Billy Shields responded, "We'll be one of the teams playing in the Super Bowl. I am very optimistic about our performance. All the players are extremely positive."

"I took pride because our school had the highest percentage of students participating in the JA program in the entire area." After graduating from high school, Billy went on to Auburn University where he received his degree in Civil Engineering. In the off-season he works at this profession.

Billy has kept in touch with several of his friends who were in the same JA company in high school. Notable among these was the banking company secretary, Laurel Mobley, whom Billy married.

Pictured below are some Grad Achievers who chose careers in Professional Sports. These men were not available for comment before the ACHIEVER magazine deadline.



Ricky Davis,
Kansas City Chiefs



Reese McCall,
Baltimore Colts



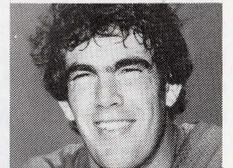
T.R. Dunn,
Portland Trail Blazers



Bob Grefseng,
Seattle Seahawks



Johnny Musso,
Chicago Bears



Jeff Rutledge,
Los Angeles Rams



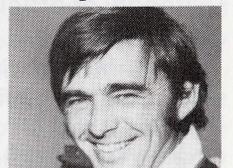
Don Sutton,
Los Angeles Dodgers



Ken Houston,
Washington Redskins



Butch Hobson,
Boston Red Sox

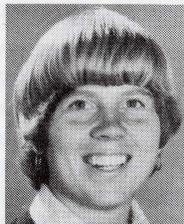


Dave Hill,
Professional Golfer

ACHIEVER had better luck with the women's PGA golf circuit. Bonnie Lauer, mid-way through the U.S. Open golf tournament, called to tell ACHIEVER: "I was in JA early in

high school and became Personnel Manager of my company. I think JA is great. The experience of actually selling stock and running a business makes it stick in your mind. I know it is that early experience that helps me keep my business affairs well managed today."

Bonnie Lauer



Turning from sports stars to the field of sports announcing, *ACHIEVER* reached Jayne Kennedy at her home in Pasadena just before she left to televise the Pan American Games in San Juan, Puerto Rico. Now a 26-year-old California resident, Jayne was originally from Wycliffe, OH, and was in JA there for two years. She was Treasurer of a company that made coat hangers, and attended NAJAC in 1969 representing Cleveland in the Miss JA Contest.

Jayne stated that her JA experience gave her a feeling of pride in personal accomplishment. "In JA I learned to finish what I started. That preparation was good for

me." Jayne attended a JA banquet last May (See photo Back Cover).

Jayne offered this advice to Achievers: "Take advantage of the time and opportunity you now have to make a good career decision." Leaving CBS Sports, *ACHIEVER* heads over to ABC Sports to talk with another Grad Achiever sports announcer:

ACHIEVER is off and running to catch up with Dave Johnson, notable horserace announcer. Dave calls the Kentucky Derby, Preakness, California Stakes and is also the spokesman for Desenex (athlete's foot powder) as well as the voice behind Bruce Jenner on Wheaties commercials. Dave's career path can be tracked back to his JA participation in 1957, 1958 and 1959. Dave was Sales Manager for HI-Times, a JA company whose product was dish towels. He became the National Sales Contest Winner at the 1958 NAJAC.

When *ACHIEVER* spoke with Dave, he told us about his new concept television show on UHF Channel 52 in Los Angeles. It seems Dave was producing and hosting a one-hour TV show on horseracing which aired every racing night for the 78 days of the Santa Anita racing season. Dave told us how he

had had to sell this show to the racetrack, to the television station, and to the sponsors.

"I gave it my best shot when I sold this half million dollar television package, just as I did when I won the JA sales contest," said Dave. "When I was in JA, I didn't realize how important it was for me. I look back now and I can see that JA taught me how to deal with people on a business level."

ACHIEVER talked with Dave just as he was winding up the California racing season. This fall Dave will be back at the Meadowlands in New Jersey at post time to announce the racing season there.

If you are a talented, young athlete, you should be encouraged to aim for a professional sports career. But take aim with the knowledge that only a few of the thousands and thousands of young people who try actually make it.

In choosing a career in the pros, you might give some consideration to preparing for a second career as well, either for the off-season or after the pro-years.

As Miguel Avila, Billy Shields and other sports enthusiasts within these pages suggested, JA experience helps you prepare in many ways for both. ▲

A Book Review

by Kathy TenEyck, Treasurer-of-the Year, New Haven, CT

*My report is based on a four-month nationwide bestseller, **The Managerial Woman**, by Margaret Hennig and Anne Jardim. It is one of the most fascinating and enjoyable books that I have ever read. I would recommend it to any woman interested in entering the business world.*

According to *The Managerial Woman*, recent statistics show that while women make up 39 percent of the labor force, less than five percent of those earning more than \$10,000 a year in the census category of officials, managers and proprietors are women. In other words, 95 percent of the jobs in this census category paying more than \$10,000 are held by men.

Why have men reached and dominated these highest levels of management?

The answer lies in the way men have grown up, especially in their early adolescent years when they began to play different types of sports.

Boys joining a team - baseball, football, hockey etc. - learn about teams, the players and winning and losing. At first their strategy is simple, but as they mature it becomes more complicated.

These boys had to deal with many challenges giving them practical business experience. They learn that they have to work hard to use team work.

They begin to realize that preparation, practice and cooperation are necessary elements to maintain. They learn how to deal with relationships to authority and learn how to take criticism. And, most important they learn about winning and losing.

All of these acquired skills are critical to job performance. Therefore, as boys, these men developed these skills and they will now bring them to their management jobs.

Girls, on the other hand, had no access to these skills and, there-

fore, they are not as prepared for managerial jobs.

This does not mean that because of the way boys and girls grow up, men will always dominate the highest management jobs. But what can women do to overcome this obstacle and make it in this corporate world?

Things have changed for women. With the civil rights act equal opportunity for women is enforced. The women's movement has made women more aware of themselves and their abilities and has given women confidence and a sense of self worth. Also, organizations are becoming more aware of today's women and accepting them into managerial jobs.

JA is one organization that exists that gives both boys and girls practical business experience. Here, like men, women will learn about the business world and they can take their experiences into future managerial jobs. ▲

Foreign Imports In The U.S. Market

Efficiency vs. Responsibility

ARE foreign imports undermining the U.S. economy? Do large corporations have a responsibility to their workers?

Bill Moyers, executive editor at PBS and editor-in-chief of *Bill Moyers' Journal*, introduced these questions into a panel discussion last spring at the National Business Leadership Conference. Using a story from the *Wall Street Journal* as his reference point, he questioned Zenith Radio Corporation's decision to move its Sioux City, Iowa plant out of town.

"Zenith Radio Corporation was Sioux City's largest employer. Nearly 2,000 workers made parts for stereo and television sets in a huge plant on the edge of town. But then, one year ago, Zenith closed the plant and moved its business to Mexico and Taiwan, in order to better compete with the Japanese and other imports coming to the United States," he said.

WORKERS ON THE STREET

"The workers were out on the street. Many of them still are out of work. Those who found jobs are, on the whole, working at wages below what they had been earning. Many had to pull up stakes and leave town. And Sioux City has been depressed because of that decision by a corporation.

"Do you think that corporation acted responsibly?"

Mr. John H. Johnson, editor and publisher of *Ebony* magazine and also a Zenith board member responded. "I know we did — and the reason we did is because competition was operating off-shore at hourly rates of 62¢ an hour. Zenith was operating here at \$7.00 an hour.

"Competition was reducing sets accordingly and Zenith was losing its share of the market. There was no other way to survive."

Sol C. Chaikin, president, International Ladies' Garment Workers' Union, introduced another position. "This is a difficult posture for any company to find itself in, but I think Zenith could have acted a lit-

tle more responsibly.

SKILLS WERE LOST

"For example, I think it could have sought some product that could have been made, and could have retrained the workers with some help from community and government. I think it could have canvassed the rest of the productive community. The skills that these 2,000 workers have should not have been lost."

Mr. Johnson answered that the company had done that. The company had, in fact, informed the employees that they had made canvasses in other cities and that there were jobs available in other cities, but these people did not want to leave their hometown.

Grad Achiever Deborah MacFarlan put a question to Mr. Chaikin. "Do you see business as the parent of the work force that should keep providing opportunities when the opportunities might not be there?"

NEED RESCUE OPERATION

"No, I said Zenith had an obligation first — the moment it seemed as though this decision was going to be made. Because of lack of profitability, this plant closed down without attempting to involve the rest of the community in a rescue operation.

"If you use the excuse that off-shore competition is so bitter that the only way you can meet it is to close down the jobs in America and move the jobs to foreign countries, what will we have left?"

Getting back to providing jobs for effected Zenith workers, Mr. Chaikin continued, "To say that Zenith canvassed other cities for other jobs and then said to the workers: 'You can move to Dallas, you can move to Arizona, you can move to Massachusetts,' is a suggestion without merit because these people may have homes, families, all kinds of community associations, and if you move them you leave a community that

is even more greatly depressed than it would be if the human capital were present."

DISPLACEMENT ESSENTIAL

Dr. Alan Greenspan, former chairman of the President's Council of Economic Advisers under President Ford, joined the discussion. "What we're talking about is one of the very critical elements within the nature of a growing and prospering industrial society. We have had this problem of displacement ever since the beginning of the Industrial Revolution. Prior to the Industrial Revolution, we had a static society with an immobile, terribly rigid class system where living standards scarcely moved.

"One of the fundamental and unquestioned costs of progress and growing standards of living is the issue of mobility. If you do not have a mobile corporate sector, a mobile labor sector, and a mobile financial system, you ultimately have stagnation."

Grad Achiever David Dedman defended U.S. corporations. "I find it distressing to see the American corporations moving out to foreign countries, but I wonder if you can actually blame them for doing so.

"If anything, I think you might be able to say that it's a fault of the society in which we live, in which the workers are no longer cost efficient and the productivity has decreased. You almost have to wonder if corporations aren't justified in seeking a more cost-efficient means of producing their products, especially in the case of Zenith, with, I suppose electronics and television matrixes which are easily and cheaply produced overseas."

If some of the best thinkers in the United States don't agree on the solution to the problem of foreign competition, how can a JA company expect to handle a similar situation?

Do you have a solution? Let us hear from you. A

Executives Speak Out

ABOUT SPORTS



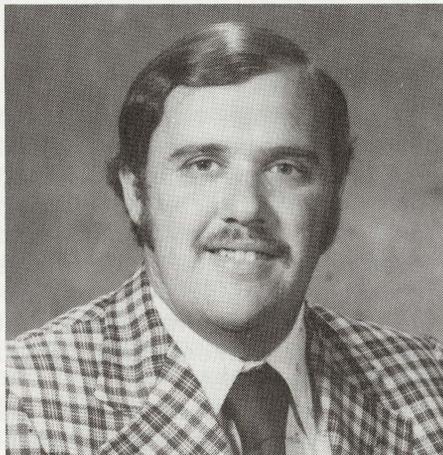
David Eustis
Regional Vice President
Eastern Region

Perhaps the most satisfying emotion that a coach or an athlete feels is right after the contest is finished and the game has been won. There is no fatigue, no regrets for mistakes or errors, no feeling of recrimination for one's opponent - only the good feeling of having prepared, studied, trained, struggled, sacrificed, taken risks and finally achieved.

Success is the goal of the sports competitor. Success is the reward of the competitive businessman.

As a child and teenager, I participated in sports. As an adult, I've coached a little at a very amateur level. I've had an opportunity, through my position in JA, to observe many successful businesses and executives. The similarities between what it takes to be successful at sports and in business are quite obvious.

Preparation, risk taking and dedication are only three of the many factors that make for a successful athletic team, business or executive. They are, however, enough to indicate to me that those who compete the hardest, practice the most diligently, and take the chance the timid would avoid, are the ones who experience the warm feeling of success and the happiness that accompanies it.



Gerald P. Boudreaux
Executive Director
Chattanooga, TN

Ten years ago I was a first year junior high school basketball coach. Relaxing in my office one evening after practice, I listed on a notepad the qualities I believed a successful coach should possess. Since that evening I have kept that list and frequently review it because I feel strongly that those six words have greatly attributed to my success as a coach and as a Junior Achievement executive.

The first word is competitor. Successful coaches possess a strong desire to compete. In JA, a competitive spirit is necessary. We are constantly competing for contribution dollars and for the precious leisure time of our high school students.

Next on the list is strategist. Just as a coach works hours on a game plan so does the JA executive. Carefully planned strategy is the key to successful fund raising, increased Achiever recruiting and retention, and productive board meetings.

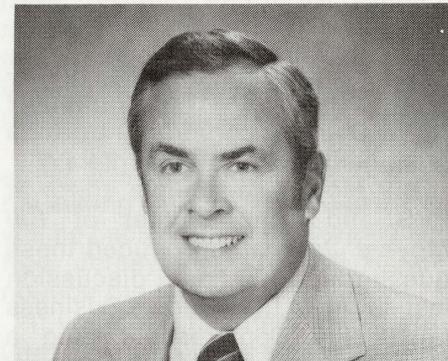
The third quality is to be an organizer. Well laid plans bring the best results when they are executed in an organized manner. Most battles on the field and in the business world are won by the organized person.

My list continues with motivator. The ability to motivate people is a key to productive adviser teams.

The fifth word is promoter. Teams that are promoted in the proper manner prior to the season have a strong inner feeling of success. JA staff people who publicize their program create that same feeling within all who are associated with it.

The final and most important quality

is to be a worker. A person may be gifted with many skills, but to succeed he must be willing to develop them. Success does not come easy, but hard workers are well on the road to success. Each day I come to the office and try to work harder to travel down that road.



Karl Flemke
Executive Vice President
Los Angeles, CA

Winning coaches often rely heavily on the use of inspirational phrases, slogans and cliches to stimulate success. These terms have become the cornerstone of their winning philosophy and have served as catalysts for achievement. Lombardi's famous "second effort", and Motta's "The opera ain't over till the fat lady sings" are legendary to all who pour over the sports page in the morning—and there are a lot of us.

Thousands of athletes have been inspired by these and other rallying cries. They believed in them and they put words into action on the athletic field. The more they tried - the better the results. They were self-fulfilling prophecies and lifetime philosophies were formed.

The same principles which apply to success in athletics also apply to life generally and specifically to business. Positive attitudes, motivational phrases, a work ethic, can be transferred from the athletic field to the business arena. Industry has its own key phrases which have launched successful business campaigns and have created a favorable response from the consumer. IBM's "THINK" as well as United States Steel's "We're involved;" Hertz, "We're No. 1;" Avis "We try harder;" have captured the minds of the American people and have proved to be powerful instruments for success.

Words have power. Their strength is in action — not empty phrases. If an individual is willing to devote time and effort to the cause whether it be reflected on a scoreboard or a balance sheet, that individual will win. You must be persistent, positive, a team player and most importantly, you must have pride in achievement. J.A. has its own inspirational theme — "A little pride will go a long, long way." Believe it. It's true!

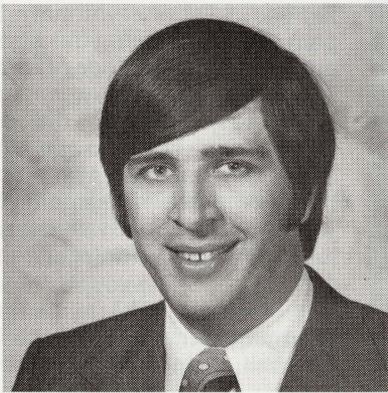


**Tina Santi-Corporate Vice President-Communications
Colgate-Palmolive Co.**

JA National Board of Directors

We at Colgate believe that athletic competition can be a valuable educational experience. It can teach you important lessons, like persistence and determination, that help prepare you for life and living in a competitive society.

In our Colgate Women's Games, the largest track and field series for girls and young women in the world, the participants prove to themselves that they can do it. The encouragement and recognition they get gives them a new dimension, a sense of self value they've never had before. That feeling of self worth will stay with them, whether they become business women, homemakers — or both.



**Jerry V. Mutchler
Executive Vice President
Cincinnati, OH**

For eight years I have managed everything from a 7-year old baseball team to an adult fast-pitch softball team. The correlations between athletic competition and Junior Achievement are many. Teamwork is most important for a sports team as well as for a JA company and the last guy on the bench is a valuable contributor just like the production worker with the most minor job. The enlightened coach like the good adviser understands the value of just competing. While we would all like to have the World Series winner or Company of the Year there can only be

one champion, so the "challenge of the chase" must be stressed. The outstanding leaders of youth in sports and JA love their Kids more than they love winning.



**Bud Schwenk
Executive Vice President
St. Louis, MO**

The desire to excel and want to be the best, of course, is a must if you wish to be successful in sports. The same would hold true in business, but there are many people in business who have these traits and they probably have two left feet.

There are many things to hurt you in business if you have been highly successful in sports. Sure, it's a door opener, but from there on its ability that counts.

The successful athlete in professional sports who changes careers and enters business may find that people expect the same level of successful performance in this new area. Sure, the door is opened for the ex-athlete, but that person may not be able to live up to other people's expectations.

Also, some athletes think the world owes them something. Some athletes have the attitude that because they were recognized as important individuals in sports, they should automatically receive this same recognition when entering a new career.

I would not trade my 18 years in sports for anything, but I firmly believe it should all be in the past and you should only live for the future.



**Thomas H. Rutter
Executive Vice President
Toledo, OH**

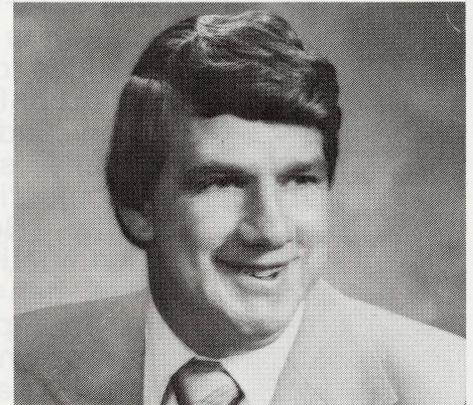
During my high school and college

days, I was an enthusiastic participant in sports. My major activity was basketball, with a side interest in golf.

Looking back over those years of sports experiences, I can relate a definite relationship between sports and a successful life. Success in sports depends on the survival of the fittest, much like nature. You either have the desire to be the best, or you don't make the team.

The competitive spirit Junior Achievement teaches young people will certainly carry over in their later lives.

I recommend to young people, that the honest desire to win will make them successful, regardless of the profession they enter.



**Edmund J. Wysocki
Executive Director
New Haven, CT**

During my eight-year coaching career at Notre Dame High School in Bridgeport, Connecticut, (1960-1968) coaching five sports (3 varsity and 2 junior varsity) I amassed a total win-loss record of 210-15.

If the pay scale was decent I would have stayed on but a family of five is hard to raise on a mini salary.

At this year's National Staff Conference, I received my ten-year pin. After ten years in JA I can assure you between my 2 loves - sports and JA -there is definitely a close relationship between the two.

Each prepares you for the future. Each develops a strong feeling of belonging - character, sportsmanship, team work, cooperation, second effort and leadership qualities.

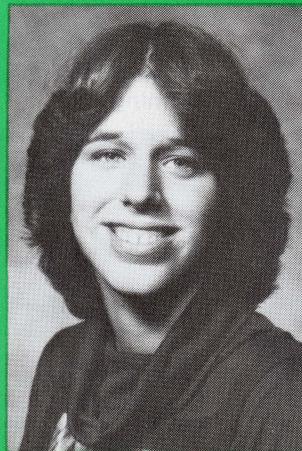
Sports and JA, instill a pride in one's accomplishments -team or individual. That person is a success who has:

- Desire - to do the best you can
- Determination - hang in there when the going gets tough.
- Dependability - a vital part of the team - can be counted on.
- Dedication - the will to succeed - set a goal - if you fail, rise again to face challenges.

Sports and JA have this in common: A commitment to the future - in sports or in the Free Enterprise System.

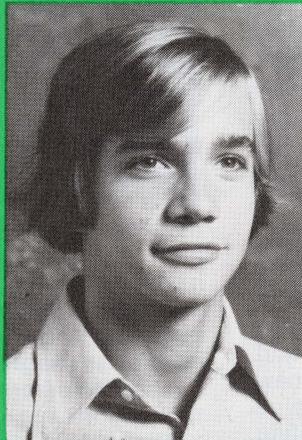
THE notion that individual growth and development are enhanced by participation in recreation is rooted deeply in American culture. Sports can build confidence and cooperation and most psychologists and sociologists believe competition is basically healthy. Because the place of competition in leisure activities can be related to the competitive nature of our economic system, *ACHIEVER* magazine asked some of this year's NA-JAC delegates if they thought there was some carry-over between business and sports participation in their lives. Here are some of their answers.

Achievers Speak Out



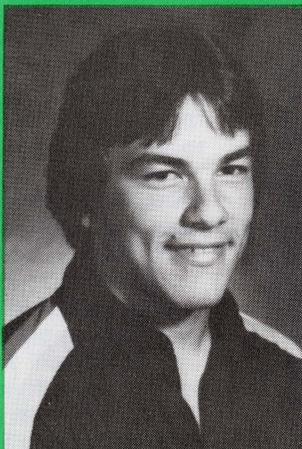
"Sports teach you how to get along with others, and that's definitely a managerial skill. I was secretary of my company last year, and VP of Personnel the year before, and I know sports helped me. They teach you how to transmit your enthusiasm and get other people enthused. In both business and sports you have to work hard and be dedicated."

Laurie Stern (17)
Lancaster, PA
Cross country track



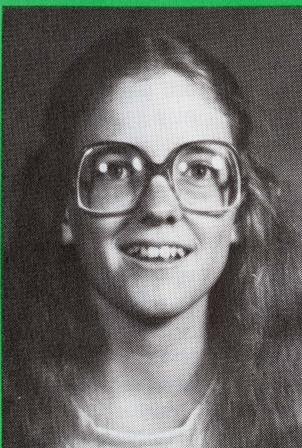
"Because I have always attended a private boy's school, I have had limited opportunity to meet people with varied backgrounds. Tennis and the Junior Achievement program have provided me this opportunity. In doubles tennis I learn to work with and depend on my partner. In the Junior Achievement program I am able to do the same thing on a much larger scale."

Chris Conquest (17)
Richmond, VA Tennis



"Yes, there is definitely a comparison. In sports you have to plan ahead, choose your strategy, decide what your offense is going to be and how you are going to counteract the defense. You have to do the same thing in business. You have to decide what is going to make your business successful and how to outdo your competitor."

Rod Mesplay (16)
Tacoma, WA
Football, diving

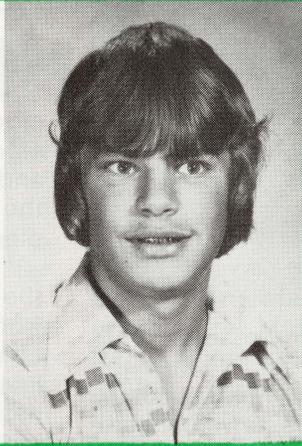


"I'm on the softball team right now, and I know you all have to work together to win a game just like you all have to work together in a JA company to get anything done."

Angie Slagle (16)
Duncan, OK
Softball

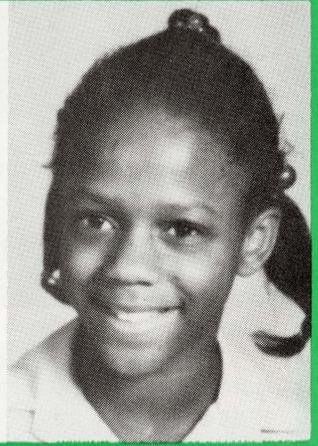
"Well I guess there are lots of parallels. The teamwork part of it goes both ways. Both groups are only going to work if you have everyone pulling for you. Apathy in either group will weaken it. Both take lots of time and cooperation to be a success."

Eric (Air-Wreck) Martin (17)
Minneapolis, MN
Football



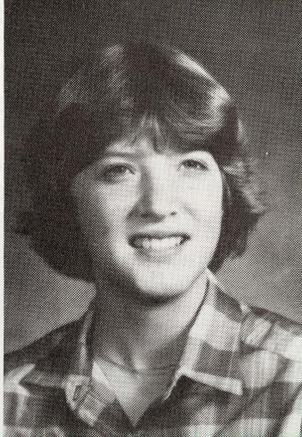
"I played many sports at my school. Sports teach you not only physical skills, but mental skills too. Everyone's participation is so important in sports. In business, too, management has to work as a team. In a JA company you learn how to work together to better both the team and yourself."

Cheryl Hickmon (17)
Hartford, CT
Basketball, softball



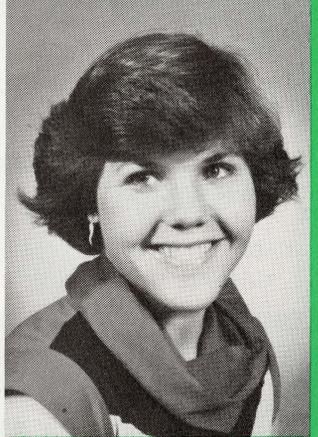
"When you're on a team you know every game that somebody's going to win and somebody's going to lose. It's the same in a JA company every year, somebody wins and somebody loses. I think being in sports helps you be a better sport. You learn to bounce back faster if you lose."

Sharon Suttle (17)
Duncan, OK
Softball, volleyball, tennis



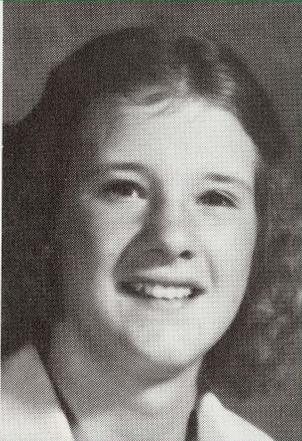
"In both sports and JA there is a lot of competition, and I learned how to handle it in both areas."

Laura Goldy (17)
Lancaster, PA
Basketball, discus



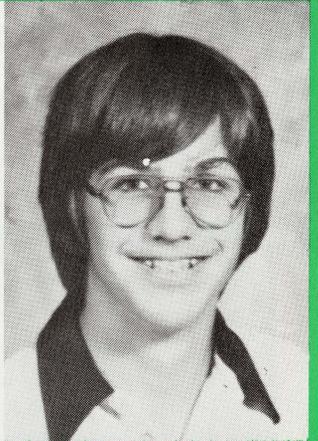
"Oh you carry over a lot, really. In sports you learn discipline and control and that's what you have to have when you get into the business world."

Janet Jaquay (16)
Columbus, OH
Olympic swimming, raquet club



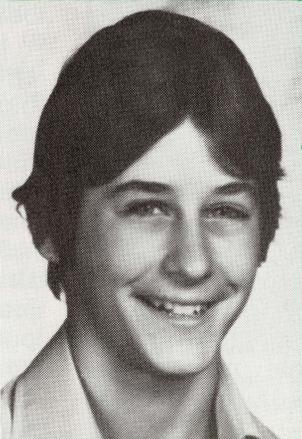
"I learned more at JA that helped me in sports than the other way around. In JA I learned how to get along with my co-workers and took that into sports. Actually, I guess it could work either way."

Michael Schaeffer (16)
Toledo, OH
Softball, golf



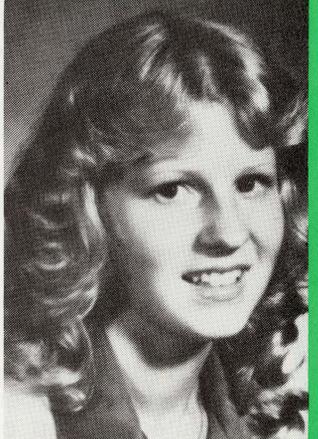
"To be a success in sports you have to be good, and to be a success in business you have to be good. You need lots of patience whether you're trying to sell something or having some bad rounds on the course. Be patient and keep trying and it will all come round eventually."

Andy Cernicky (16)
Pittsburgh, PA
Tennis, golf



"Well, you really have to have self discipline in synchronized swimming. You have to go and you have to work hard. It's the same with JA. I was Treasurer of my company last year and it's a lot of work, but I'm going back in JA for my third year."

Lynelle (Nel) Thompson, (17)
Brooklyn Park, MN
Synchronized swimming



JA Center Survives Flood

The roof of the Junior Achievement Center in Jackson, MS, is reflected by the flood waters of the Mississippi River.

Powell Odie (left), Venson Dunn and Brad Haik, Jackson, MS Achievers pitch in to help clean up their JA Center.



Achievers to the rescue. That was the word last spring when the flooding Mississippi River put Jackson at the top of the news nationally and the JA center at the bottom of 27 feet of flood waters locally.

Achievers were among the many volunteers seen on television trying desperately to save the city's power sub station. They assisted in Red Cross relief centers, and they managed to beat the river to their JA building.

Anticipating the disaster, Achievers were at the center soon enough to help get machinery and equipment loaded on a truck to be driven to safe ground. They salvaged many of the records and most of the JA products, but the waters still had a devastating effect on the JA program.

Out of 34 companies, only 15 made a profit and three were completely wiped out. In spite of every setback, however, Jackson is proud that every stockholder of every company received his annual report, and because of super efforts on everyone's part, the program missed only one week of operation.

JA in Action

Achiever Cedric Nash, vice president of personnel for Sign Design, sponsored by Wachovia Bank and Trust, Asheville, NC, spoke at the annual Chamber of Commerce dinner recently.

"We will fight for the survival of the free enterprise system on two fronts. The first is the international challenge. This economic battle line is where we can prove to other nations that our system works... but we cannot hope to win internationally if we do not strive to face and succeed at our second most important challenge.

"The challenge is to educate the people of this country about how our system works. Junior Achievement is a step in this direction," said Cedric. ▲



National Chamber of Commerce President Dr. Richard L. Leshner and Achiever Cedric Nash in Asheville where both were speakers at the annual Chamber dinner.

Robert Miles

by Gregg Wiggins,
Grad Achiever

MOST Achievers are recruited. That is, a JA staffperson, a former Achiever, or a well-known member of the community talks to a group of high school students in an assembly or over a school P.A. system about Junior Achievement. Those interested then sign up to take part in the upcoming JA program.

Robert Miles of the Camden, SC Junior Achievement company *People's Voice* recruited himself. As *People's Voice* President Allen Brasington remembers, "This guy just called me up one day, said



he'd heard about JA from a friend in another company, and wanted to know if he could join."

Brasington invited Miles to attend the next meeting of *People's Voice*, sponsored by the Camden *Chronicle*, a local newspaper. Miles joined the JA partnership that night.

Brasington and the other company members quickly found out that Robert Miles was a valuable addition to their newspaper staff. "He turned out to be one of our best writers," Brasington said.

Miles was a junior this year, but arranged to graduate early from high school. "Which I may not have done," he now says, "had I known how much I would learn and how much I would enjoy Junior Achievement."

Miles is planning to attend the University of South Carolina, majoring in both journalism and computer science. Helping him in this goal will be the \$300 scholarship awarded him this year by Junior Achievement of Kershaw County. ▲

A Day With Art Linkletter

by Carl Brinnel, Executive Director, Western and Central MA

"Choose something you love to do so well that you'd do it for nothing."

That was the advice that Art Linkletter gave to a young man when asked, "How do I choose a career?"

"That's what I did. I worked for a radio station for a long time for nothing to learn my craft. But now I am paid very well for doing the things I love to do."

There was a mix up in the car we were supposed to use, and we spent our traveling time in the back seat of a mini-car. We started at 9:00 a.m., and I must say I was a little apprehensive about being on a one-to-one basis with this celebrity. My curiosity, however, brought on a barrage of questions that would go beneath the resume his office sent for publicity purposes.

"I was literally dropped at the door of my step-parents in a town called Moosejaw, Saskatchewan," said Art. "This town was so small they had to widen the road to paint a line down the middle."

"We moved to Massachusetts for a short period of time, and then on to California. There, I spent so much time at the 'Y' that it became a second home to me."

By this time we had arrived at the WWLP-TV studio to do a talk show and cut a commercial. During the talk show more of his life unfolded.

"Back in 1929 I decided to become a 'Y' secretary and teach basketball, handball, go camping and all those fun things I love to do. I decided to go to Springfield College in Massachusetts because it was THE place to study for that profession. However, a funny thing happened to me on the way to college — the depression."

Asked on the show what he was doing in Springfield, Art explained that he was to be the guest speaker at the JA Free Enterprise Hall of Fame Banquet to be held that evening.

"I feel this is a great thing be-

cause Junior Achievement is recognizing the champions of business both nationally and now in Western and Central Massachusetts. It's a funny thing about the capitalistic system, we're involved in it, but still we find it necessary to sell it to ourselves."

The TV show was a call-in show and the first caller went right for Art's jugular vein.

"Mr. Linkletter, you say the capitalistic system is so great. If it's so great, why are so many people unemployed and people down on the farms in the south earning and trying to live on \$100 a week?"

"My good friend," answered this unruffled pro, "I said it was the best system, not a perfect system. If you have a better one, I'd like to hear about it. I've traveled all over the world. I have worked and lived under other systems and there is no doubt that this is the best."

"I think it's tough for people to go without the things they should have. I know, I was one of them. I

worked my way all through college, bummed my way across the country, shipped out on tramp steamers to other countries. You're not talking to a fat-cat kid you know!"

After the show and the commercial, he appeared as guest speaker at the Rotary meeting that day. His opening line, "Unaccustomed as I am to speaking in public — for nothing..." was followed by a speech of a more serious nature.

"I have been so busy these past ten years on the drug abuse crusades since the death of my daughter. I have seen kids who have been maimed, hurt, bruised, and killed from dependency on chemicals. That's why it's so great to see the other side — the kids in JA. Kids who are learning about the Free Enterprise System and how much fun it can be."

Entrepreneur, writer, entertainer, crusader, speaker, Art Linkletter is a man too busy to retire having fun himself in the Free Enterprise System. ▲



Linkletter just before 30-second Public Service Announcement, with two Springfield, MA, Achievers, Mike Scagliarini and Marilyn Crespo. Carl Brinnel is standing. Director (bending) is Ron Langiran of WWLP-TV.

A Marketplace, Marathon, or How to make \$20,000 in 36 Hours

by Richard Grimshaw,
Program Director,
JA of Portland, Oregon

Raising funds to support an Achievers Association is never an easy task. An endless string of car washings, paper drives and dances can contribute only so much . . . and JA companies can be reluctant to pay AA "dues."

This dilemma is no longer a problem for Achievers Associations in Oregon. For the past three years, Achievers in the Portland, Eugene and Corvallis JA programs have used the "Marketplace, U.S.A." game in conjunction with a 36-hour marathon to generate funds for both individual Achiever use and local Achiever Association activities.

The "Marketplace Marathon" is more than the normal "thon." Instead of physical exertion, participants are learning about the economy, the marketplace and its elements while raising funds. Over the 36-hour period, six five-hour Marketplace games involve about 30 Achievers each.

At any one time, visitors to November's Oregon JA Marketplace Marathon in Portland saw five games underway. Allow a one-hour meal break between games and it adds up to 36 consecutive hours — from Saturday morning until Sunday evening.

PAY THEIR OWN WAY

Achievers solicit pledges of at least ten cents per hour from family and friends. Eighty percent of the money received in any Achiever's name can be used by that individual toward the cost of JA management conferences and other Achievers Association-sponsored activities.

The remaining 20 percent of each pledge dollar goes to the Achievers Association, to pay for putting on the Marathon and to fund other AA activities. Portland's Columbia Empire Achievers Association upped its bank account by over \$1,300 after hosting the Marathon for the first time.



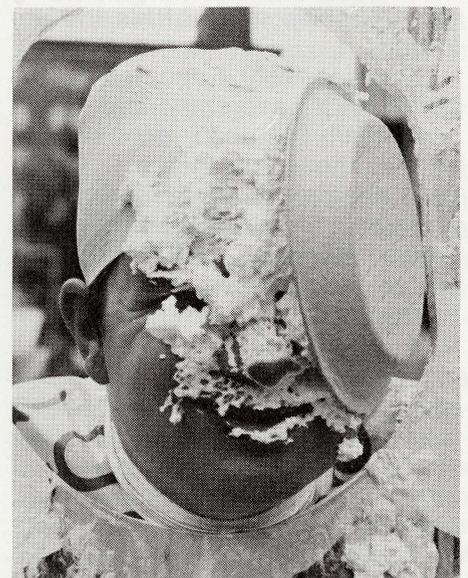
The essence of the Marketplace.

Those funds are used for Achiever dances, special awards to outstanding individuals and companies, and additional travelships to NAJAC, the National Junior Achievers Conference.

A Pie In The Eye



Look alike. It's a little hard to tell Kenneth Hatt (photo right), a senior vice president for the Bank of Pennsylvania, from Bob Brickner (below), when it comes down to where the pie meets the eye.



At the beginning of the business year, After-Glo President Bob Brickner challenged members of his Junior Achievement company in York, PA with the statement, "Any After-Glo employee who outsells me can throw a cream pie in my face. But if I outsell everyone, I get to throw the pie into the face of an employee of my choosing." Scott Kindig, pictured in the photo (left) outsold Bob by more than \$200.

AA BONUS

Columbia Empire Achievers have applied their OJAMM money toward two conferences (WARMCO and COJAC), the spring vacation "California Experience" (a week-long educational and recreational trip to Southern California) and NAJAC.

The bonus for the Association is two-fold . . . it receives 20 percent of each pledge dollar, plus any funds in the 80 percent account that have not been used by the Achievers involved by the end of the program year.

A FEATHER IN ANY CAP

Put all this together and you have an activity that is an enjoyable learning experience, a valuable fund-raiser for both Achievers and local Associations, a great event for JA public relations, and a feather in the cap of any Achievers Association.

In short, here's a winning proposition that's a lot better than car washes and paper drives for AA funding. ▲

From JA Success To Business Success

by Howard Hall, Executive Director, Waterbury, CT



In the Greater Waterbury Area, Junior Achievement is important to many students and employers. Following are just two of hundreds of success stories in which Achievers moved directly into the business world taking their JA skills with them for a solid start in their chosen careers

Pam Boulter is the sixth member of a family of 13 children and is the sixth one of nine who have been members of JA. She graduated from Holy Cross High School and from JA in 1977.

"While I was in high school, I got a part time job at McDonald's," Pam told us. "I was also a member of JA. I didn't realize at that time how much JA was helping me to learn about selling, quality control, management decisions, record-keeping, public relations and many other things about business that have helped me get promoted to Assistant Manager of the McDonald's on Reidville Drive in Waterbury. I feel that JA is a must for all high school students, especially those who are not planning to go on to higher education."

Pam's boss, Ron Belanger, talked about her. "Pam has worked hard for our company since she started

out as a window person. She's a top performer, does outstanding work, and won't accept anything but top quality work from herself and others.

"At McDonald's we feel Pam can keep advancing in our management program as she continues to learn. With her as an example of what JA does for high school students, I feel that every high school student should become involved in

JA."

Bob Granoth, who graduated from Kennedy High School in Waterbury and JA in 1970, came back in 1974 as a manufacturing adviser on the Platt Bros. & Co. adviser team.

Some of the most important things I got from JA were exposure to business executives and career trades," said Bob. "I learned that adult business firms have a responsibility to the community and that their employees share in this responsibility.

"One of the best ways firms can assist their community is to support JA. I learned how important quality control is in manufacturing. Waste can be the downfall of any business.

"I made many new friends in JA and urged all of my friends to join so they could have the same opportunities I was enjoying. I urge all high school students to join JA, participate in the whole program, get all the information they can from their advisers and counseling firm executives. In JA an Achiever can really realize his potential worth."

Milton D. Grele, president of Platt Bros. & Co. and past president of JA in Waterbury says, "Bob Granoth is a slitter operator in our zinc rolling mill. JA helped prepare him for his work here, and his interest in youth is shown by his serving as one of the advisers of our Platt Bros. sponsored JA Company." ▲



ON FILE

Sports Scene

Premiums in First Place in Grand Rapids

by Jim Krzeminski, Grad Achiever

One, two, three...let's go! The New England Life Premiums take the field with the same kind of enthusiasm and confidence that they had while running their successful Junior Achievement companies. The team, comprised mostly of graduates from the Grand Rapids Junior Achievement Program, is now one of the youngest and winningest slo-pitch softball teams in the city of Grand Rapids, MI.

The Premiums were originally formed by members of a summer JA company, Collegiate Painters, and in just two years, the same group which painted houses has left its mark on the Grand Rapids Recreation Softball Program. The team's record stands at 6 wins - 2 losses, good enough for first place in a class B softball league.

The Premiums have a distinguished Junior Achievement record as well, boasting seven former NAJACers, including a quarter-finalist in purchasing, a semi-finalist in president, finalists in annual report and purchasing, and a National Treasurer-of-the-Year! Many of the team members are still active in JA



Grad Achiever Jim Krzeminski, valuable team player, helps keep his team #1 in the Grand Rapids, MI, class B softball league.

as advisers, three of the members serve on NBLC staff and two of the three are "pink finks" at NAJAC.

Their JA experience has taught this successful bunch how to be winners on and off the field. With the city and state tournaments approaching, the Premiums are hoping that the same Junior Achievement pride will take them a long, long way.▲

Bowling Tournament A Striking Success

Last November, 40 JA companies from eight JA centers in Toledo, Ohio, massed for JA of Northwest Ohio's second annual bowling tournament. Over 200 Achievers and advisers joined in the action-packed afternoon.

With the high game being 198, Dick Weber need not feel threatened, but what the Achievers and advisers lacked in skill was more than offset by the competitive team spirit they showed.

Everyone had fun. Advisers and Achievers got to know each other. Achievers made friends with Achievers from other centers. Companies pulled together as a team...some for the first time. The tournament set the pace for another successful year.▲

Photo: Jim Gaskell, Program Director, Grand Rapids, MI.

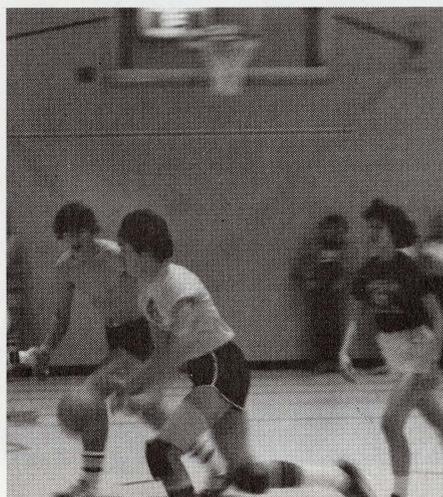


(Left to right) Laura Tripp, Bill Pommeranz, Mike Piehl and Adviser Pat DePuy of JA Company B.L.O.T. sponsored by Owens Corning Fiber Glass are best bowlers. Fifth team member, Doug Goff, was busy taking the picture.

Battle of the Superstars

Stark County Achievers Association held the fifth annual Battle of the Superstars, December 2, 1978. Basketball, volleyball and water polo were the three events that brought together some 22 companies from all over the widespread Canton, Ohio, area.

The event was an AA money-maker, but more than that, competition and excitement reached fever pitch during the hard-fought games. Grudge matches for the sixth annual event were being hammered out as soon as the night was over, especially in the highly contested water polo tie between Uni-



quely Different and Three Seasons JA companies, both sponsored by The Hoover Company.

The Association rented gym and pool facilities in a Canton community building from 8:00 p.m. until 1:00 a.m. Each company that entered paid a fee and each winning team received an engraved plaque. The plaques are on display in each sponsoring firm's lobby.

T.D. Club, sponsored by Union Metal Mfg. Co. captured the basketball plaque. Volleyball turned up another tie between Jr. Enduro, sponsored by Republic Steel Corp. and the triumphant T.D. Club.▲

Orlando Olympics

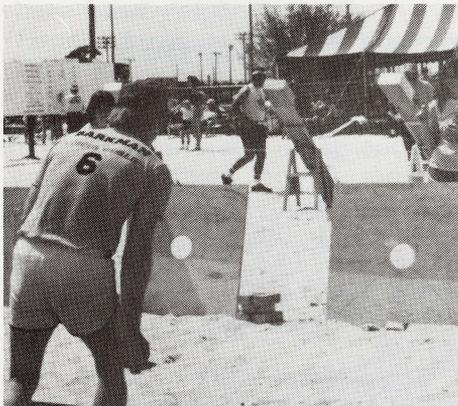
Be an Olympic star. Advisers, sponsors, board members and friends of JA win their gold, silver and bronze medallions each year at Orlando, Florida's zany Free Enter-

prise Olympics. Achievers have a field day as their judges.

Patterned after the "Almost Anything Goes" TV show, business executives formed 36 teams (6 per

team) last year. They competed in each of three events designed to depict the workings of the American business system. ▲

This is a finance industry in operation? In the Orlando, Florida, Olympics it is. The hurdler is carrying a whiffle ball (cash) in a bucket of water. The "cash" is very hard to hang on to. Cash is converted into money bags and money bags into gold bricks. The relay team with the most gold bricks wins the events.



Three money bags through the hole for one of those valuable gold bricks stacked by the target board.



The citrus industry processing plant. Oranges which have been picked and transported by relay are now being rolled into the processing plant. Oranges in the hole magically turn into cans of orange juice concentrate which are then rushed to the retail store shelf. The prize goes to the team with the most cans on the shelf.



In Santa Clara, CA, sporting events are a year-round thing. Everything from ski trips to golf tournaments to roller skating parties to bowling-disco-pizza-get-acquainted parties are planned and hosted by the Achievers Association.



Sledding

Love Those Steelers

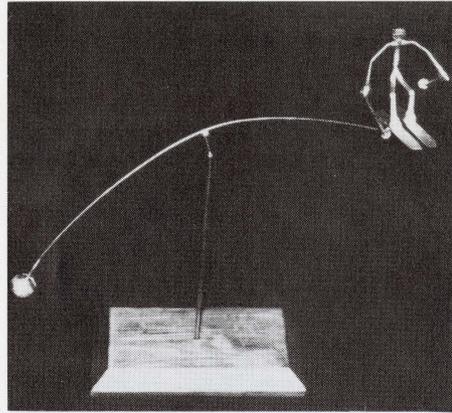
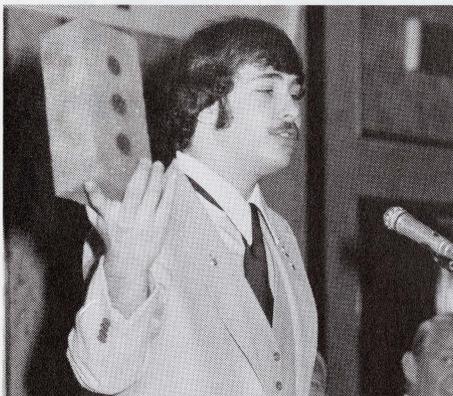
"Love those Steelers" were the words in the Pittsburgh, PA area last season, and Top Enterprises, a JA company sponsored by J.C. Penney hitched their wagon to these hometown football superstars.

Sensing the rise of Steelermania, Top Enterprises advisers and Achievers originated a T-shirt with a team photo and the legend "1978 Superstealers" emblazoned across the front. Early in the program year, they sent a sample shirt to NFL Properties for approval, so by the time the Steeler craze began its big crescendo in December, Top Enterprises had received permission to sell under a limited contract.



Bob Schoeppner, John Rushton and Laura Siyufy ready the heat transfer machine for another batch of Steeler T-shirts.

The right product at the right time brought sales for the month of January to \$7,100, and by February 5, to \$9,300, making Top Enterprises one of the top sales companies in JA of Southwest Pennsylvania. ▲



With his bag of horseshoe nails at the ready, Jeff Hunter, creator of the sports mobile, works on another action figure.



A downhill skier balancing act.

Colorado JA Balances Its Figures

Sports fans take note. Loveland, Colorado, JA Company, ACTION, produced this fast-selling mobile last season with such success that they are planning to repeat it. According to Adviser David Kleinke of Eastman Kodak Company, it's a product perfect for the semester program because it's as easy to make as it is to sell.

Last year the balancing figures were custom made in great variety. There were downhill skiers and falling down skiers, golf putters, golf swingers, football players in

various game postures and tennis players. Almost anything the customer ordered could be designed.

A single figure balanced by a steel ball was offered for \$3.00, while two figures balancing each other sold for \$6.00. Net sales were \$1,190.

Horseshoe nails soldered together and bent into shape with pliers made the versatile figures easy and quick to manufacture, and the buyer had the final choice of natural finish or a quick spray of gold or silver paint. ▲

What's a J-Bird? It's an attractive wooden candle holder with moveable wings designed and manufactured last year by Cincinnati JA Company FORJA. It is a challenging product, but FORJA workers engaged in the 20 necessary production steps were enthusiastic and netted \$4,522 in sales. They will gladly share all production details with any area that wants to contact the Cincinnati JA office.

Joel Levy, President of The Sky's The Limit, holds up the "Howard Cosell Brick" at the 1979 Mississippi Valley Fund Drive Kick Off. The foam-rubber brick sold for \$1.50. If you get mad at your T.V. set, you can throw the brick, release frustration and not damage the set.

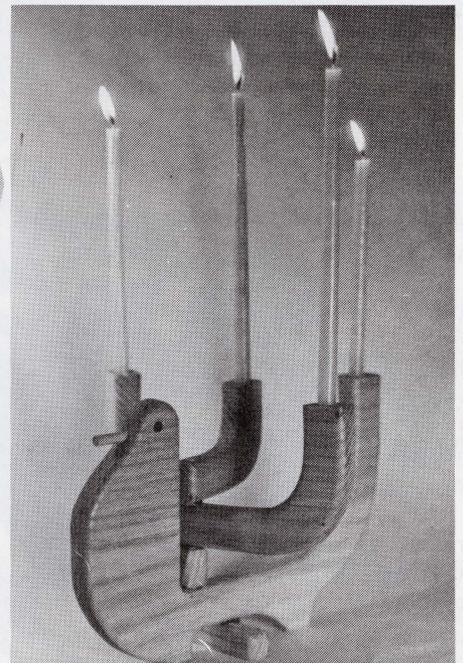


Photo: Richard Gaipa, Graphics Manager, National JA, Stamford, CT

YOUR LETTERS

Dear Sirs:

I am an adviser for a Junior Achievement Company in Columbus, Ohio, sponsored by Fisher Body-Columbus Plant of General Motors Corporation. It is now my second year and I really enjoy it.

I would like to thank the originator of *ACHIEVER*. I find it interesting, educational and full of ideas on how to improve JA companies. I bring my copy to our plant and show it to anyone with children in high school, hoping it might bring in other Achievers. The comments have been wonderful.

Eugene A. Jaquay
Columbus, Ohio

Dear Friends:

I'm an Achiever from Puerto Rico who has been in JA for three years, but it wasn't until last August when I went to NAJAC that I really found all the excitement of JA.

It would be really good if the Achievers in areas like Puerto Rico could have more communication with other areas and JA centers by means of your magazine.

Terry Rodriquez
Puerto Rico

Dear Editor:

I can't wait to get all of the new requests for Business Buddies. I love the program and really enjoy matching people up. I'm sure that there have been many, many lasting friendships formed.

Patty Zillian
Business Buddies Coordinator
Washington, D.C.

Dear Editor:

I just wanted to let you know what an outstanding job you did on the latest issue of *ACHIEVER*. It was by far the best issue yet.

David Sturgeon
National Outstanding
Young Businessman
Louisville, Kentucky

Dear Editor:

I think *ACHIEVER* is a really fine magazine.

I feel, however, that there should be a place in it for suggestions or comments from former delegates to past NAJACs on how to make future NAJACs even better.

Mary Anne Murga
Ambridge, Pennsylvania

(Ed. Note: Conference officers have a survey form NAJAC Achievers can obtain from area staff.)

Are You Moving?

Please let us know
four weeks before your move.

Name _____

New Address _____

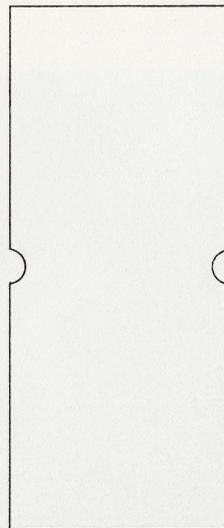
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State _____ Zip _____

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Stamford, CT 06901**

Attach address label here.

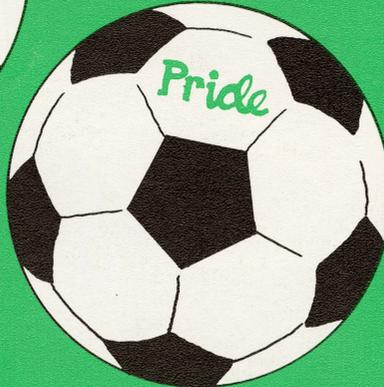


Junior Achievement of Southwest Pennsylvania had a treat in store for the Achievers, educators and business people attending its Fortieth Anniversary Future Unlimited Night — a special guest appearance by Jayne Kennedy, star of the CBS show, "The NFL Today." A former Achiever, Ms. Kennedy relived her JA career with the appreciative audience packed into the Grand Ballroom of Pittsburgh's William Penn Hotel.



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