

# ACHIEVER<sup>®</sup>

Vol. 1, No. 3

A Junior Achievement National Publication

April, 1979



**SUMMER JOB  
SPECTACULAR**



Got something you'd like to say, about **Achiever** magazine or about JA in general? Tell us about it in a letter to the editor. All letters will be acknowledged, and the ones of interest to the most Achievers will be printed in the column. Send your letters to: Special Delivery, Achiever Magazine, 550 Summer Street, Stamford, CT 06901.

### Achiever Cover Couple

Dear Editor,

Thank you so much for choosing my friend and me as the cover couple for the first issue of **Achiever** magazine. I cannot explain my excitement when I was shown our picture. What a wonderful souvenir of an unforgettable trip to NAJAC!  
**Karen Stahel, Raleigh, North Carolina**

### Wants To Rejoin

Dear Editor,

I started JA last fall and then quit after two meetings. I wasn't in what I wanted to be in, and I was disappointed. I feel really bad that I didn't stick it out anyway, and now I want back in. But how can I make sure I get into what I want? I don't mean to sound snobbish, but I can't see doing something I don't like, that's why I quit. Can somebody please help me?

**P.N., Maumee, Ohio**

Dear P.N.,

*It's hard to tell, in only two meetings, what JA is all about, much less whether you'll like it. If you decide to go back now you'll find an established JA company whose members will be happy to have your help. Why don't you go to your regular company meeting this week and talk to your advisers and your JA company president. Tell them why you quit and that you want to give it another try. This isn't an easy thing to do, but*

*your advisers and company members will respect your determination. You can still learn a lot and have a lot of fun by returning to your company now and, who knows? You may want to join again next year, if you're still in high school! -Ed.*



"Summer Jobs?" That's a thought that many of you are probably pondering right now. It's the subject of the article beginning on page five of this issue. It was also the inspiration for Achiever Cathleen Stelzer of Toledo, Ohio, who did the illustration above based on the preview she read in the February issue of **Achiever**.

Do you have a JA-related illustration, cartoon or photo you'd like to submit? Send it to: Art & Photo Dept., Achiever Magazine, 550 Summer Street, Stamford, CT 06901. All submissions will be acknowledged, and credit will be given in the magazine for those we use. If you want your materials returned, please enclose a stamped, self-addressed envelope. And one more thing — please don't fold your artwork. Send it to us flat, with a piece of cardboard behind it to protect it.

### Meet "Superachiever" Artist Janet Scabrini



Self-portrait of the artist

Drawing the "Superachiever" comic strip for **Achiever** magazine reminded Stamford artist Janet Scabrini of her own student days. "My grades in high school weren't very good," she admits. "My teachers kept telling me that if I didn't do better I'd never get into art school."

A vocational high school specializing in art and photography solved Janet's problem. Later she graduated from Pratt Institute and became an illustrator of books and magazines.

To prepare for "Superachiever", Janet immersed herself in comic books and spent several hours working out the figures of JAB and JAG. "After all," she grins, "I'd never drawn people flying before!"

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A Junior Achievement National Publication

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# WHITE HOUSE VISIT Marks JA's 60th Year

On Thursday, January 25, President Jimmy Carter welcomed five Achievers to the White House to salute Junior Achievement both on its 60th anniversary and on the celebration of National Junior Achievement Week, January 21-27, 1979.

In chatting with the Achievers and with JA National President Richard Maxwell, Mr. Carter told the group that in his first year in business he had made only \$200 profit, and he was sure that if he had been in JA he'd have made at least \$400!

After meeting the President, the group was treated to a tour of the White House and then went on to the Madison Hotel for lunch with C. R. Smith, former chairman of American Airlines and a member of Junior Achievement's National Business Hall of Fame. (For more on the Business Hall of Fame, see the next issue of **Achiever** magazine.)

All in all, it was a day to remember. Recalls Achiever Michael Liss of Cincinnati: "When they opened the door of the Oval Office and we saw the President walking toward us, we were stunned. It sure was different than seeing him on TV!" ▲



Over lunch, American Airlines' C. R. Smith (here shown with Michael Liss) talked to the group about the past and future of aviation and about some of his own recent travels.



In the Oval Office, from left, are: JA National President Richard Maxwell, Achievers Julia Little (St. Albans, W. Va.) and Teresa Hord (Terre Haute, Ind.), President Carter, and Achievers David Hatfield (Owensboro, Ky.), Seth Eisenberg (Falls Church, Va.) and Michael Liss (Cincinnati).

MANY COLLEGE STUDENTS LINED UP SUMMER WORK DURING CHRISTMAS VACATION, AND YOU'LL BE FACING SOME COMPETITION FOR THE REMAINING OPENINGS IN YOUR AREA. HOWEVER, IF YOU ARE WELL-ORGANIZED AND RESOURCEFUL, YOUR CHANCES OF LANDING THAT COVETED SPOT ARE **GOOD**.

TO FIND OUT WHERE THE JOBS ARE CHECK WITH

1. YOUR SCHOOL OFFICE OR GUIDANCE COUNSELOR
2. YOUR JA OFFICE
3. TOWN HALL
4. YOUTH AND STATE EMPLOYMENT AGENCIES
5. YOUR CHURCH
6. NEWSPAPER WANT ADS
7. LOCAL STORES, RESTAURANTS AND FAST FOOD CHAINS

AND DON'T FORGET

8. THE GRAPEVINE



**LIFEGUARD, WAITER,  
CASHIER, CLERK  
PARK ATTENDANT,**

BE **PREPARED** FOR YOUR INTERVIEW! KNOW SOMETHING ABOUT THE COMPANY. THIS WILL HELP PUT YOU AT EASE AND WILL SHOW YOU ARE REALLY INTERESTED. THAT FIRST IMPRESSION IS **MOST** IMPORTANT.

HAVE WITH YOU

1. SOCIAL SECURITY CARD.
2. WORK PERMIT
3. BIRTH CERTIFICATE
4. REFERENCES

GOOD SOURCES FOR REFERENCE LETTERS ARE

1. YOUR JA EXECUTIVE DIRECTOR, YOUR COMPANY ADVISER OR LEADERS OF OTHER VOLUNTEER ORGANIZATIONS
2. CUSTOMERS YOU HAVE SERVED AS BABYSITTER, ODD JOB WORKER ETC.
3. A TEACHER



**SODA JERK.....**

WHAT ARE YOU DOING THIS SUMMER?

WRITE A RESUME. THERE IS A GOOD RESUME FORM ON PAGE 35 OF THE JA COMPANY MANUAL. HAVE SEVERAL COPIES MADE SO YOU CAN LEAVE ONE WITH AN INTERVIEWER. WHEN YOU FILL OUT A JOB APPLICATION, **TAKE YOUR TIME**. YOU WILL BE JUDGED ON CLARITY, LEGIBILITY AND SPELLING, BUT **NOT** ON SPEED AND ABOVE ALL, BE NEAT AND HAVE A POSITIVE ATTITUDE! FOR ADDITIONAL INTERVIEW TIPS, READ PAGE 34 OF THE JA COMPANY MANUAL.

WHILE SOME ARE FACING LIFE WITH EMPLOYERS, OTHERS ARE MAKING THEIR OWN SUMMER JOBS. TOM AND DICK HAD A GOOD IDEA, BUT THERE'S TROUBLE AHEAD.

I'M GLAD YOU THOUGHT OF THE 'FLAKY PAINT COMPANY.' LAST SUMMER I WORKED FOR A GUY WHO HAD SOME EXPERIENCE. THAT SURE HELPED ME GET REFERENCES.

YOU'RE LUCKY. I HAD TO PAINT MY OWN HOUSE FOR FREE JUST TO HAVE A PLACE TO SHOW.

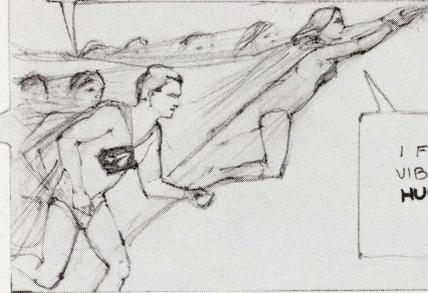


LOOK OUT FOR THAT LADDER. GREAT BUCKETS OFF PAINT! AND I FORGOT TO CHECK THE INSURANCE



JAG AND JAB, SUPERAchievers, ARE ON THE ALERT.

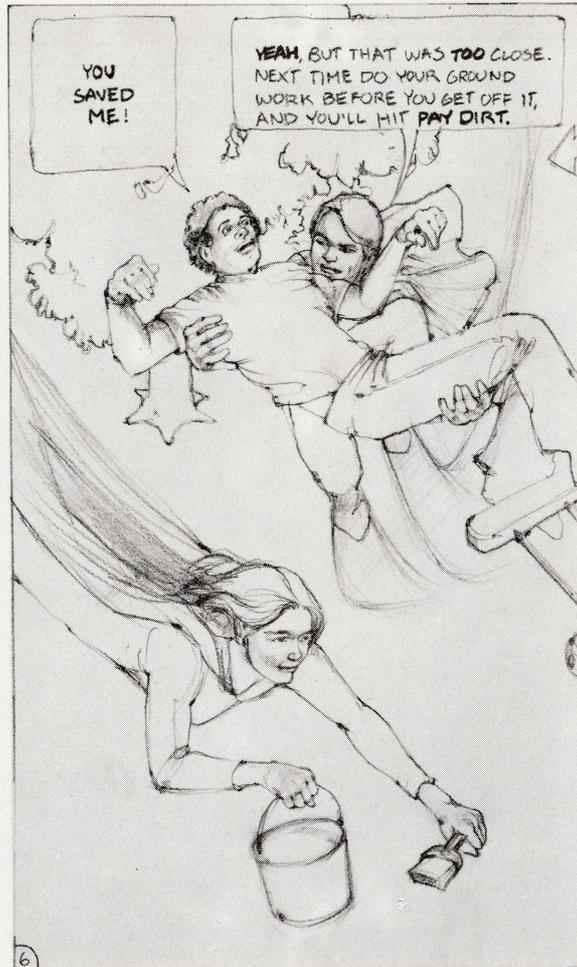
HEY, JAG, I'M GETTING VIBRATIONS... THERE ARE SOME KIDS IN TROUBLE AROUND HERE.



I FEEL THE VIBES TOO... HURRY!

YOU SAVED ME!

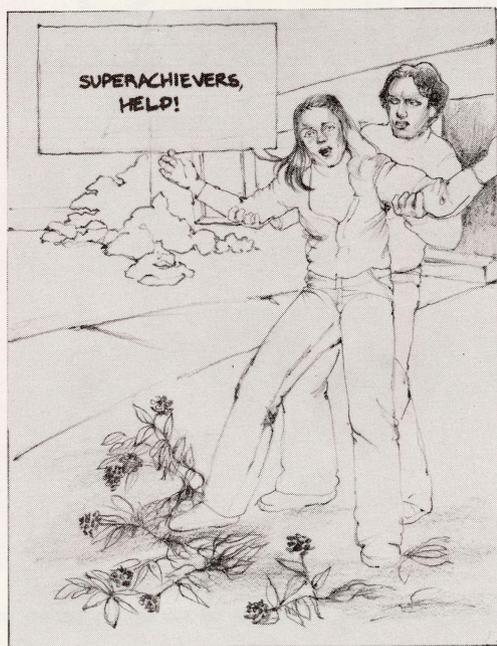
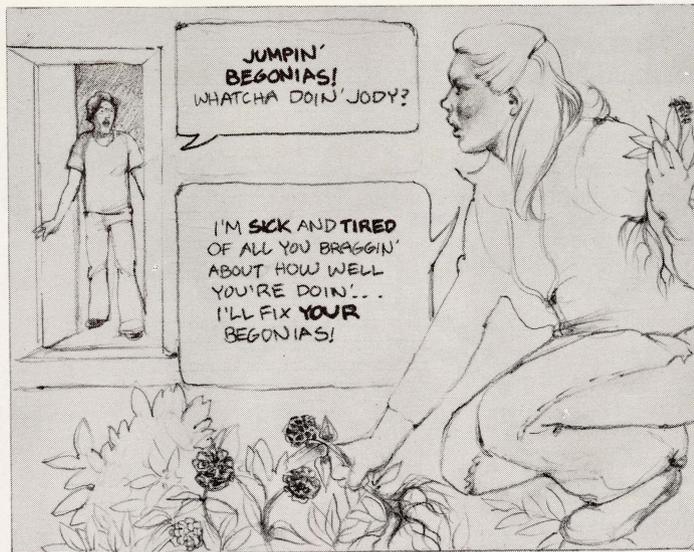
YEAH, BUT THAT WAS TOO CLOSE. NEXT TIME DO YOUR GROUND WORK BEFORE YOU GET OFF IT, AND YOU'LL HIT PAY DIRT.



I'M GETTING ANOTHER MESSAGE... THE KID WHO STARTED HIS OWN VACATION PLANT AND PET CARE BUSINESS.

LOOKS LIKE HE'S GOT A HEAVY PROBLEM AND WE'VE GOT TO GET THERE FAST!





ELSEWHERE

LOOK OVER THERE, JAB, THOSE ACHIEVERS ARE REALLY WORKING HARD PUTTING TOGETHER AN ALUMINUM RECYCLING BUSINESS.

THERE'S GOOD MONEY IN THAT, AND ITS GOOD FOR THE ENVIRONMENT.

LET'S GIVE THEM A HAND.

HERE, YOU HANG POSTERS IN THE GROCERY STORES, WHILE I COVER THE CHURCHES.

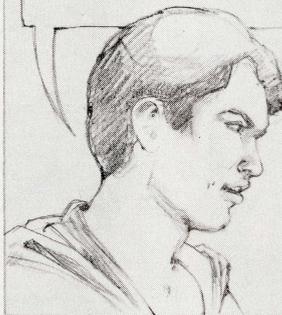
DON'T FORGET THE LIBRARY AND COMMUNITY CENTER.

YES, THERE ARE LOADS OF PLACES TO HANG POSTERS IF YOU THINK ABOUT IT.



AFTER THE POSTERS HAD BEEN DISTRIBUTED, JAG AND JAB TURNED TO THE LOCAL SERVICE CLUBS FOR SUPPORT.

IF WE DIVIDE UP THE CLUBS WE SHOULD BE ABLE TO HIT THEM ALL... LIONS, ROTARY ELKS, JAYCEES...



... AND NOT ONLY ARE WE ASKING FOR YOUR SUPPORT, WE ARE GETTING SUPPORT FROM RADIO, TELEVISION AND NEWSPAPERS.



WITH THE ACHIEVERS' HELP, JAG AND JAB SPREAD THE WORD.

LOOK WHAT OTHER ACHIEVERS ARE DOING ON THEIR OWN, TOO... LAWN CARE, BABY SITTING, MOTHER'S HELPER, CLEANING GUTTERS...

THEY'RE REALLY PUTTING IT TOGETHER AND I GUESS WE CAN TAKE A REST FOR AWHILE.

THE FIRST SMART THING THOSE KIDS DID WAS TO CALL TOLL FREE (800) 223-6830 FOR INFORMATION ABOUT THE RECYCLING CENTER NEAREST THEM.



... SO NOW THAT WE HAVE OUR SCHEDULE ESTABLISHED AND OUR DEPOTS OPERATING, WE'D LIKE TO THANK THE SCHOOLS FOR LETTING US USE THEIR YARDS THIS SUMMER FOR COLLECTION AREAS.

# CAPTION THE CAPIER<sup>99</sup>

and win  
the record  
album of  
your choice!

What do you think is going on in this photo? Of course, the funny caption you write to describe our pile of people doesn't have to have anything to do with reality, but it *can* win you the long playing record (or 8-track or cassette tape) of your choice.



Write your caption as:

- 1) a cartoon "balloon" over the head of the person or persons you want to have talking; or,
- 2) a caption underneath the photo; or,
- 3) any other way you want to do it!

All entries must be received by Monday, April 9, 1979, and the three winners will be chosen by a panel of Junior Achievement national staff. Winners will be notified by mail the week of April 16, 1979 and winners' names and captions will appear in the June issue of Achiever.

Who's your favorite star or group? Donna Summer? Shaun Cassidy? Crystal Gayle? The Village People? Fill in the information below and tell us the record (single albums only, please) or tape you want if you win. (If you can't decide, leave it blank. You can tell us later, if you're a winner.)

Name of Artist \_\_\_\_\_

Name of Album \_\_\_\_\_

I want the  album  8-track tape  cassette tape

Your Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

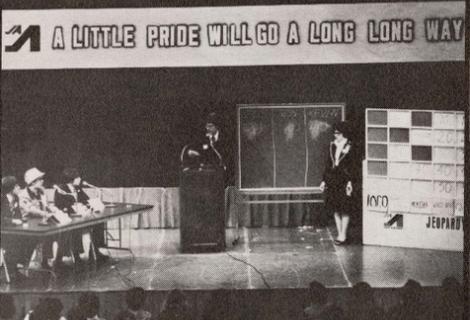
SEND TO: Caption Contest, Achiever Magazine, 550 Summer Street, Stamford, CT 06901.



The terms ROJAC, JAMCO, KAJAC and WARMCO may sound like inventions from outer space, but they describe an activity that's both down-to-earth and fun. They are names of some of the JA sectional and regional conferences held around the country every winter.

Achievers conferences make for a busy two or three days in the lives of their delegates. Besides making friends and exchanging ideas with Achievers from nearby areas, conference participants enjoy agendas that combine serious discussions and contests with sports, dances, games and good food. Cameras clicking, Achievers and staff at half a dozen conferences caught the fun and excitement you see here.

# Conference Roundup



## ALAJAMCO Birmingham, Alabama

1. Achievers on their way to becoming pen pals
2. Grand Rapids, Michigan has no doubt about who's best
3. A little Jeopardy adds to the fun
4. Talent shows are a high point

1. Talent
2. Discussion
3. Time out

## SUNJAC Jacksonville, Florida

1. Olympic contenders for the 30' Tandem Low Squat title
2. Orlando delegates arrive

## WARMCO Eugene, Oregon

1. Oregon's Governor Victor Atiyeh presents a Best Delegation Award
2. Delegate searches for a recipient for the infamous Duck Buck.

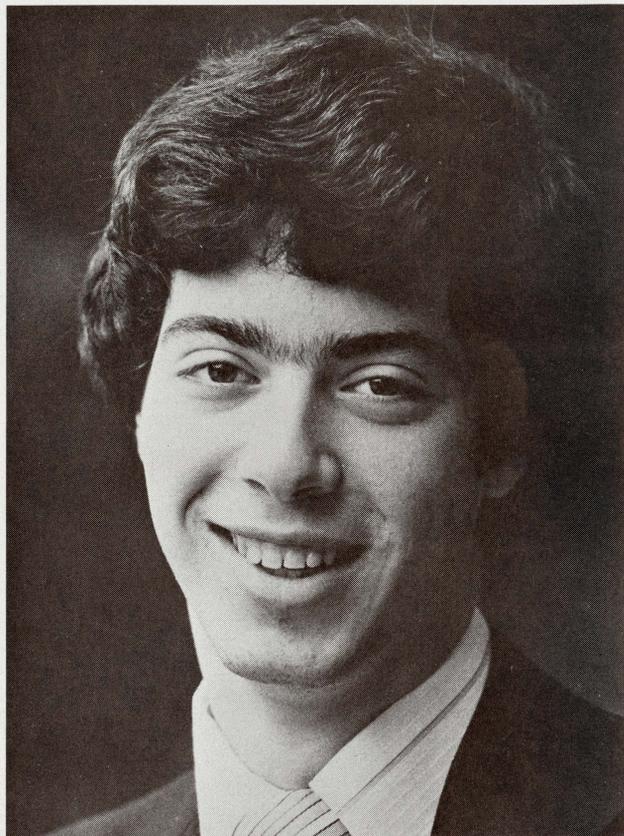
## JAMCO Augusta, Georgia

1. A profits discussion group
2. Public speaking contest

## JAMCO Des Moines, Iowa

1. Product Fair generates interest
2. Lively discussion group

## A Letter From the JA National Conference President



Meet Your National Officers

Fellow Achievers,

Well, here we are, just about finished with the '78-'79 program year. Thus far the year has been both exciting and productive for your National Conference Officers.

In October Shawn, Paulette, Wayne and I participated in the Reader's Digest Seminar. During the week we met with the national staff of Junior Achievement to discuss the National Achievers Conference (NAJAC), the National Achievers Association (NAA), and our role as National Officers.

Our primary responsibility is to represent you, the nation's Achievers. To be effective we need to hear from you. If you have ideas which you feel will improve Junior Achievement and the National Conference, let me know.

The ideas which we proposed to the national staff include: 1) the expansion of the Business Buddies pen pal program that was first tried at NAJAC last summer. (We've already done this by coordinating it through the first issue of **Achiever** magazine. The coupon will appear again next issue.) 2) The expansion of Youth Organizations United (Y.O.U.), a JA-sponsored project to encourage high school students to become involved in a constructive extra-curricular activity reflecting their interest. 3) The implementation of an Officers Handbook which would help future NAJAC officer teams get off to a

quick start. 4) The introduction of a NAJAC evaluation to be used in updating and improving conference activities and traditions. (The surveys from NAJAC '78 were mailed to all area executive directors. If you were in the 1978 National Conference, please fill one out and return it to your e.d. if you haven't already. We'll be updating those surveys for use after the '79 Conference.) 5) The National Achievers Association Officers are working to start regional NAA newsletters in every region and also to help JA areas who are interested in starting local Achievers Associations. 6) We're taking a careful look at the procedures for validating NAJAC officer candidates and preparing suggestions for the future of this important activity.

There are a number of other ideas which we proposed and are working on at this time, and we'll let you know more about them in the future. Meanwhile, I've had the opportunity to meet Achievers around the country and talk to them about NAJAC and the JA program in general. I especially enjoyed attending the Western Achievers Regional Management Conference (WARMCO) in Eugene, Oregon at the end of December.

Again, to be effective we need your ideas. If you have questions, suggestions or problems that you would like to discuss, please write. My address is: 3509 Farm Hill Drive, Falls Church, VA 22044.

Yours truly,

Seth Eisenberg  
National Conference President ▲

### Are You Moving?

Don't miss a single exciting issue of **Achiever** magazine! Attach your address label from this issue in the space indicated and write your new address below. Please let us know four weeks before you move.

NAME \_\_\_\_\_

NEW ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

MAIL TO:

**Achiever Computer Service,  
550 Summer Street, Stamford, CT 06901**

Attach address label here.

## Grad Achiever Wins Colorado "Outstanding Young Woman" Title

Today Jeannie Hellmann is a successful career woman; she's an executive in the Civic Affairs Department of the Adolph Coors Company and winner of the 1978 Outstanding Young Woman title for the state of Colorado, a competition sponsored by the Outstanding Young Women of America.

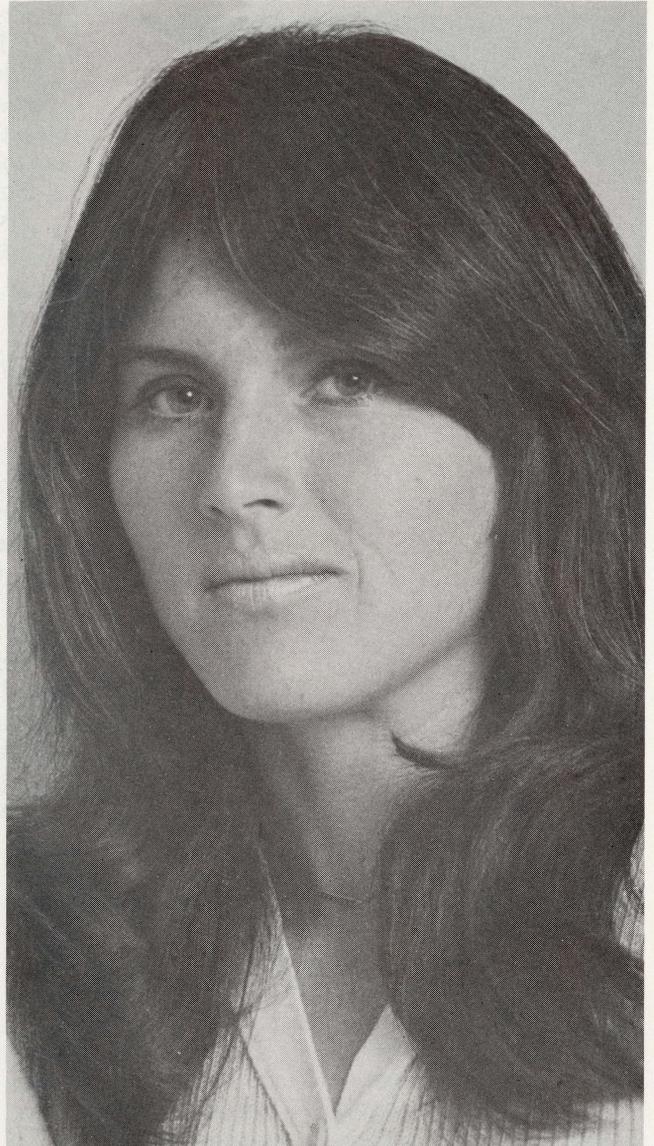
Fifteen years ago, she was Jean Carol Warden, an Achiever in the Muskegon, Michigan program. Looking back, she feels that many of the good things that have happened to her between then and now are attributable to her time in JA.

"I was in JA only two years, because the program didn't open in Muskegon until I was a junior," she recalls, "but I learned many intangible things that will help me all my life. JA's emphasis on success, being a concerned citizen, and the qualities of honesty and integrity became an extension of what I learned at home from my parents."

As a teenager, Jeannie wasn't considering a business career, although she enjoyed JA. Her dream was to become a writer, and she started with her high school newspaper and the *Muskegon Chronicle*, moving on during her college years to the *Michigan State News* and a three year tour of duty as a college board member for *Mademoiselle* magazine. After college she went to Denver and took a job as editor for the Denver Chamber of Commerce. There her JA experience helped a lot. "I was able to really identify with the business people I was meeting," she says. "I understood their positions within their companies, the effects of government regulations, their quality control and cash flow problems, as well as their balance sheets, price structures, taxes, pollution problems, and sales. These were all things I learned about in JA on a smaller scale."

After her Chamber job, Jeannie went to Coors Container Company in early 1974, where she worked her way to a buyer position. In the summer of 1977 she was promoted and transferred to the brewery operation as part of a special task force formed to dispel the bad publicity Coors was getting as the result of a labor dispute.

When the task force disbanded, Jeannie joined the newly created civic affairs department to work in the community with women and women's organizations as well as advise the company on women's issues as they may relate to corporate policy. On the job she works with women and minority groups, mostly Hispanic, and belongs to a number of organizations which promote social and economic progress for these groups. For instance, Jeannie (as well as her company's chairman and chief executive officer, Bill Coors) sits on the executive advisory council of the Society of Hispanic Professional Engineers. In that position Jeannie was instrumental in securing scholarships from Coors for Hispanic students and for the hiring of a Hispanic engineering student for the summer.



Jeannie, who got her first experience in public speaking through Junior Achievement, is now a member of Coors' newly formed Speaker's Bureau. Three topics on which she often speaks to groups all over the U.S. are businesswomen in the beverage industry, strike-related issues, and Junior Achievement.

Coors Industries is a strong supporter of Junior Achievement's Metropolitan Denver program. The Adolph Coors Foundation provides financial support, while both the brewery and the container division field adviser teams, three this year. Jeannie herself has been an adviser for three years; this year to the Koats and Kords JA Company, which is making its 18" wooden coat rack with brass hooks into a winning product. ▲

## Achievers Association Earns Humanitarian Award



"Through the outstanding and devoted volunteer service of Junior Achievers of Union County, we are growing to serve more people," reads the inscription on the Deborah Heart and Lung Center

Humanitarian Award presented to representatives of the Elizabeth, New Jersey, Achievers Association last fall. Mrs. Adele Kleinbaum, president of the Deborah Chapter in the Elizabeth area made the presentation.

Six years ago, the Achievers Association organized a continuing program in particular support of "Children's World", that wing of the lung center devoted to open heart surgery for children.

During the past summer, the 45 Achievers involved raised \$300 for the wing with one gigantic car wash in a downtown bank's parking lot. In addition, they spent untold volunteer hours in the hospital reading to the children, playing games with them and generally making their days brighter. The hospital visits continue all year long.

A second project the lively Association supervises each year is collection of food and money for Christmas baskets for the needy. Early in November, they ask Achievers to bring canned food and money to their weekly meetings for 10 families who need assistance. The JA center becomes a collection center for cans of fruit, meats, vegetables, soups and nickels, dimes and quarters which by Christmastime add up to enough to fill 10 baskets and purchase 10 large turkeys. The Achievers select the families from descriptions given to them by the Welfare

Department, and a day or two before the holiday go out in a group to deliver the gaily decorated baskets. ▲

## Parade Activities Bring Honors to Two JA Areas

Donald Duck and Snoopy are Achievers. At least they were for one glorious day last December when JA took part in the annual Reading, Pennsylvania Christmas parade. Donald and Snoopy spent the busy day with 20 other Achievers at the request of the Downtown Association of Reading Endeavors (DARE).

Originally, DARE invited the Achievers Association to enter a float in the parade. The Association decided there was not enough time for that, and made a counter offer to round up a group to fill in wherever they were needed.

It so happened that 57 Achievers from the Reading program were planning to attend PENNJAC the weekend of the parade, but another 22, some of whom could not make the conference because of conflicts, were delighted with the idea of helping. They worked and frolicked as office workers, elves and clean-up crew. Some of them helped line up floats before the parade got under way, and some of them escorted VIPs to their proper places.

When Santa Claus arrived at 12:30 they were on hand as Santa's helpers, making sure the little children got their turn with Santa and their fair share of candy.

What had started out as a morning's

commitment turned into a full day, and high praise from Mayor Joseph P. Kuzminski and Leon C. Olsen, DARE economic development director, added to their personal satisfaction.

In a letter to the JA program director, Mr. Olsen wrote in part, "What a pleasure it was to work with such a core of energetic, devoted, efficient and well-mannered young adults. Junior Achievement, I salute you!"

Meanwhile, in Owensboro, Kentucky another Achievers Association took up the challenge of entering a float in that city's annual Christmas Parade. To their delight, they won first prize of \$100 in the Clubs and Organizations Division with their colorful entry, "Santa's Air Express."

Cooperation from an enthusiastic community made it possible for JA to keep costs down and get the work done. A local construction company loaned the truck that became the base for Santa's airplane. A nearby warehouse donated space for the building and dismantling of the float, and local businesses gave chicken wire and some of the lumber needed.

The largest single expense for materials, the Achievers found, was for paper napkins. It took \$46.40 worth of paper napkins to make the float crusty with snow! ▲

## A Case Of **Mis**representation



Have you ever received complaints from customers as you make your JA sales rounds that they have bought an inferior product from an Achiever? Unfortunately, because unprincipled sales organizations all over the country are using the JA name to sell their own, often inferior products, this is a growing problem. JA areas from coast to coast and north to south report periodic bouts with fly-by-night sales organizations selling such items as candy, Bibles or magazine subscriptions while claiming they are Achievers working for the local program.

The deceit usually is not uncovered until irate customers call the JA office to complain of inferior quality, lack of promised delivery or insolent sales attitudes. Names of the bogus companies include such trust-inspiring words as education, publisher, incentive, golden, junior or achievement in all sorts of combinations.

Areas who have had to deal with this problem find that adverse publicity in the newspapers, on radio and television is most apt to drive the imposters away.

Almost without exception, the sales organizations apply for and are granted a sales permit which makes them legal in the eyes of the police. To prove misrepresentation JA must get written proof of misuse of the JA name and find customers who are willing to sign an affidavit - and that is no easy task.

The Better Business Bureau is often limited to a strong cease-and-desist letter, but again, without written proof of the accusations they are powerless to take legal action. The Bureau also uses local media to issue public warnings.

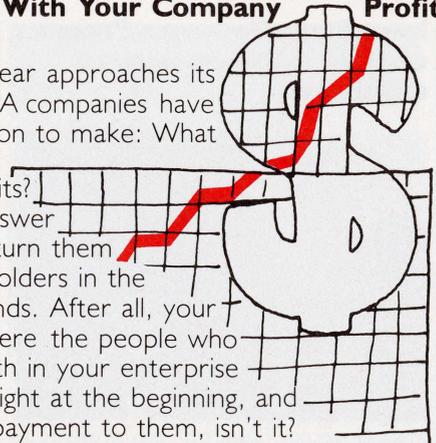
Sometimes JA itself can cause its own problems. In one area adults who knew the JA program had ended began calling the JA office to report that young people were selling JA-type products door to door and were claiming to be Achievers. A little checking showed that, indeed, Achievers who had been paid with merchandise at the end of the year were marketing the products. The salespeople were Achievers, the products were genuine, the price was right and the kids were polite, but because misrepresentation is becoming so widespread, off-season selling probably is not a good way to reduce year-end surpluses.

The actions outlined here should be taken by your JA executive staff, but if you do run into the problem you can take some quick action on your own. Get as much detailed information from your customer as you can, report the incident to your company adviser or JA center immediately, and always be sure you have your own identification card with you when you sell. ▲

## What To Do With Your Company Profits

As the JA year approaches its end, successful JA companies have a serious decision to make: What should you do with your profits?

An obvious answer to this is to return them to your stockholders in the form of dividends. After all, your stockholders were the people who had enough faith in your enterprise to invest in it right at the beginning, and this is a fair repayment to them, isn't it?



Well, to an extent it is, but if your company has been very successful it might mean that each stockholder would be getting back \$1.50 or \$2.00 or even more on their initial \$1.00 investment. Compared to a regular ongoing business which pays annual dividends of five to six percent of the market value of the stock, this is an incredible windfall, and it doesn't make for a very realistic investment experience for your stockholders.

What can you do to bring your dividends more in line with reality? The first thing is to do what is suggested on page 59 of your Company Manual, and that is to divide your dividend into an operating dividend and a liquidation dividend, to explain to your stockholders that part of the money they are getting back would not go to them if yours was an ongoing company, but would be reinvested in the company for new equipment, research and development, and the like.

If after dividing your dividend between operating and liquidation it still looks like your stockholders are getting a very large return on their investment, you can consider distributing a portion of your profits elsewhere. Following is a list of ways in which JA companies have voted to disburse excess profits:

1. Pay bonuses to your company members. (They worked hard for the success of your company and they deserve it!)
2. Purchase a gift of equipment for the JA center or the JA office. (Attach a little brass plate to the gift listing your JA company name, your counseling firm, and the year, and your company will be remembered with appreciation by staff, Achievers and advisers for years to come.)
3. Make a donation to your JA program's scholarship fund, or to an Achievers Association project.
4. Make a donation to a charity or other worthy cause.
5. Throw a party for your JA company to celebrate its success!

By using any of the ideas above (or a combination of them if you were super-successful) you can have some fun, do some good, and still return a fair dividend to your stockholders. ▲

### Iowa State Governor Presents Charter to Des Moines JA Company



Iowa Governor Robert D. Ray presents the JA charter to Larry Camp, president of Junior Developers of Iowa. At left of photo is Del Van Horn, director of the IDC; standing next to him is company adviser Doug Getter.

Receiving a JA company charter is always pretty exciting, but when it is presented by the governor of the state, it is even a bigger thrill. That's the way it was last fall for 13 Des Moines, Iowa Achievers when they formed JA company Junior Developers of Iowa, sponsored by the Iowa Development Commission. The IDC is the first Iowa state agency to become active in the JA program.

"Since the purpose of JA is to provide high school students with practical business experience and insights into the complexities of economics," said Governor Robert D. Ray, "it seems appropriate that the state agency responsible for assisting new and existing industry in Iowa should be active in educating our young people in this area. I'm familiar with many of the outstanding JA programs around the state and feel this is an excellent opportunity for Iowa's young people to learn firsthand about our system of free enterprise."

Del Van Horn, director of the IDC, named four staff members headed by Doug Getter, director of the IDC's Resource and Support division, to provide management consulting and advisory assistance to the JA company.

Junior Developers of Iowa selected a personalized plastic laminated luggage tag for their first product and have had such good luck with their sales that they are going to stay with it for the rest of the program year. ▲

### Deaf Students Operate Successful JA Company "With Love"



In the Deaf Awareness Company the whine and hum of machinery never interferes with conversation. Here adviser Jerry Bass (center) discusses production with company members (from left) Cathy Hampton, Scott Miller and Kathy Woody.



The company's two successful products.



In the sign language of the deaf, a hand with the thumb, pinky and first finger extended means "I love you". At the Indiana School for the Deaf in Indianapolis, 11 enterprising students have made that tender sentiment into a successful JA company product.

The Deaf Awareness Company has as its product a mirrored wooden wall plaque/keyholder. A second product, a desktop accent piece, is manufactured out of the scrap from the wall plaque, thus boosting company profits. The two products sell for \$6.50 as a set and separately cost \$5.00 for the plaque and \$2.00 for the accent piece.

Eli Lilly and Company sponsors six JA companies besides the Deaf Awareness Company. It was able to form this seventh company because of the special skills found among employees volunteering to be JA advisers: Three of the company advisers are deaf and all six of them can communicate through sign language, most with proficiency.

The company got off to a good start by setting up sales booths in Eli Lilly cafeterias, where the students could communicate in sign to many employees while having the assistance when necessary of advisers and company members who could lip-read and speak. By Christmas orders for 84 plaques and 81 hands had been filled. Then over Christmas vacation the company members, who are from all over the state, went home and

returned with orders for 100 more plaques and 72 hands, which they are now manufacturing.

Deaf Awareness company meetings may be a bit quieter than the cheerful chaos most Achievers and advisers are used to, but the group operates just like any other JA company on its way to a successful year. ▲



It's not unusual for JA companies to get product ideas and the raw materials themselves from their counseling firm, but the experience of the Cop-Etch-Co JA Company of Salt Lake City was probably unique.

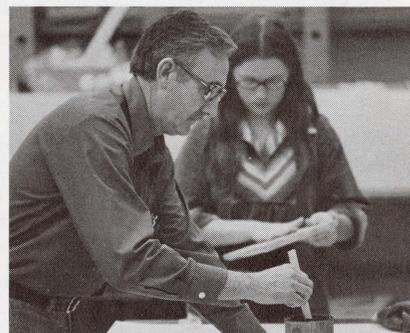
At the time the company was forming, Adviser Arthur Weber heard that his firm, Kennecott Copper Corp., had a quantity of copper etchings of Utah desert scenes that they weren't planning to use. The designs had originally been submitted by Kennecott to a firm in England who produced the etchings, which were given as gifts to important visitors to Kennecott.

However, the program had just been discontinued, and the JA company was able to purchase the unframed etchings at cost.

At the same time, Cop-Etch-Co learned that other copper etchings, these of Salt Lake City scenes, were available through the Salt Lake Valley Convention and Visitors Bureau. Both the Visitors Bureau and Kennecott Copper sold the etchings to the JA company on the condition that none of them would be sold to retail outlets.

Cop-Etch-Co chose two different frames to manufacture for their etchings and handled the usual small and large production problems. (One of the frames had to be stained — a job no one liked — and the other frame required a special jig to keep it from coming apart at the joints.) But at the end of the JA year, as Company President Stephen Loh was able to write in the annual report: "... we had \$8,620.00 in sales, had doubled everyone's salary or wage, paid bonuses, had a victory party, made a donation to Junior Achievement, and paid the stockholders a substantial dividend."

It was too good an idea not to use again. This fall another Salt Lake JA company named COBRE (an acronym for "copper and brass etchings" and also, coincidentally, the Spanish word for "copper") was formed under the sponsorship of Kennecott Copper. Their product, copper etchings of ships and the sea and brass etchings of animals, was obtained from a company in Minnesota which manufactures etchings. After framing the etchings, the Achievers found a ready market for their product. By the end of December the new company had \$2,900 in sales. ▲



Executive Adviser Jim Padrick, who was instrumental in forming the Deaf Awareness Company, works with student Cheryl Rucker to stain the plaques. Other advisers are Gilbert Dodson, Libby O'Connor, Dale Van Deventer and Ben Williams.

### Salt Lake Achievers Make Beautiful Etchings Together



Adviser Arthur Weber talks to Cop-Etch-Co's assistant vice president of marketing, Diane Hermansen, about the possibility of selling brass picture stands with the etchings.



Richard Nelson, Bruce Brown, and Janet Jenkins prepare to frame etchings.

## A JA Crossword

By Ray Lindquist, program director, JA of Greater Miami

### DOWN

1. Vice President of Production or \_\_\_\_\_.
2. Where JA's National Headquarters are located.
3. Junior Achievement (abbr.).
4. Successful companies pay this at the end of year, based on a percentage.
5. JA companies operate for one fiscal \_\_\_\_\_, not 12 months.
7. What stockholders own in a company.
8. It's nice to do this after a hard day's work.
14. Opposite of short.
17. Your JA company must have one of these in order to do business.
18. A needle pulling thread.
19. The Golden Rule, " \_\_\_\_\_ unto others. . .".
21. It happens at Indiana University each August.
22. Greek letter used in math quite a bit.
23. The answer a salesman hopes to hear from a prospect.
26. \_\_\_\_\_ and she.
28. 24 hours.
30. You need one of these to listen with.
32. Opposite of cold.
33. By way of (abbr.).
34. Ships sail on this.

### ACROSS

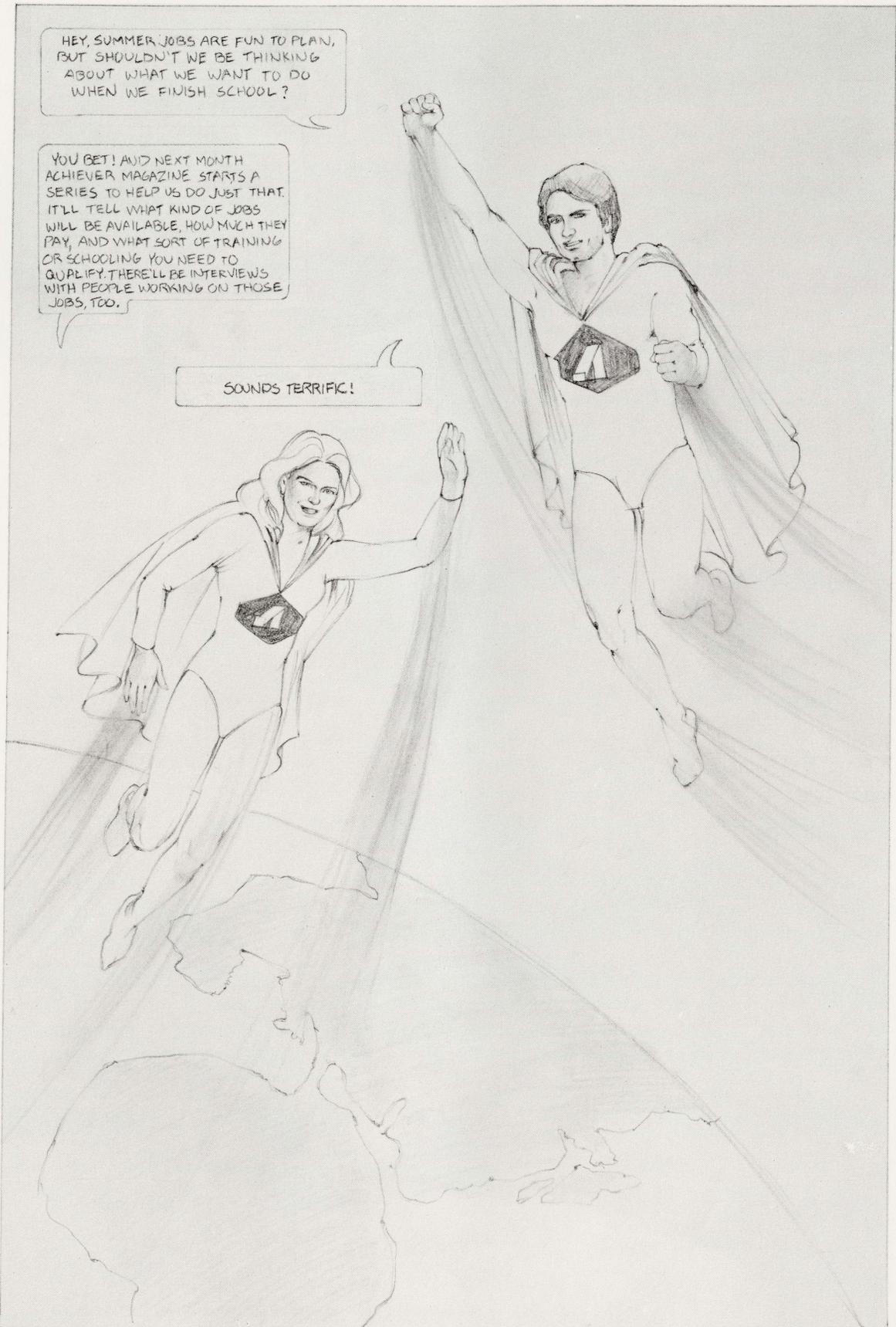
1. Founder of Junior Achievement, Horace A. \_\_\_\_\_.
4. Company members get this once a month.
6. Company officer in charge of General Record.
9. Number of shares of stock a person may own in a JA company.
10. Short for "Junior Achievement Management Conference".
11. Some of these in newspapers help to sell products.
12. Opposite of near.
13. Lights, camera, \_\_\_\_\_!
15. It's not gross profit that counts, but \_\_\_\_\_.
16. North Carolina (abbr.).
17. One factor which determines the retail price of a product is how much it \_\_\_\_\_ to make.
19. If something isn't sharp, it's \_\_\_\_\_.
20. Either, \_\_\_\_\_.
22. Authority to act for another in voting stock.
24. The main source of income for a company.
25. Every little \_\_\_\_\_ helps.
27. South Dakota (abbr.).
29. How old you are.
31. New magazine this year (HINT: look on the cover).
35. Machines will last a long time if we take good \_\_\_\_\_ of them.
36. He, she, or \_\_\_\_\_.
37. Money used to start a business.



HEY, SUMMER JOBS ARE FUN TO PLAN,  
BUT SHOULDN'T WE BE THINKING  
ABOUT WHAT WE WANT TO DO  
WHEN WE FINISH SCHOOL?

YOU BET! AND NEXT MONTH  
ACHIEVER MAGAZINE STARTS A  
SERIES TO HELP US DO JUST THAT.  
IT'LL TELL WHAT KIND OF JOBS  
WILL BE AVAILABLE, HOW MUCH THEY  
PAY, AND WHAT SORT OF TRAINING  
OR SCHOOLING YOU NEED TO  
QUALIFY. THERE'LL BE INTERVIEWS  
WITH PEOPLE WORKING ON THOSE  
JOBS, TOO.

SOUNDS TERRIFIC!



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