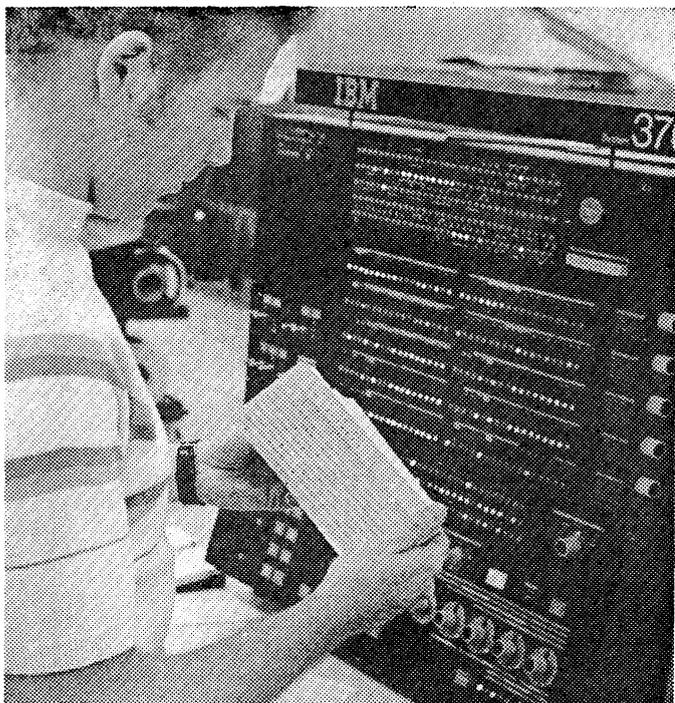


# The Daily JA News

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Bob Dannenfelser, counselor and assistant data processor for the Conference, prepares results from staff questionnaires at the IU Computer Center. During the week, he and Mike Rebmann, head NAJAC computer operations, will also be tabulating election results and developing computerized games for possible use at future conferences.

## Computer Speeds Election Totaling

"Tabulation of general election ballots used to take up to 100 man-hours; now it takes about a minute and a half," said Mike Rebmann, head of computer operations at the National Junior Achievers Conference (NAJAC). The IBM 370 system Model 155, supplied by Indiana University (IU), replaces the all night "coolie labor" system which the Elections Committee had to use in the past for processing election results.

Computer operations have been expanding at NAJAC due to the increased size and scope of the Conference, says Rebmann. At present the operation not only tabulates election results but also the staff and delegate surveys conducted Saturday and Monday, respectively of the Conference week. The computer operations also grade the multiple choice and true-false exams taken by election candidates and do side work in cross-referencing research for public relations.

Due to the availability of the computer, more research analysis has been possible, said Rebmann. The research reveals significant trends that effect the viability and credibility of the Conference and the program as a whole. Thus aiding future planning.

"Management games" were set up last year with the aid of the IBM Corporation and the IU computer facility. These games

which were a big success with Achievers, allowed workshop members to experience unique situations that demanded alertness and instantaneous reactions. Achievers encountered as unusual business system by managing a game hospital, where they made decisions based on pressures from the game community.

According to Rebmann, Junior Achievement (JA) management games are being devised for future conferences and for use,

(Continued on Page 4)

## Experiments Give JA New Thrusts

Junior Achievement (JA) may soon have something for everyone — the junior high student, the college student and even the non-Achiever high school student.

The JA Research and Development Department, created in November of 1970 by National JA President Richard Maxwell, has designed three experimental programs, all tentatively set to begin this fall. Project Business, Economic Awareness Program, and Applied Management Experiment are similar only in their shared objective of encouraging an understanding of private enterprise.

Project Business, an experiment starting in seven JA areas this fall, is designed specifically for the 8th and 9th grade level. The program was created to give junior high students a greater insight into business, based on a one-hour-a-week, school session.

According to Gilbert Folleher, former director of the Research and Development Department and now JA executive director in Seattle, Wash., the program is divided into three specific areas. The first phase, Dialogue, consists of about 10 weeks of discussion with various business consultants on subjects pertinent to business. Action, the second phase, consists of plant tours to various community businesses to show the diversification of American industry. The third phase, known as Involvement, will relate to a specific project undertaken by the class. This could be the manufacture of a product or the distribution of a service.

"These innovative programs are designed to reach as many people as possible," Folleher said. "But this program offers completely different experiences from either the regular JA program on the high school level or the Applied Management Experiment (AME) on the college level."

The AME program is scheduled to begin this fall in Jacksonville, Fla., under the direction of Executive Director Ralph P. Howarth Jr.

"We want to create two companies on the campus of Florida Junior College at Jacksonville," Howarth began. "The companies will involve marketing and electronic data processing. All interested students may enroll."

"The college student lives in a theoretical world," is Howarth's belief. "He needs an opportunity to experience the real world in a non-parochial atmosphere."

"We want the student to have the chance to create and develop everything about the company, including the record-keeping system. We hope, too, that professors of related courses will organize the enterprise as part of the course teaching vehicle."

The AME will be connected only administratively with the local JA Center. Enterprise companies would not compete with high school companies, nor be integrated into the National Junior Achievers Conference.

The third experimental program is designed for still another group — those high school students not already participating in the JA program. Although planned for the near future, no definite date has been set for the implementation of

the Economic Awareness Program.

Economic Awareness also consists of three phases. The first is the organization of a JA referral office for economic education in the community. "A library of information, speakers and films could be manned by personnel other than the JA office staff," commented Folleher. "A lot of research would have to go into this, but it would be invaluable for school personnel and others."

A traveling "show" of businessmen and Achievers is another phase of the Economic Awareness program. The group would travel to various high schools in an effort to acquaint as many students as possible (Continued on Page 2)

## Resolutions Committee Confers

The Resolutions Committee of the 1972 National Junior Achievers Conference has opened two meetings this week for Achiever discussion and evaluation of proposed resolutions.

The meetings are scheduled from 4-5:15 p.m. Tuesday in Woodburn 101 and 4-5:15 p.m. Wednesday in Woodburn 100. The final vote by the National Achievers Association Council on all resolutions will take place Wednesday.

Each year the Resolutions Committee reviews the policies and procedures of the JA program and suggests changes and additions. For the first time, however, the entire conference will not vote directly upon the resolutions.

"All Achievers will still have the chance to voice their opinions even though the NAA will have the final vote," Susan Smith, Conference vice-president stressed.

"There are several good reasons for the change," she continued. "We wanted to eliminate the chaos experienced in previous general resolution meetings and eliminate forcing Achievers to attend who were not interested. Concentrated interest and effort should prove most successful."

"This is the only chance for Achievers to review the resolutions before the final vote," Susie concluded. "We would appreciate having a lot of kids come with good ideas."

## Charms To Burlap Bags

### Souvenir Shop Stocked

One again the souvenir shop is open for business. The basement of McNutt dorm is the place where each delegate can stock up on JA items to help him remember the 1972 National Junior Achievers Conference (NAJAC).

Sharon Booth is in charge this year, with Nancy Broussard assisting. Delegates help out at the busiest hours of the day.

The prices are right and there is something for everyone, and something everyone can afford. Among the offerings included this year are: burlap bags decorated with the new JA logo, laundry bags, funny postcards, gold JA charms and JA flight bags.

The souvenir shop also stocks Dennis Houlihan's albums. "Those who enjoy Dennis's performance here will certainly like to have his

albums when they return home," is Nancy Broussard's feeling.

A beautiful thing to take home to a person who appreciates fine glassware is one of the amber-colored goblets made from beer bottles," she went on. "These make enchanting wine or water glasses."

There are also JA coffee mugs on sale, available this year with both the old and new logos.

Many popular items are already sold out, the staff says, and Achievers are advised not to wait until the last minute to make their purchases. "Any time you have money to spare," Nancy recommends, "and have the urge to spend it, visit the basement of McNutt dorm and explore the souvenir shop."

Try it, you'll like it.

## Registration Results Revealed

Get ready, guys! Final registration figures supplied by Chief Headcounter Bruce Beery confirm an earlier prediction that women would outnumber men at the Conference. Of a total 2,217 pre-registered delegates, 2,204 have applied for room keys, of whom 52.7 per cent are female.

Pink cards have been issued to 301 staff members.

A quick scan of the delegate list reveals special guests are in attendance, including TOM JONES (Relax, girls; he doesn't sing) and BILLY GRAHAM (He asked that "priest" be printed on his nametag.) PAM MARCISZEWSKI gets the tongue-twister prize. (Sorry, we can't pronounce the award.) A number of nicknames requested by delegates were not allowed on the name tags.

The first bus arrived Sunday at 5:30 a.m. (much to the delight of the arrivals and orientation folks). Gene Brough from Dallas, Texas, has won the "Last one here is a rotten egg" award. It has not as yet been claimed.

As an aside, the youngest delegate is 15 years old and the youngest staff member is 18. The oldest delegate is 20 and the oldest counselor knew Woodrow Wilson.

# JA Company Is Operated By Cerebral Palsy Patients

A Junior Achievement (JA) company in Hartford, Conn. sold over \$90 worth of products in its first three weeks of operation. Not unusual? True.

But, that \$90 is a memorable accomplishment, as the 26 company members are all afflicted with cerebral palsy.

Created June 8 of this year, the company will merge with the regular JA program in October and continue until liquidation in May.

"It is the most cohesive company I have ever worked with," Charles Levine, staff member of the Hartford JA Area, began. "The spirit and enthusiasm is unequalled. Everyone gets along fantastically, and there is an extremely low rate of absenteeism."

The company members range in age from 13 to the mid-50's, although one lady lists her age at "29-plus." All have various degrees of muscular disorders ranging from a distinctive walking gait to inability to articulate.

"Fifty-five per cent of all cerebral palsy patients are in the normal range of intelligence," Levine continued. "The president of the company cannot write or talk and rides in a wheelchair, yet he has well above normal intelligence and runs the company as effectively as anyone else."

The president controls the meetings through motions, pre-

pared speeches delivered by others and an alphabet board.

"The JA program has been instrumental in helping these achievers gain the self-confidence they so desperately need," according to Levine. "They have discovered for themselves that given the proper training and background they can handle responsibility as well or better than other people. They cherish that feeling of being needed."

The company, sponsored by the Friendly Ice Cream Shops in Connecticut, produces first-aid kits and paperweights.

"We anticipated that production would be a problem, and the first two weeks were disastrous," Levine continued. "But by finding out each person's capabilities, we are now producing quality products."

Very few modifications of the standard JA structure have been necessary in running the company. Advisers, store managers of the Friendly Ice Cream Co., must carefully evaluate how much attention should be given to each Achiever without becoming overprotective.

"The advisers are learning that the Achievers can handle a fantastic amount of their own responsibilities," Levine commented. "We had anticipated using a simplified record system, but several company

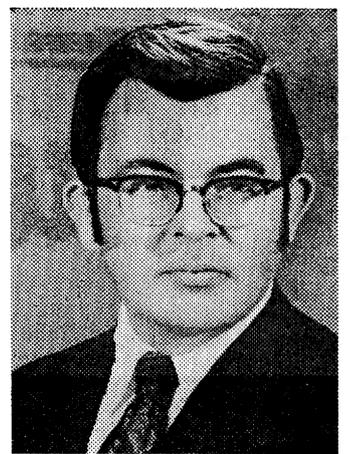
members had taken bookkeeping and were willing to teach other

The objectives of the JA program differ slightly for the cerebral palsy Achiever. "We know that many will never be able to hold a job," he continued. "For cerebral palsy patients it is especially discouraging; for example, the Massachusetts State Rehabilitation Center can only place 20 per cent of these patients as compared to 50-60 per cent of other handicapped people.

"But the program does give those who already hold jobs some practical experience that they can apply right now. It also gives the younger Achievers a chance to learn about business and participate more fully in the world around them."

Chuck Levine took on the challenge of being staff center manager last year while studying at Trinity University in Hartford. He is now in his third year of an economics major and is presently working with special presentations at the National Junior Achievers Conference (NAJAC).

"I see dynamic possibilities for this program in other areas," Charles continued. Although the opportunities for these Achievers are limited, they have the same ambitions as everyone else. One 19-year-old girl even thought of writing to Mr. Sweeny to ask him to waive the age limit for delegates to NAJAC."



JOSEPH M. CRONIN

## Educator To Receive JA Award

Joseph M. Cronin, the first Secretary of Educational Affairs for the Commonwealth of Massachusetts, has been selected as the 1972 recipient of the JA Distinguished Graduate Award.

Cronin, who will speak at the general meeting 9 a.m., Wednesday, is the author of more than 40 books, articles and reviews on education. He received his B.A. and Master's degrees from Harvard University and completed his Ed. D. in 1965 at Stanford.

Cronin began his teaching career in Braintree, Mass., and later became a department chairman in the Palo Alto, Calif. schools. He has taught and directed research at both Harvard and Stanford Universities.

Cronin worked in Maryland as a secondary school principal until 1964 before becoming associate dean of the Harvard Graduate School of Education. In addition, he has served as a consultant on educational finance and organization to five states.

An activist in Junior Achievement (JA) Cronin was National Junior Achievers Conference chairman in 1952. JA, he said, "Gave me a great opportunity to learn about business by becoming actively engaged in a miniature company."



## Three New Programs Developed

(Continued from Page 1) about private enterprise.

The third part of the overall concept is a career day program involving graduate Achievers who are attending college. These JA graduates would advise the high school students on business-related majors in college study.

"I want to emphasize," Folleher concluded, "that most of these programs were developed according to suggestions from Achiever seminars and workshops during the JA Readers Digest Speakers Corps training and regional conferences."

## Lightning Strikes Pizza Fans Third Time

For the third consecutive year, the Village Inn, a popular Bloomington night spot, has closed its doors for a week of renovation coinciding with the National Junior Achievers Conference (NAJAC). Parched and pizza-deprived counselors find it difficult to believe lightning strikes the same place twice; let alone three times!

Far from being dry, however, several Foster female delegates took an unexpected Turkish steam bath Sunday night when heating pipes broke. No injuries were reported, but several letters of appreciation were reportedly sent to Indiana University officials from dieters who received an unexpected boost. Interestingly, ruptured steam pipes have been recorded at the 1970 and 1971 NAJACs.

## Pushes Purchaser Power

# Consumerist To Speak

"Let the buyer beware."  
"The buyer needs a hundred eyes, the seller not one."

Consumer awareness against fraud and deception is nothing new. The proverbs above were first recorded at a Pompeian marketplace when Rome ruled the known world. Yet only recently have active campaigns for fair prices and high quality merchandise been effectively instigated by consumers.

Consumer advocates like Ralph Nader have fought hard to insure buyer protection through constant surveillance of the market place and through legislation. Others have sought to curb the high cost of merchandise and maintain quality by taking steps toward easing inflation . . . notably the Nixon "price freeze" measure and the lowering of steep tariffs on foreign beef.

Women like Adele Davis a noted writer on consumer affairs, Virginia Knauer, the President's special assistant for consumer affairs, and Bess Myerson, who heads the New York Bureau of Consumer Affairs, have played dominant roles in seeking quality control, the elimination of unethical business practices and maintenance of fair prices.

Bette Clemens, director of consumer affairs for the Council of Better Business Bureaus, Inc. is another person who has had a



BETTE CLEMENS

major part in the education and protection of the consumer. Ms. Clemens, who will speak tomorrow morning on "The Importance of the Educated Consumer," is known as being an activist who believes in direct legal action against offenders. She has worked at the state level as director of the Pennsylvania Bureau of Consumer Protection. There, through five offices, she was responsible for coordinating all consumer complaints. She conducted statewide consumer conferences, introduced various pieces of consumer legislation and testified before state and federal agencies on behalf of the consumer.

"The buyer holds the key to lower prices and quality merchandise," according to Ms.

Clemens. "And it is time for the consumer to stop being a pushover in the marketplace."

According to Ms. Clemens, every buyer has the responsibility to do something about injustices being committed against the consumer.

She suggests actions such as these:

1) Write a letter to a manufacturer if you have a complaint about the firm's product or service.

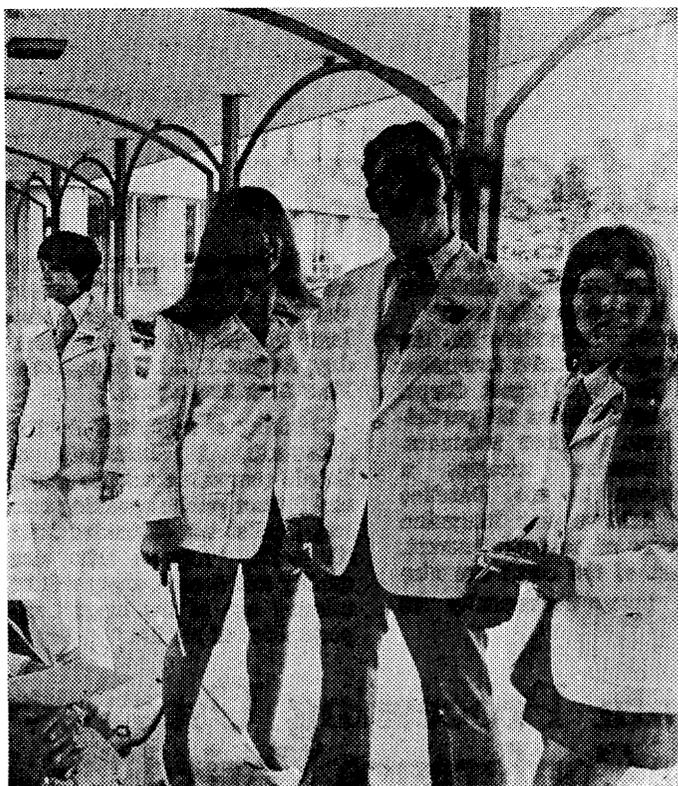
2) Don't return any unsolicited merchandise sent to your home but don't pay for it either. Anything sent to you that you didn't order, such as cards or books, is a gift and you are not obligated to return it.

3) Take advantage of laws, such as the one in Pennsylvania, which permit you to cancel an order for \$25 or more from a door-to-door salesman within two days.

4) Use unit pricing in grocery stores to save money. If the store doesn't have the unit pricing system, (items priced according to weight of contents) ask for it.

"Complaints will make the marketplace a much better place," she said. "If you aren't sure what agency or source to contact, the Better Business Bureau will let you know."

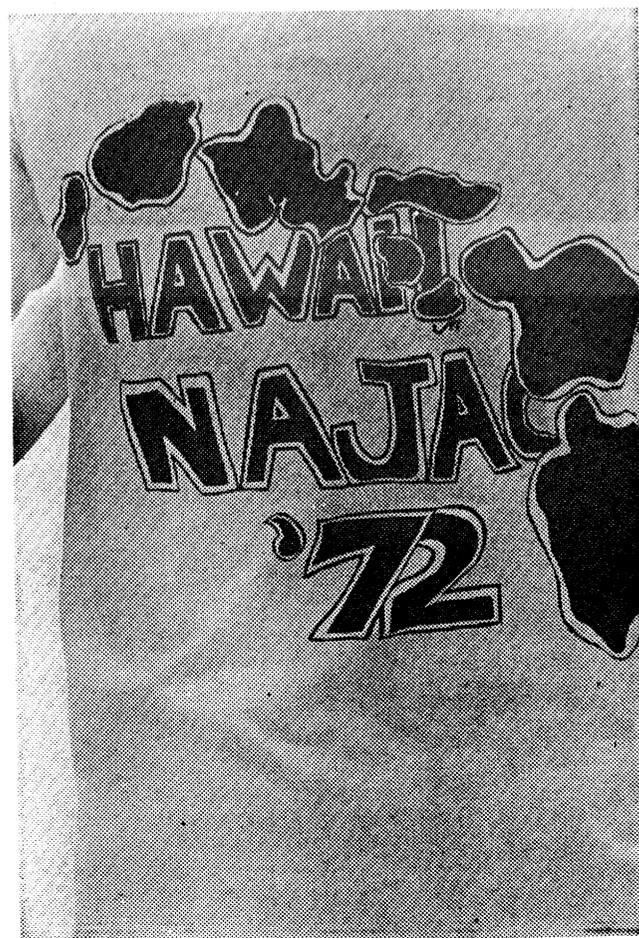
"Most often," she concluded, "The only way to make a cheat stop cheating is to hurt his pocketbook."



# *Unique NAJAC Costumes*



The unusual and colorful garb worn by National Junior Achievers Conference delegates changes every year. This year, contributions range from the Puerto Rican delegation's natty white suit and green tie ensembles through the usual battery of Texan hats, blue Cincinnati jackets and untold numbers of T-shirts to Detroit's bright red sashes. Our camera, unfortunately, couldn't capture the costumes' color, but in any case, half the fun of costume-watching is in doing it yourself, as the young man at lower left seems to have discovered.



## 'A Bridge Of Hopes And Dreams'

# Seminar Trains JA Speakers

"A bridge between you and me.

"Not of iron and steel,  
But of hopes and dreams."

Sound familiar? It would if you had attended the fifth JA Reader's Digest Training Seminar (RDS) in Williamsburg, Va. November 8-11, 1971. The verse is taken from a poem jointly composed by three Achievers to describe their feelings about what they termed: "One of the most exciting program events in Junior Achievement (JA)."

The seminar was initiated five years ago by a \$500,000 grant from Reader's Digest founder DeWitt Wallace. Assistant National Program Director Mary Beth Vernon states, "The seminar provides an opportunity for participants to become more aware of themselves and their peers. Although the main seminar objective is to train effective speakers to represent Achievers, seminar participants find it helps them become more aware of themselves. In short;

to crystallize ideas and broaden horizons."

Charles Levine, a 19-year-old junior at Trinity College agrees, "There is a dynamic flow of ideas," he said, "and you really have an opportunity to get to know a limited number of people really well."

Delegates are trained through a series of formal and informal discussion and task-oriented groups. These groups deal with topics from the development of new JA programs and materials to the understanding of varying views and how best to articulate them. Meetings are interspersed with sightseeing in historic Williamsburg.

Speaking engagements follow the training sessions. Junior Achievement Inc. receives requests each year for speakers to address service club meetings, business conventions, professional societies and JA regional conferences. Not every RDS participant is accepted right away. As Mary Beth puts it, "We try to match a par-

ticular speaker with a specific event to insure that each Achiever will not only have an effective input but a meaningful and enjoyable experience.

Anthony Abowd, 1971 national president of the year, spoke to a JA staff training school in New York. He also was guest speaker at a Benton Harbor, Mich. Rotary Club meeting. Special guests were invited to hear Anthony's address by members of the club's JA Steering Committee. Following his speech the committee met and immediately passed a motion to form a board of directors and bring Junior Achievement to Benton Harbor. Anthony mused, "I'm glad I went, it was a rewarding experience."

The selection process begins at NAJAC. Contest finalists, validated candidates, and Group and Committee Chairpersons may attend a special orientation meeting to become better acquainted with the program. A careful evaluation follows NAJAC and 20 Achievers are chosen with the aim of picking a

balance of boy, girl and high-school and college students; with a good geographic mix.

A recent innovation in the RDS program is the formation of the Reader's Digest Corps. This group includes all participants from previous seminars. Each member receives a subscription to the Dateline Junior Achievement magazine and news of mutual interest. Members of the corps are also called upon occasionally to speak.

This year an information and orientation meeting concerning the 1972 Reader's Digest Seminar will take place on Thursday, August 17, at 5 p.m., in the Fine Arts Auditorium.

Thinking of applying? As Pat Ainsworth, a University of Toledo computing science major and former public speaking contest finalist who attended RDS '71 said; "Anyone who can qualify and doesn't apply will be missing one of the biggest opportunities of his life."

## Data Processing Uses At Conference Varied

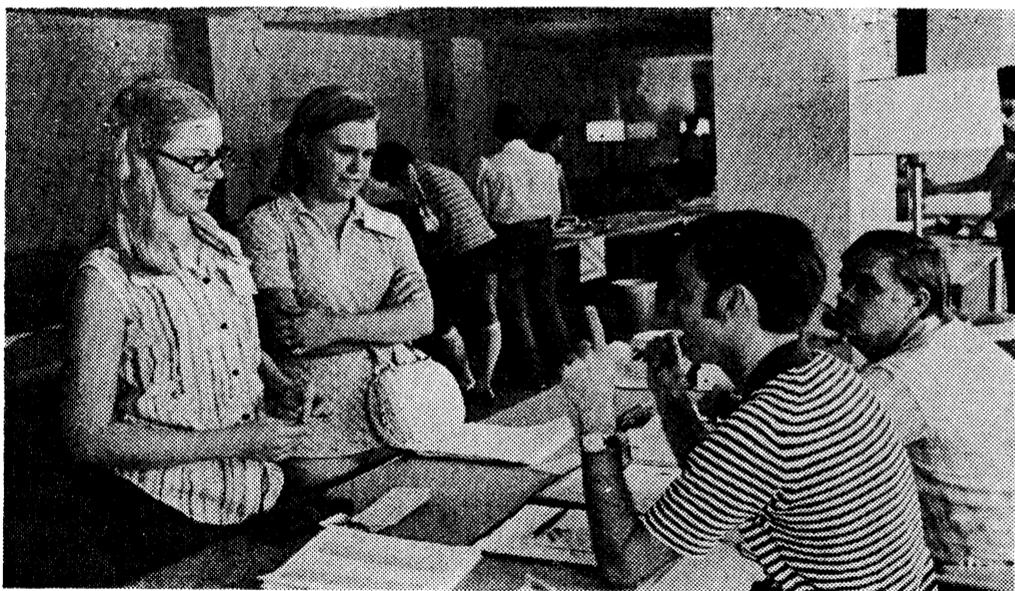
(Continued from Page 1)  
at the regional level, where computer facilities are available.

The possibility of working closely with contest people in grading objective exams is being considered, said Rebmann. This would allow the contest judges the opportunity to

work more with personal interviews and essay tests.

The computer program staff consists of Rebmann, a doctoral student in computer science at the University of Minnesota, and Bob Dannenfelser, a computer science student at George Washington University.

# Contests: Work And Hope



The first day of contest validations held much activity for one-third of the NAJAC delegates. At left, contest hopefuls make preliminary preparations, sign up for appointments and discuss procedures with officials. At lower left, contestants toil over first-round written exams. Below, a candidate being interviewed. The mirror reflection in the background shows the interviewing judge.

