Award Offered To Entrepreneur

That do-it-yourself business created in a corner of a rundown garage may just be worth a $1,000 Youth Enterprise Award.

The Jim Walter Corp. is searching for young entrepreneurs between the ages of 18 and 25 who have found or are seeking a profitable market for goods or services "in the best tradition of free enterprise and ethical business conduct."

"As an entrepreneur, you will be the creators and leaders of change," stressed James E. (Jimmy) Walter Jr., keynoter/moderator of "Entrepreneurs — Today and Tomorrow," the Tuesday morning seminar at the National Junior Achievers Conference. "Whether a machine shop or service station, the dollar volume is secondary to the success of the business in meeting its objective and responsibility to its customers."

Twenty-five young entrepreneurs will be awarded a $1,000 check and will fly expenses paid to the Jim Walter Corp. Summer Meeting in Florida this December. Twenty-five runner-up awards of three shares of Jim Walter Corp. stock will also be awarded.

The independent national awards judges will base their selections on such things as originality of product or service, profitability, growth potential in relation to the age of the enterprise and its principles, and the obstacles overcome in establishing the business.

The search for the 25 YEA entrepreneurs by Jim Walter Corp. began in December, 1971, with an announcement by Board Chairman James Walter Senior. Walter explained the corporation with $500 of its own money and a $400 loan. Today the Jim Walter Corp. has sales in excess of $100 million and is a major force in the building industry. The company provides jobs for about 20,000 people; pays more than $40 million in taxes and distributes more than $12 million in dividends to its more than 35,000 stockholders.

In announcing the award program, Walter said, "Perhaps it's some, $1,000 isn't a lot of money. But I believe that recognition could be a major factor in the difference between making ideas work and setting for something less. I believe that it will bring more than just money to them. I hope it will mean that somebody recognizes the hard work they are doing within the great traditions that have made this nation strong is still a desirable, important and honorable thing to do. Starting a business today is not easy. If our recognition of these young people proves helpful, then we have really celebrated our 25th Anniversary in a worthwhile manner."

Young entrepreneurs interested in applying for the award should describe, in as many words as necessary, why they are worthy of winning a YEA Award. No entry form is required. A sponsor over 25 years old must recommend and verify the applicant.

"We encourage those who don't qualify this year to help us find 25 young men and women who deserve to be recognized," Jim Walter Jr., president of Congeneric Communications Inc., concluded. "It's too bad I can't qualify for the award myself, but I'm only just starting my business and next year I'll be over 21!"

BULLETIN
James E. Tompert, of Battle Creek, Mich., was elected president of the 1972 National Junior Achievers Conference yesterday. Other officers elected were vice president, Dave Ruffalo, of Rockford, Ill.; conference secretary, Carol Mozak, of Lima, Ohio; and association secretary, Gregory Snow, of Chicago, Ill.

These trophies are now the treasured prizes of the 1972 National Junior Achievers Conference contest winners. See list of winners on page 2.

Contest Winners Awarded Prizes

The selection of Junior Achievement (JA) contest winners takes place in three rounds of competition at the national level. The first two rounds are coordinated by graduate Achievers, many former contest winners themselves. Final judges, experts in their fields and representatives of the sponsoring organizations, conduct the stringent decisive interviews. Finalists tackle questions ranging from "What is President Nixon trying to accomplish through his new economic program and why?" through "Is this the appropriate time?" (One judge commented, "It's hard to believe, but I received a more reasonable solution to a problem my company is experiencing, from one of the contestants, than I had received from my executive committee."

Contest winners are the top performers of the 1972 JA program year. These young people having excelled at JA's goal of economic understanding.

More than $15,000 in scholarships will be awarded.

Election Panel's Task Explained

The purpose of the Conference Election Committee is to screen and select competent candidates, who best prove their ability to represent Achievers as well as Junior Achievement.

It is the committee's responsibility to present the Conference with qualified candidates, who have passed several rigorous screening procedures, including a series of exams and two interviews. In these exams their knowledge of JA and current events in the world is tested. The committee feels that the national officers should be aware of many things in order to represent Achievers.

During interviews, Achievers are tested on their ability to speak and express themselves, they are interviewed by their peers as well as past officers.

After the committee has validated what seems to be the most competent candidate, it is the candidate's responsibility to campaign ... to present himself or herself to the delegates. The Campaign process is real to life; it is where the candidate takes over and has to prove that he or she is the person who will do the best job.

Two years ago, the election committee added another job to the already busy schedule — the task of sponsoring caucuses. The purpose of these caucuses is to give each candidate equal opportunity to present his views to the delegates. Caucuses give delegates a chance to openly meet the candidates.
President Of The Year
Young Presidents' Organization, Inc.

First Place-$1,500
Denese Cooper, Miami, Fla.
Barry Kesler, Dayton, Ohio
Suzanne Holman, Chattanooga, Tenn.

Second Place-$500
Debra Jenkins, Scranton, Pa.
Mike Champion, Dallas, Texas
Connie Waite, Jackson, Mich.

Third Place-$250
Sarah Jacobs, Kingsport, Tenn.
Bob Hand, Oklahoma City, Okla.
Lee Learned, Birmingham, Mich.

Finalists-$100
Tim Molony, New Orleans, La.
Andrew Turner, Tulsa, Okla.
Deborah Tierney, St. Paul, Minn.

Production Executive
The American Institute of Industrial Engineers, Inc.

First Place-$1,000
Morris Maclin, Jr., Buffalo, N.Y.

Second Place-$500
Ernest Lottman, Orlando, Fla.
Connie Waite, Jackson, Mich.

Third Place-$250
Lee Learned, Birmingham, Mich.
Rebecca Short, Bryan, Ohio

Finalists-$125
Steven Silverman, Miami, Florida
Tom Lucas, Pittsburgh, Pa.

Marketing Executive
Sales & Marketing Executive International

First Place-$500
Suzanne Holman, Chattanooga, Tenn.
Patricia Llewellyn, Battle Creek, Mich.

Second Place-$250
Eleanor Burkart, Reading, Pa.
Donna Chapman, Buffalo, N.Y.

Third Place-$250
Debra Jenkins, Scranton, Pa.
James Letourneau, St. Paul, Minn.

Finalists-$125
Steve Silverman, Miami, Florida
Tim Molony, New Orleans, La.

Corporate Secretary
American Society of Corporate Secretaries, Inc.

First Place-$1,000
Peter Dean, Battle Creek, Mich.
Pope Martin, Charleston, S.C.

Second Place-$500
Clare Helmer, Dallas, Texas
Debra Jenkins, Scranton, Pa.

Third Place-$250
Julie Purdy, Owensboro, Ky.
Ham Conner, Cincinatti, Ohio

Finalists-$125
Kathy Phillips, Anderson, Ind.

Treasurer Of The Year
National Association of Accountants

First Place-$1,000
Deborah Tierney, St. Paul, Minn.
Debra Jenkins, Scranton, Pa.

Second Place-$500
Julie Purdy, Owensboro, Ky.
Pam Conner, Cincinnati, Ohio

Third Place-$250
Jill Bergen, Phoenix, Ariz.

Finalists-$125
Deborah Tierney, St. Paul, Minn.
Jill Bergen, Phoenix, Ariz.

Safety Director
American Society of Safety Engineers

First Place-$500
Mike Champion, Dallas, Texas
David Richardson, New Orleans.

Second Place-$250
Mike Budax, Battle Creek, Mich.
Andrew Turner, Tulsa, Okla.

Third Place-$250
Barbara Lettieri, Omaha, Neb.
Deborah Tierney, St. Paul, Minn.

Finalists-$125
Pat DiMarco, Canton, Ohio
William Guiney, Boston, Mass.

Miss Junior Achievement
Junior Achievement, Inc.

First Place-$250
Christel Capdeville, New Orleans, La.

Second Place-$150
Jill Bergen, Phoenix, Ariz.
Hairfield, Pittsburgh, Pa.

Third Place-$250
Pam Conner, Cincinnati, Ohio
Deborah Tierney, St. Paul, Minn.

Finalists-$125
Carolyn Post, Terre Haute, Ind.

Special Recognition: Quality Control
American Society for Quality Control

First Place-$1,500
Andrew Turner, Tulsa, Okla.

Second Place-$500
Barbara Lettieri, Omaha, Neb.
Deborah Tierney, St. Paul, Minn.

Third Place-$250
Pat DiMarco, Canton, Ohio
Andrew Turner, Tulsa, Okla.

Public Speaking
Toastmasters International (Judges)

First Place-$250
Richard Williams, Kingsport, Tenn.

Second Place-$100
Donna Chapman, Buffalo, N.Y.
Mike Champion, Dallas, Texas

Third Place-$50
Harry Bonner, Cincinnati, Ohio
James Tempert, Battle Creek, Mich.

Purchasing Manager
National Association of Purchasing Management, Inc.

First Place-$500
Dan Dunaway, Pittsburg, Pa.

Second Place-$100
James Letourneau, St. Paul, Minn.

Third Place-$50
Jerry Solove, Phoenix, Ariz.

Finalists-$125
Marypat Abowd, Detroit, Mich.
Debbie Grew, San Francisco, Cal.

Personnel Director
American Society for Personnel Administration

First Place-$250
Michelle Bolish, Johnstown, Pa.

Second Place-$100
Tara McDowell, Cincinnati, Ohio
Eleanor Burkart, Reading, Pa.

Third Place-$50
Debbie Grew, San Francisco, Cal.

Finalists-$125
Sally Farnes, Grand Rapids, Mich.
Lou Ann Greco, Cedar Rapids, Iowa

Annual Report
New York Stock Exchange

First Place-$250 to each of the three selected company representatives
Karen Hairfield, Atlanta, Ga.

Second Place-$100 to each of the three selected company representatives
Debbie Grew, San Francisco, Cal.

Third Place-$50 to each of the three selected company representatives
Candy, Richmond, Va.

Finalists-$25 to each of the three selected company representatives
Reene Matheine

Company Of The Year
National Association of Electrical Distributors and American Oil Foundation

First Place-$250 to each of the three selected company representatives
Sten Craft IV, Tucson, Ariz.
Mary Ebert, Carol Pitts, Dan Starks

Second Place-$100 to each of the three selected company representatives
Undying Spirits, San Francisco, Cal.
Marla Lezada

Third Place-$50 to each of the three selected company representatives
JA Publications, Phoenix, Ariz.
Aprile Cornece, JoAnne Doles, Pamela Harnisch

Finalists-$25 to each of the three selected company representatives
Creative Manufacturing, Lima, Ohio
Kathy Cori, Tom Swicklath, Donna Watters
Phyllis Barry, Patty Bugdenin, Thomas Keil

Marketing Executive
S ilk & Marketing Executive International

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Suzanne Holman, Chattanooga, Tenn.

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Workshop Minutes Released

Nearly 700 delegates to the National Junior Achievers Conference (NJAC) participated in Workshops. The main purpose of these sixteen workshops was to provide an opportunity for students to study and discuss the different aspects of a given topic.

Under the direction of A. E. (Tony) Vendely, program director of Junior Achievers, Inc. of Central Indiana, the Workshop Department uses the talents of Graduate Students, Faculty Members, and others from business, education and industry. Vendely said the function of the workshops was to give JA in the development of the program and provide Achievers in which they could gain insight into topics outside JA.

Achievers who desire additional information on the topics which took place in the workshops should contact Mary Beth Vernon, assistant program director, Junior Achievers of Indiana, Inc., 900 Third Avenue, New York, New York 10022.
The objective of the service company workshop was to discuss the different types of service companies and the criteria of what they can do for JA, for the community, and for the company members and also to define problems associated with the operation of service companies.

Workshop members were unanimous in their support of the service company concept. The desire to have more incentive to join JA, allow achievers to express themselves more freely in their field and give achievers the opportunity to learn new skills were expressed.

Service companies are needed in the future, according to the group leaders.

Choosing a College

HOWARD SHAPIRO

The principal objective of this workshop was to acquaint the delegates of the procedures and considerations involved in their choice of a college. It is hoped that college-bound students will be more aware of the advantages of comparing what types of educational institutions are available. In additional, the resources available for the consideration of scholarships, financial aid, etc., should be utilized. The merits and values of each alternative and the considerations of such factors as personal traits, temperament, interests, financial priorities were demonstrated by linear model. The resources available in finding information on scholarships, loans, etc., were explored in conjunction with the resources available to the individual. The preparation for and importance of College Board Examinations were discussed, as well as the requirements of the different colleges for the acceptance of their students. The workshop was successful because the broadened understanding of its participants in the factors affecting students and the institutions of higher education.

Recruiting and Membership

LOUIS GOSS

Goal: Centralize ideas and discuss possible improvements in recruiting and solutions to membership problems. The delegates filled out a questionnaire on why and how they joined JA and what their current activities were. Groups were then formed with discussion based on what turns kids on and off. With the results of the questionnaire and discussion, the delegates were then assigned to five different groups, recruiting speech: five minutes in length aimed at an assembly of high school students; poster; radio; newspaper; and a combination of a fact sheet and questionnaire.

An open discussion on the roots of membership problems preceding breakup into sub-groups of five. Each group was assigned a different problem: a) early retention, b) boy-girl ratio, c) second half dropouts and a combination of both girls and boys in the pricing of a product. Also, the use of advertising, which are a set of principles and reflect the products in the marketing structure, was presented.

The post-purchase experience concerned warranties and service and also improvements being made in product safety. The workshop concluded with an open forum, where each delegate could discuss the problems and to explain what they handled them.

Getting Ahead in College

LARRY DRUMMOND

The purpose of this seminar was to provide the opportunity for a dynamic model of the process of college orientation and instruction. The workshop ended with a research session on how J A can better serve to public relations communications process.

Public Relations

STEPHEN ENCARNACIO

The purpose of the public relations workshop was to develop the group's skills necessary for public relations work. The public image of Junior Achievement on the local and national level was analyzed in depth. The utilization of resources available to Junior Achievement was a major topic of discussion.

The merits and values of each alternative and the considerations of fitness for success were discussed. The role of radio, television, newspaper, business, and educational workers assigned to a public relations function for JA. The workshop ended with the indication that there is a need for growth in the field of journalism and public relations.

Secretarial Opportunities

MRS. JEAN SCHAER

The secretarial opportunities workshop was created to provide information on the various types of secretarial opportunities available to graduates of the different college curricula. The workshop ended with the indication that there is a need for growth in the field of secretarial work.

New Ideas For JA

LARRY DRUMMOND

The purpose of this seminar was to provide the opportunity for a dynamic model of the process of college orientation and instruction. The workshop ended with a research session on how J A can better serve to public relations communications process.

The concepts of productivity, contribution, effectiveness, and efficiency were discussed. Several ideas were proposed on how JA could better help young people understand business. These included having seminars and workshops in the local area with emphasis on stimulating business situations that challenge JA members.
Minority Enterprises

In an attempt to utilize the talents, experiences and involvement of the NAA, JAC delegates to a greater extent, the idea of a cluster workshop was initiated. The goal was to explore the relationships between business and society, while providing a forum for discussion that directly affects blacks and other minorities. The goals were purposely minimized, with a focus on a limited number of topics. In the end, the facilitation was accomplished by the specific workshops of the JAC that dealt with Black Capitalism, Urban Problems and JA in the Area.  

The overall plan of discussing the three different ideas during the week was to offer a large group and small group meetings. It was impossible to state all the topics discussed since they ranged from prejudice to JA involvement in large cities. A better understanding of the dialogue and exchange of ideas is required to look directly at the economic development of this country and what effect this may have on the gaps between races.

No conclusion can be made which might be used to solve the problems that were discussed, rather it is suggested to look at some specific situations and what can be done in these areas. We have continued the workshops by making specific recommendations to JA where warranted.

National Management Association

RAYMOND JACQUETTE
MICHAEL J. TIMMER

The National Management Association (NMA) is a workshop designed to adapt, implement, and evaluate a series of four discussion topics. The topics are: "Self-Training," "Management of a Business," "Self-Maintenance," and "Self-Teaching." These topics are addressed in four separate workshops. The objective of the NMA is to provide a forum for the exchange of ideas and stimulate the development of new programs in their own areas. Sales managers were invited to discuss sales presentation techniques and problems on the workshop. In the end, the facilitation was accomplished by the specific workshops of the NMA that dealt with Black Capitalism, Urban Problems and JA in the Area. 

Operating a JA Company

RALPH P. HOWARTH, JR.

The function of this workshop is to inform the delegates how to adapt to a JA Company, with reference to the new JA Company Manual and record system. The workshop membership divided into groups and provided with each taking special sections of the basic program material to study. The workshop membership put to work new concepts and procedures in a JA Company. The exercise demonstrated that membership can meet the challenge of the program to success.

Women in Business

ALVIA LEWIS

The objective of this workshop is to inform the delegate how to improve the JA experiencing and get the feeling of the business of today. The workshop membership divided into groups and received ideas for their JA. The exercise demonstrated that women can meet the challenge of the program to success.

Investments Association

DOUG CARLSON

The objective of the Investments Association workshop was to train newly elected officers in investments. The workshop membership divided into groups and provided with each taking special sections of the basic program material to study. The workshop membership put to work new concepts and procedures in the JA. The exercise demonstrated that membership can meet the challenge of the program to success.

Business and Social Responsibility

MRS. EMMIE MILLER
JOHN PETIT

The goal of our workshop was to provide an overview of the JA Association. This was accomplished by providing a forum for the exchange of ideas and stimulating the development of new programs in their own areas. The workshop membership divided into groups and received ideas for their JA. The exercise demonstrated that JA companies also be involved in social responsibilities.