

# The Daily JA News

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## Resolutions Approved

Nineteen resolutions created by the 29th Annual Junior Achievers resolution committee were discussed and approved Wednesday afternoon following a 2½-hour debate.

Initial votes were cast by the National Achievers Association (NAA), a core group of fifty achievers representing local Achiever associations. An hour into the meeting, however, parliamentarian John Nelson ruled that all delegates in the auditorium should have the right to vote, "because the resolutions were written and titled the 29th Annual Junior Achievers Conference Resolutions."

The first major resolution concerned installing the Achiever Conference Association-Secretary on the national board of directors with authority of representation to be designated by the board. A similar resolution recommended that representatives of area Achievers Associations also be on the area board of directors.

One of the most controversial resolutions approved concerned the encouragement of school credit programs and job education programs in certain areas of Junior Achievement. Students against the program stated, "Too many students will join JA to get an easy credit, not to learn about business."

The group of about 300 delegates consisted of NAA members, the resolutions committee and interested Achievers and staff. A national contest for the service company of the year, a resolution encouraging JA to continue the development of programs for handicapped students; and a resolution that the treasurer of the area board of directors present a yearly fund report to the Achievers Association, were all approved.

The resolution that each Achiever at the Conference write a one-page letter to the Indiana State Legislature urging them to use state funds to correct pollution output by IU's electric power plant, was the only resolution of the session that was defeated.

Other approved resolutions urged that more areas participate in the NAA; that more regions hold Achiever Association Conferences; that resolutions committees be formed at each regional conference; that international correspondence be conducted by the national conference secretary; that limits on campaign spending be reviewed and raised; and that election participation involve 100% of the Achievers.

A final addition to the agenda came from Roger Bowman, coordinator of the newly formed graduate alumni committee.

"The purpose of our group is to maintain the ideas and enthusiasm for national Junior Achievement," he began. "Right now we need as much help as possible in tabulating a list of over a million people who have ever been connected with JA."

NAA members are asked to help locate JA graduates in their local areas. Other graduates can assist by sending the names and addresses of any NAJAC counselors or delegates, and regular Achievers in a particular area from as far back as 1948.

### Liberation Or Liberated?

## Woman Issue Debated

Women in Business is a workshop at the National Junior Achievers Conference (NAJAC), composed of female delegates concerned with the status of women in business and one boy who enrolled "to meet girls."

Ann Splittgerber, a second-year counselor, is the workshop leader. This is the first year that such a workshop has been tried, even though Junior Achievement (JA), unlike numerous other youth organizations, has been coeducational since its inception in 1919.

For her workshop, Ann has collected numerous pamphlets from government agencies and women's organizations, in an attempt to, as she puts it, "destroy some of the myths and misconceptions about women in business." She has also chosen a panel of businesswomen from the Indianapolis area, who will address the delegates from both her workshop and the "Secretarial Opportunities" workshop.

Ann had some expectations as to the type of girl who would enroll in her workshop.

"I expected the type of girl," said Ann, "who is interested in business as a career, and not just as a secretary; one who wants to be informed, not only about JA, but about the realities of the modern business world."

Ann Splittgerber, who herself is unsure as to who to believe about woman's role in society, believes in asking questions: "Why a Miss JA contest; why is it necessary to emphasize that during a business conference? ... What are



### No Blues Here!

The look on Donna Chapman's face says it all. She's beaming with joy after being presented with the first place trophy in last night's Talent Night competition. Donna, of Buffalo, N.Y. took the prize for her self-accompanied vocal medley of "Alfie," "The Look of Love," and "Until It's Time for You to Go." Second place went to James, David, Elizabeth and

Marypat Abowd of Farmington, Mich., for their dramatic reading of an adaptation of Ray Bradbury's "The Exiles," and Harry Bonner, Cincinnati, Ohio, was awarded the third place trophy for his dramatic recital of James Weldon Johnson's "The Creation." Presenting Donna with her trophy is delegate Chip Woods of the talent night committee.

## Business And Youth Challenged

"The quality of life Americans live is proof that free enterprise works," Richard L. Terrell, group vice president in charge of the Car and Truck, Body and Assembly Divisions Group, General Motors, said this morning in an address to the general assembly of the National Junior Achievers Conference.

He urged Achievers to "weigh very carefully all that you read and hear about American business. Contrast the charges of the critics to the material proofs that you see everywhere around you. Ask yourself, and ask them, what better system they have in mind."

"Free enterprise," he said, "has built-in adaptability and responsiveness to changing economic needs. Unlike rigidly controlled systems, it takes its direction from the people it serves. It tries, and with remarkable success, to provide what people want."

Within limits of the public interest, Terrell said; free enterprise offers the producer the



# Cronin Selected For Grad Award

"The adversary we must overcome is not American education, not American business, but American culture; the pattern of social values and standards to which we have become accustomed," said Joseph M. Cronin yesterday at the Indiana University Auditorium.

Cronin's comments followed his recognition as the 1972 Junior Achievement Distinguished Graduate.

Cronin, an Achiever and National Junior Achievers Conference delegate in the early fifties, has distinguished himself in the area of education administration. He is presently the first secretary of educational affairs for the Commonwealth of Massachusetts and has authored over 40 books, articles and reviews on education.

He stressed in his fifteen-minute speech the importance of a business-education partnership in the struggle to overcome the social problems facing our metropolitan areas.

"The world of business impinges in many ways on the world of education," Cronin said. "Education, like business, can either improve economic and employment opportunities for others — or honor the status quo and perpetuate existing patterns of discrimination and blocked opportunity."

The former associate dean of the Harvard Graduate School of Education went on to call for a sense of national corporate responsibility and social accountability in our free enterprise system. He pointed out the trend in this direction is being instigated by youths who believe corporations "not only have a responsibility to each investor, but to each inhabitant of a shared space on earth— be it city, state, or nation."

He commended industries that "recruit economically and educationally disadvantaged employees and then provide the training they need not only for an entry job but for advancement just as fast as openings appear." And also to those "that reach out to the communities and respond to local needs whether for anti-poverty programs or the support of local schools generally."

Cronin severely attacked corporate hypocrites who give lip service to the problems of the inner city, "but quietly move their headquarters to the comfortable suburbs, who attack pollution but are unwilling to stop the dumping of metallic wastes into the water or sulphur into the sky," and the taxation system, which "lacks the reforms that would place the major burden on the millionaire, the oil speculator, and the investor in municipal bonds instead of on the elderly, the homeowners and the working class."

"We need an educational system that will train citizens to question the quality of what either business or government provides for products or services. We need a corporate system which will provide the kinds of responses needed — whether the questions are about poverty or pollution, manpower or even about humanity. We need both an educational system and a corporate system which will force departures from the inhumanity of our assembly lines, departures from the inanity of our advertising policies and departures from the inequity of our taxation programs," said Cronin.

Junior Achievement, in its business education role, is able to teach about and sponsor a sense of corporate responsibility and social accountability, said Cronin. Junior Achievement has the potential to change attitudes toward social involvement by business. Perhaps in the future businessman will not be saying "let the government do it," but "let business have a try."

## Business Challenged

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freedom to produce what he thinks the public wants and give the consumer the freedom to choose, in the open marketplace, what he wants to buy. Freedom, for both the consumer and the producer is the cornerstone of our economic system."

Terrell, born in Dayton, Ohio in 1918, began his career with General Motors in 1937. He held 14 executive positions with GM prior to election as a vice president in 1959. He served as a consultant on planes to Lord Mountbatten's staff during the war.

He feels that American businessmen are concerned about the tough tasks of our times, but that they are confident of the ability of private enterprise to prove equal to the challenges.

Terrell noted his pleasure in seeing young people so interested in business; "Better

than 28% of our work force today is under the age of 30 and so are 30% of the American car buyers. You can be sure that we at GM are not "tuning out" young people."

"As businessmen and women



**RICHARD L. TERRELL**  
GM Vice-President

and as Americans, we must not allow this great institution of our society to be pushed into disrepute by our inaction, by our indifference, by our unwillingness to stand up for what we know is vital to the preservation of America's place in the world."

"I, for one, secure in the knowledge that we will meet them, look ahead with anticipation to what we then will have achieved," he said. "Our air — already cleaner, will be even cleaner; our cars will be even safer; our workers will enjoy their deserved equality; travel will be easier and quicker; our employees will gain greater satisfaction from their labor, and at the same time, we will help our country retain its economic leadership."

"Whose business is it? It's our business, whether we be Junior Achievers or senior Achievers," he concluded.

# Black Business— Myth Or Reality?

"The black man and the white man can only trust each other when they have a common cause," Peaches Hauser, North Carolina member of the black capitalism workshop commented Wednesday. "And that cause can be found in making money."

Is black capitalism the answer for creating new jobs and income in the ghetto? Or have two centuries of white-oriented advertising convinced even black consumers that products coming from their own community may not be any good?

The atmosphere was open and honest during the black capitalism, human relations and JA Urban Problems workshops held this week at the National Junior Achievers Conference. All were headed by workshop counselor Alvin Lee, third-year counselor and former National

Conference officer.

"We are investigating whether black capitalism is a myth or a reality," Alvin began. "We want to take a look at today's blacks going into business and somehow relate that to JA."

"It is up to the black people themselves to support their business," Adrian Saunders, honorary delegate from Trinidad, commented. "There must be a black awareness and consideration for our fellow man. You can't depend on the white people."

Peaches disagreed. "You've got to work through the system for a while to earn the money to start a business. Blacks just don't have the money. The biggest problem is the blacks rent rather than buy the majority of their possessions."

The long history of racial segregation and discrimination in the United States was also discussed freely. Ron Adderley, St. Pau, Minn., commented, "When you are taught inferiority, then you start to feel and act inferior. That's why the black pride concept is so strong today. Black pride is reconvincing oneself of worth as a person. The time has come for the black man to take responsibility for himself, and for his brothers and sisters as well."

Angie Lopez, black delegate from Chicago, contributed, "At one time, the inner city was black and the suburbs were white. Now the inner city is being torn down and replaced by the high-rise apartment and office complexes and the whites are moving back in. This is a major cause of resentment."

Stereotypes are a major deterrent to racial understanding, according to Achievers. Glenda Montgomery of Rome, Ga., was especially vehement — "I can't stand white smiling faces. Those faces aren't friendly or sincere. The next time they see you they don't know you."

James Shoot, also from Chicago, defended the black stereotype of run-down neighborhoods. "What can you expect when the public services like garbage collecting cut back on their services as soon as a black family moves in?"

Does Alvin find the workshops to be successful?

"The discussions were successful if they motivated each Achiever to examine his own feelings and ideas on the subject," Alvin continued. "I hope each Achiever becomes interested enough to go home for more thought and reading than can be crammed into seven workshop hours."

Specific suggestions written by the workshop members for the JA program and NAJAC included the appointment of more blacks to the JA national board of directors, more black staff and advisers in the local areas and more black delegates and counselors at NAJAC. A specific effort should be made to racially mix JA companies to promote the feeling of unity and cooperation.

"I am greatly encouraged that a number of white delegates joined the workshop to participate in and learn about the black issues," Alvin concluded.

## Checkered Shirts Out; Blue Only For Groups

Step right up and get your program. You can't tell the staff from the delegates without one.

The blue and white checked shirt, a familiar symbol at the National Junior Achievers Conference (NAJAC) since 1957 is being phased "down" this year. Only group counselors are wearing them. Other support staff are on their own as to dress.

Mary Beth Vernon, Conference program director explained; "The main reason for the checked shirt was to readily identify staff for the guidance and assistance of delegates and other staff. However, we feel that the kind of thing we're trying to achieve doesn't happen because of what is worn on the outside."

The forerunner to the blue checks was a T-shirt with the original JA Shield imprinted upon it. They were replaced in

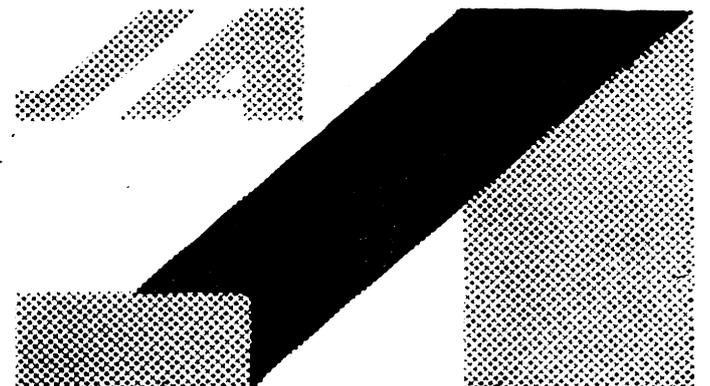
1957 through a search for something more practical, and in line with a general revision in the organizational image.

Reaction to the change has been varied. Jean Schober, a 15 year staff veteran, comments, "This is a business conference. I think the new dress presents a more professional appearance." Special projects counselor Roger Bowman agrees with the change; "Shirts tend to represent authority. I believe this will help develop a better rapport between delegates and staff."

Delegates interviewed were near unanimous that some form of identification would be helpful. Almost all staff and delegates felt group counselors should continue with the present shirt. There was a consensus that the need for information prompts delegates to make inquiries from persons most visible.

Following NAJAC the change will be reviewed; "We'll take a careful look at all the pros and cons" Mary Beth stated.

Perhaps the best comment came from an anonymous individual; "It really doesn't matter what the counselors wear, just as long as they're clean!"



# Women In JA Equal

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BETTE CLEMENS

## Consumer Protection Everyone's Concern

"Consumerism? I don't like the word. It seems we are in an 'age of isms' which are associated with fads . . . consumer protection is not a disappearing trend to be kicked around with," said Bette Clemens, featured speaker at the Conference special presentations program, Wednesday morning, Indiana University Auditorium.

Ms. Clemens, who spoke on "The Importance of the Educated Consumer," acts as a mediator between consumers and business in her role as director of consumer affairs for the Council of Better Business Bureaus, Inc.

Consumer protection is everyone's problem and concern — from the head of General Motors to the common working man. We are all consumers, as well as producers, who are subject to poor quality, unethical business practices and unfair prices," said Ms. Clemens.

"False advertising," she labeled, as "one of the main

problems the buyer has to be aware of in the marketplace."

One instance of false advertising cited by Ms. Clemens, was a firm selling a fruit salad tree, a horticultural wonder that produced a multitude of fruit on one tree, for \$7.95. More than fifty thousand were sold before a court injunction prevented further sale because the product could not meet the claims made for it.

Diet aids, food-freezer plans, vacation lands in Florida and Arizona, beautification ointments and creams and mail-order catalogues are common areas of false advertising, according to Clemens.

"Look for the fine type in contracts; get guarantees in writing; deal with reputable firms; do comparative shopping; and know your legal rights as a consumer," she said. "If you have trouble or want to get involved in the consumer campaign," she advised, "contact the Better Business Bureau."

## Achievers Can Help, Says IU Consumerist

"Students as Citizens; Citizens as Students."

Brad Baker, an Indiana University graduate student and consumer advocate, is a member of the National Committee on Student Consumer Action (NCSCA) and really believes Junior Achievers can help.

Assisting last year's environmental workshop in its endeavor to recycle National Junior Achievers Conference (NAJAC) newspapers, Brad is impressed with the Junior Achievement (JA) program and feels JA can "help to catalyze student and public awareness of the need for consumer protection and education."

"Because Achievers are both young business people and consumers, they have an insight and perspective that would be invaluable to the student consumer movement," he said.

The NCSCA of which Brad is an executive member, is a coalition of city and state student consumer groups launched in the last few years through the suggestion of consumer advocate Ralph Nader.

Brad feels Junior Achievers can help promote responsibility citizenry in two ways: "cable TV outlets provide free time to local community groups," said Brad. A JA consumer information program, he said, would be a unique and valuable innovation. The show could be sponsored by advertisers in a way similar to commercial TV. Brad also encouraged Achievers as individuals, too. "Become involved in all fields of social concern to obtain the tools and methodology to become responsible citizens." "After all," he said, "the best consumer protection is consumer education, and what better way to learn than through JA."

president. This year's election is the third since I was elected and I'm concerned that if we go too long without a woman president, she may have to start all over again."

Jinny Sands, 1971 Miss JA, feels she is one of Junior Achievement's primary spokesmen. She denies that the contest is "a beauty contest." "A lot of people have the misconception that Miss JA is a beauty contest — bathing suit, the whole bit. It's nothing like that at all . . . She starts with the same business knowledge, goes through the same type of contest that any other contestant goes through." Miss Sands went on to say that like any other contest, Miss JA is judged on a variety of planes. "It all comes down to being chosen for business ability, poise and ability to communicate with other people."

Jinny is planning on going into law, specializing in poverty law. She felt she would have difficulty as a woman in that field. "I'll almost, well, I'll quote someone from this morning, I'll be a second generation by the time I get into it. And besides, I think that even now women are accepted when they're qualified. It's as simple as that."

Jinny's not worried about the status of women in JA or at the Conference. This is her third conference and she feels that a definite progression has taken place over those three years. She pointed out the election of Susan Smith, 1972 Conference vice president and the 1970 Conference President Sharion Patterson. "Quite often in the discussion groups you run into more girls who are president of their companies; they are the office-holders. They know what's going on. I think the guys respect their opinions. I don't see any necessity for a special workshop on women at all. I think that especially in the organization of Junior Achievement, both the guys and the girls accept each other for their individual qualities."

Tuesday morning, Dr. Sandra M. Brown addressed the Conference as a member of a panel of young entrepreneurs. She was the only panelist

who received a standing ovation when she explained the distinction between women's liberation and the liberated woman.

Dr. Brown is a millionaire, but she still has problems, because she is a woman in business. She has written a book about her experiences in business entitled "Tale of a Woman Entrepreneur", soon to be published by Random House.

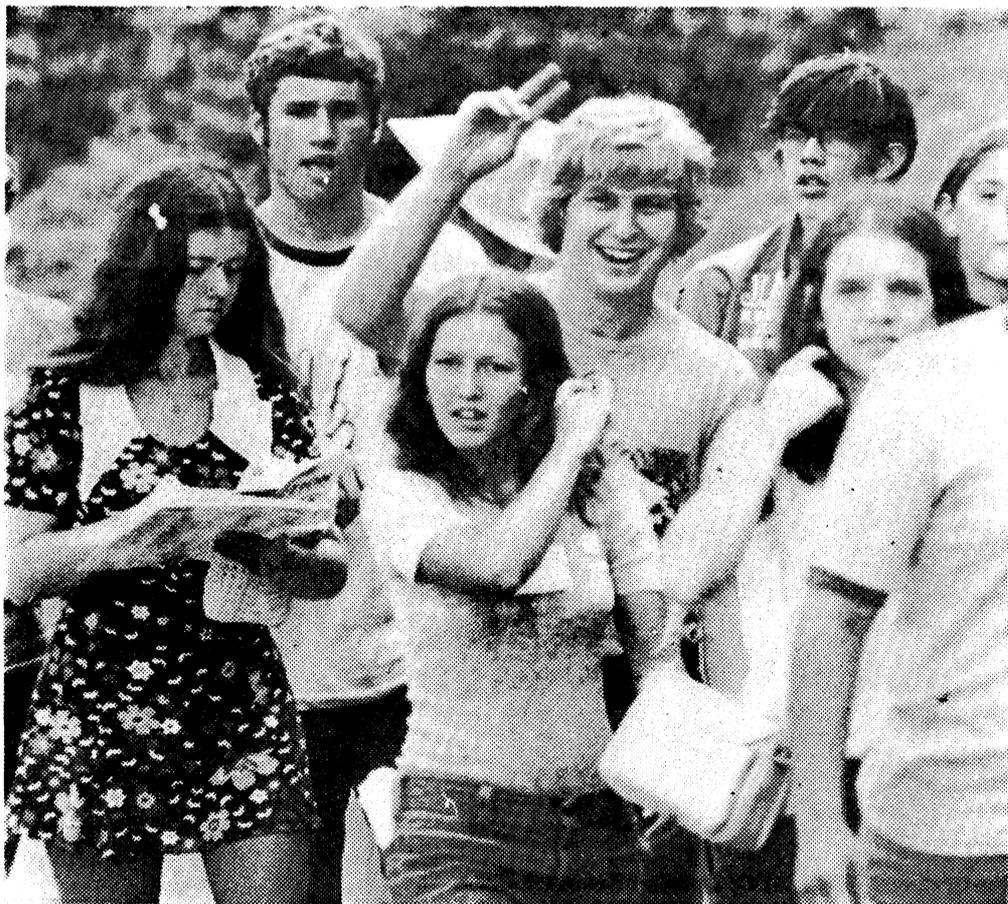
Dr. Brown calls herself "a mass of living scar tissue." According to Dr. Brown, a woman in business must work harder than a man, but often it isn't only discrimination which prevents a woman from advancing. "A woman is often her own worst enemy."

Dr. Brown feels that many women are unwilling to accept responsibility and might therefore accept positions beneath their capabilities.

With regard to the women's liberation movement, Dr. Brown said, "I consider Gloria Steinem and Kate Millet the first generation of women's liberation; they were a necessary extreme, we needed them. I needed them — my life has been made easier because of them. I have been received differently by businessmen as a result of their work."

Little things can turn into hardships for a woman in business. For example, Dr. Brown said, "When I'm on a plane and ask to borrow a man's Wall Street Journal, he just stares at me. The stewardess hands me Woman's Day and seems surprised when I refuse it, asking for Fortune instead. If I call to make reservations for 'Dr. Brown' the clerk asks me 'when will he be leaving?'"

Two years ago, Dr. Brown began working to publish a magazine which she calls "Executive Woman". "Two years ago I got lots of advertising, no subscriptions. Last year, still lots of advertising, but too few subscriptions to make it a worthwhile venture. In a year or two we will have a market for our magazine, because there will be "executive women".



Walking from one place to another is a full-time occupation on the sprawling Indiana University campus, but youth attending the National

Junior Achievers Conference have energy that never seems to wane. Besides which, nothing is all that bad when you're with friends.

# Maxwell Writes: Profit Necessary

By **RICHARD MAXWELL**  
JA National President

All living things and all organizations of living things must be profitable to exist. Bears, squirrels, and trees must make a profit in the summer to survive the winter and start producing again in the spring. Life survives unprofitable periods only if production exceeded consumption during an earlier period. Profit during good times, if not all removed, enables a business and the jobs it provides to continue during bad times.

The real argument between free enterprise and socialism-communism is not about profit per se. The contentious issues are these: Who produces it? Who gets it? How is it used? How are these decisions reached?

Opinions on these questions should be developed and evaluated in light of one glaring fact: no one gets it if there isn't any. Profit must precede allocation.

Education through the simple and accurate truth is the most meaningful approach business people have when they get themselves into, or are gotten into, decisions concerning profit. With public opinion as it is, the lack of public support for the American economic system is an understandable, if unfortunate, reality. It is up to us in business to correct the public's misconception.

Those of us who work directly with young people are greatly aware of their sense of "Don't tell me, I want to find out myself," whether it's about driving before the legal licensing age, or learning about profit and its place in

the American economy. Young people listen, and respond to facts. But they want the facts through first-hand experience (as we did at the age of 15 or 16).

In Junior Achievement, young people are in business. This year 161,000 teens are operating 7,000 mini-corporations. They are meeting business face-to-face; selling, paying wages, salaries, and taxes, and making a profit for their stockholders.

These Achievers know the facts. The 2000 Achievers attending the National Junior Achievement Conference last summer were asked: "On the average, figuring the good years with the bad, industry makes how much profit on sales?" More than 62% identified a 2% to 9% profit average. All Achievers polled identified average profit below the 28% found by the Opinion Research Corporation, which polled largely the adult population.

It is heartening to read these statistics with the advent of the 18-year-old vote. (Achievers surveyed were 15 to 18 years of age and only 39% of them had an economics course related to how our business system works.)

In addition to educating youth, Junior Achievement is currently developing a national awareness program geared to informing the general public on the American economic facts of life.

JA is in the education business and is meeting the need for education on profits.



During yesterday's Business and Industry Day, executives wandered freely through discussion groups and

workshops. Here, two businessmen stop to listen in on a discussion on the grass.

## In Business Fly-In

# Visitor Reactions Good

"NAJAC far exceeds what I expected in terms of caliber of discussion and number of participants," said Ed Niemeyer, Terre Haute, Ind., Junior Achievement board president and one of the 250 business executives visiting the conference Wednesday and Thursday.

Businessmen seemed unanimous in liking what they saw after only a half-day at the conference. Typical of comments received were:

"What they (the Achievers) are talking about is not too different than what we're saying. Only the words are different."

"These kids have a lot of good ideas."

"Their questions and comments are quite thought pro-

voking."

"Somebody put a lot of work into this conference."

Many observers visited workshops in the afternoon. "Ninety per cent of the questions were pertinent and relevant. They went right to the core of the problem and the topics were really quite good."

Several guests were asked to participate, and commented about the way delegates treated them, "Everyone was so friendly. They made us feel at home."

Other comments varied. "Achievers learn realities. They're wide awake. They know a little about a lot of things."

"No doubt about it, the kids here are a cut above."

"Achievers are tuned into

current events. They are aware of consumer problems, yet they're open minded about solutions."

"The quality of delegates is extremely high."

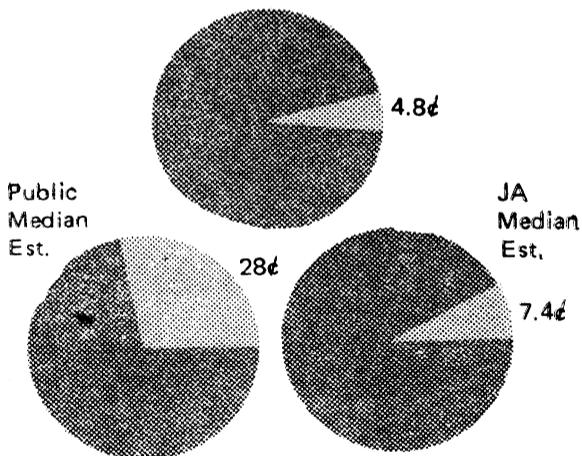
"Achievers seem to represent what the youth of America is really like."

What kind of effect will the visits have? As an executive director put it, "Our program is only as good as the priority the business community gives us. Business people see NAJAC first hand has got to have a positive effect."

A nearby businessman concurred. "This conference makes you know that your contribution is being utilized to the fullest. It reaffirms our conviction that JA is where the action is!"

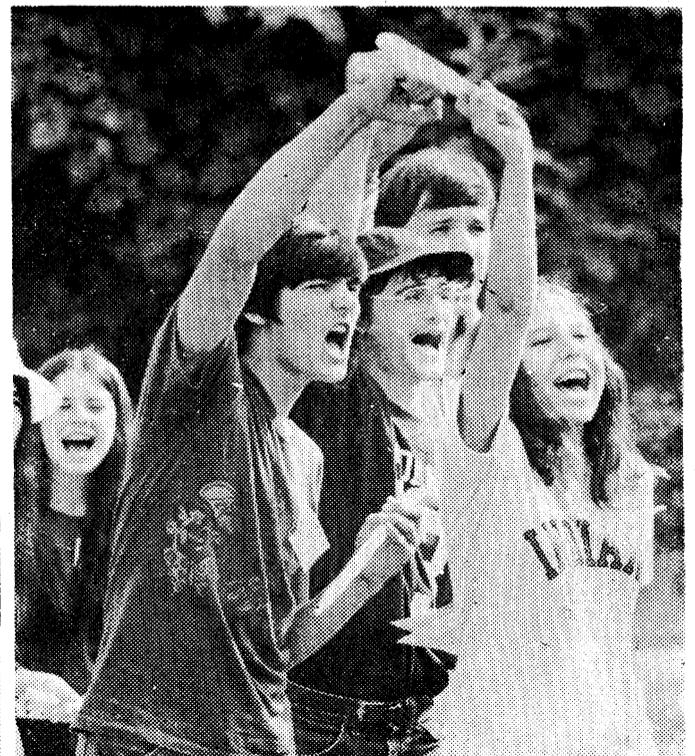
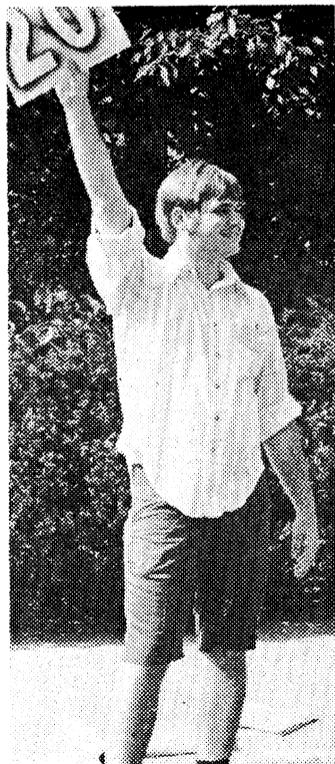
### Average Profit as a Proportion of the Sales Dollar

1970 Actual Mfg. Profits (After Taxes)



Profit data: F.T.C., SEC; Opinion Research Corp.

As a percentage of the gross national product, actual manufacturing profit (after taxes) in 1970 was the lowest since 1938. Over the past 15 years, profit in America has not gone above a 5.6% average in 1970, the median adult estimate of profits was 28% when actual profit was 4%; 1970-71 Achievers median estimate was 7.4% of the sales dollar.



NAJAC spirit is something that's hard to describe, but easy to find at the Conference. It's shared by delegates and counselors alike, all of

whom root for their groups, divisions and/or dorms with all the gusto they can muster.